



-- Business Introduction --

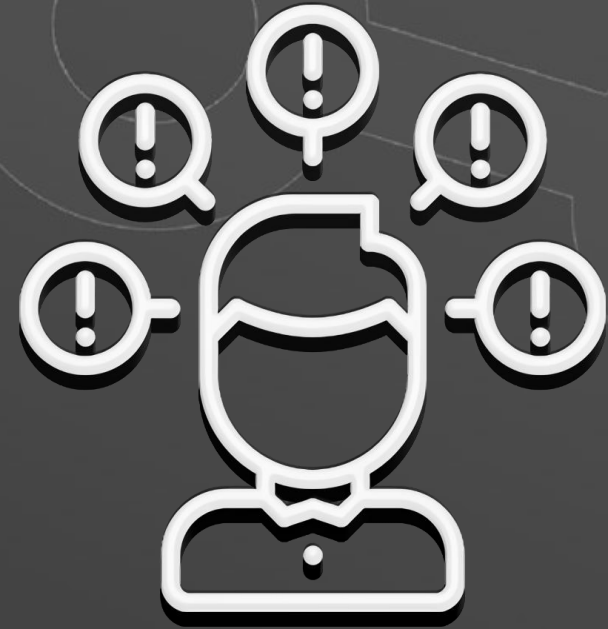


MovieFlix Rentals offers a diverse library of DVDs, from Hollywood blockbusters to indie favourites, with flexible rental plans to suit all viewers. We prioritize convenience through **online reservations and local delivery/pickups options**, ensuring an exceptional **viewing experience**. Committed to quality and customer satisfaction, we make every night a movie night.

-- PROBLEM STATEMENT --

MovieFlix Rentals has a DVD rental service tracks **customer information, movie inventory, and rental transactions** in its database. The database helps the company manage its operations efficiently by **storing and retrieving data related to customers, movies, and rental activities**.

Your task is to use the database to answer business-related questions and analyse its operations.





-- Rationale for the Project—

(What is the Importance of the project to the business)

The task helps us understand MovieFlix database, by extracting meaningful insights from structured data, which is a key skill in data analysis and database management.

Also helps us familiarize ourselves with the company data so as to be readily equipped to answer their data related enquiries.

To Do List

- 1.
- 2.
- 3.
- 4.
- 5.



1. Retrieve all movies in the database.
2. List the titles of all movies with a rental duration of more than 5 days.
3. Find the total number of movies in the database.
4. Find the number of movies in each rating category (e.g., PG, R).
5. Calculate the total revenue generated by each staff member.

To Do List

- 1.
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Group 1: Customer Rental Patterns

1. How can we classify customers into different spending tiers based on their total payments?
2. What are the top 10 most rented movies, and how many times has each been rented?
3. Are there any customers who have made a payment without any recorded rentals?

To Do List

- 1.
- 2.
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- 5.



Group 2: Revenue and Payment Analysis

1. Which staffs processed the most rentals, and how much revenue have they handled?
2. What is the average rental duration for each store, and how does it vary between stores?
3. How much total revenue does each store generate, and what percentage comes from late fees?

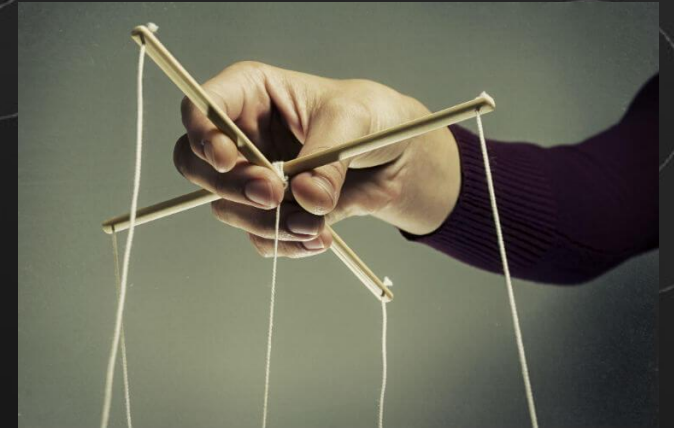
--Aim of the Project--



Query Data to see data
stored



Explore Data to gather
insights



Understand Query
Languages to
Manipulate data

-- Tech Stack --

-- SELECT --

-- WHERE --

-- GROUP BY --

-- And More --

-- Project Workflow --

RESTORE
DATABASE

UNDERSTAND
DATA

QUERY DATA

GENERATE
INSIGHT