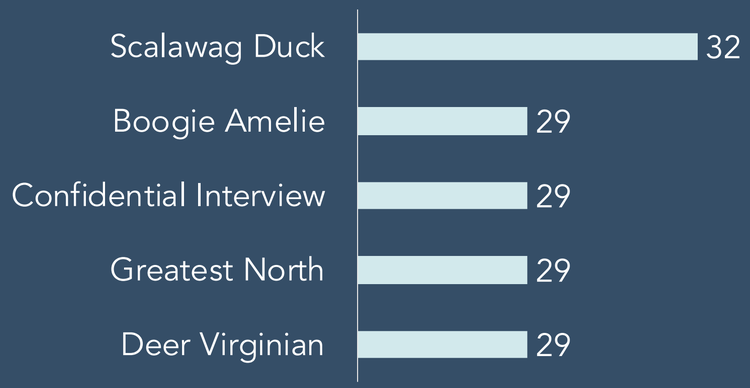
Investigate a Relational Database

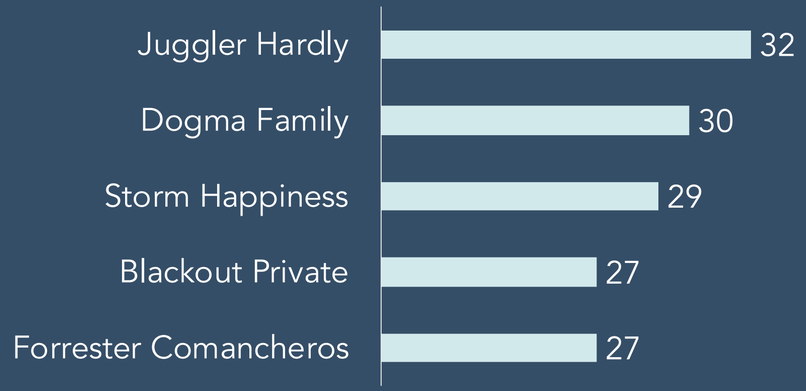
By: Jacob Boysen

Question 1: What are the top 5 family-friendly movies by category?

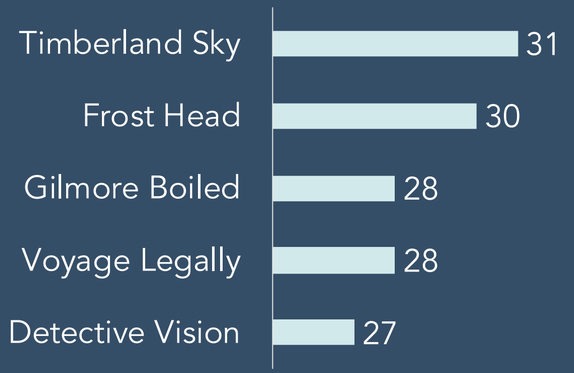
MUSIC



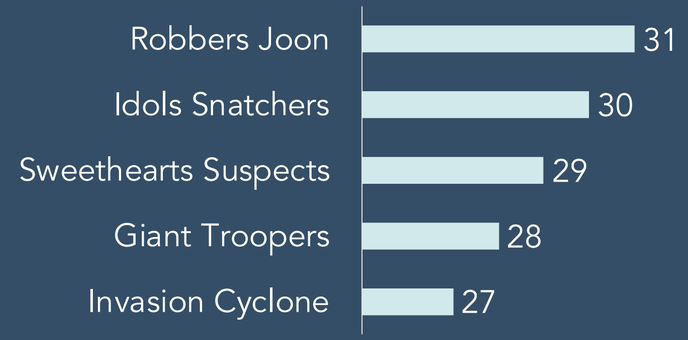
ANIMATION



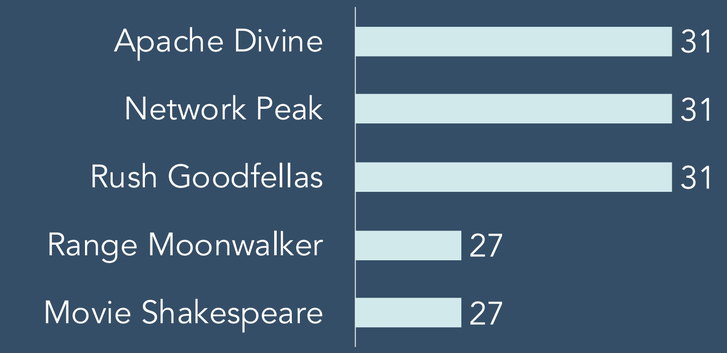
CLASSIC



CHILDRENS

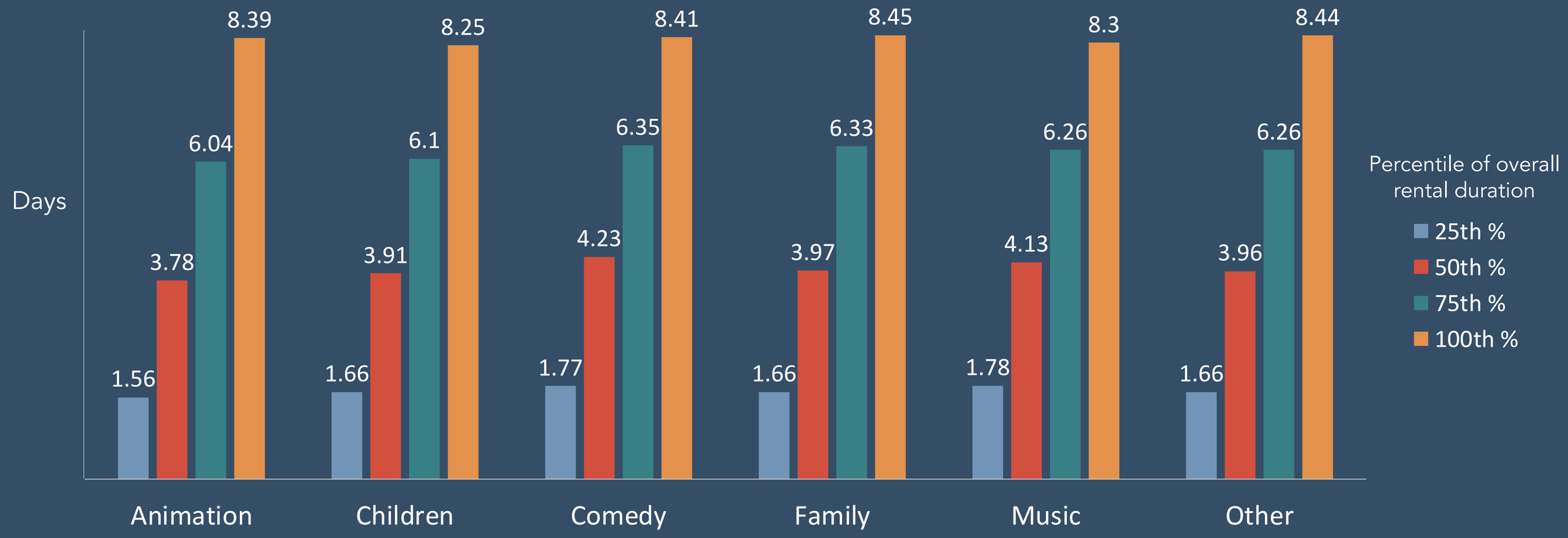


FAMILY



Brief explanation: In this visualization we use horizontal bar charts to display the top 5 movies by category based on the total count of movie rentals in our data. As we can see, the top 5 films in each category have a total movie rental count between 27 and 32 with the #1 films coming in at 31-32 rentals.

Question: How does the rental duration of family-friendly movies compare to the duration to other movies?



Brief explanation: In this visualization we use clustered bar charts to show the distribution and average number of days a movie is rented for based on the category of film. The objective of this analysis was to determine if certain categories of movies are rented out longer than others. What we can see is that that the distribution and average length of rental times is consistent across all the movie categories.

Question: What are the top 5 actors based on total movie rentals for each location?

LETHBRIDGE

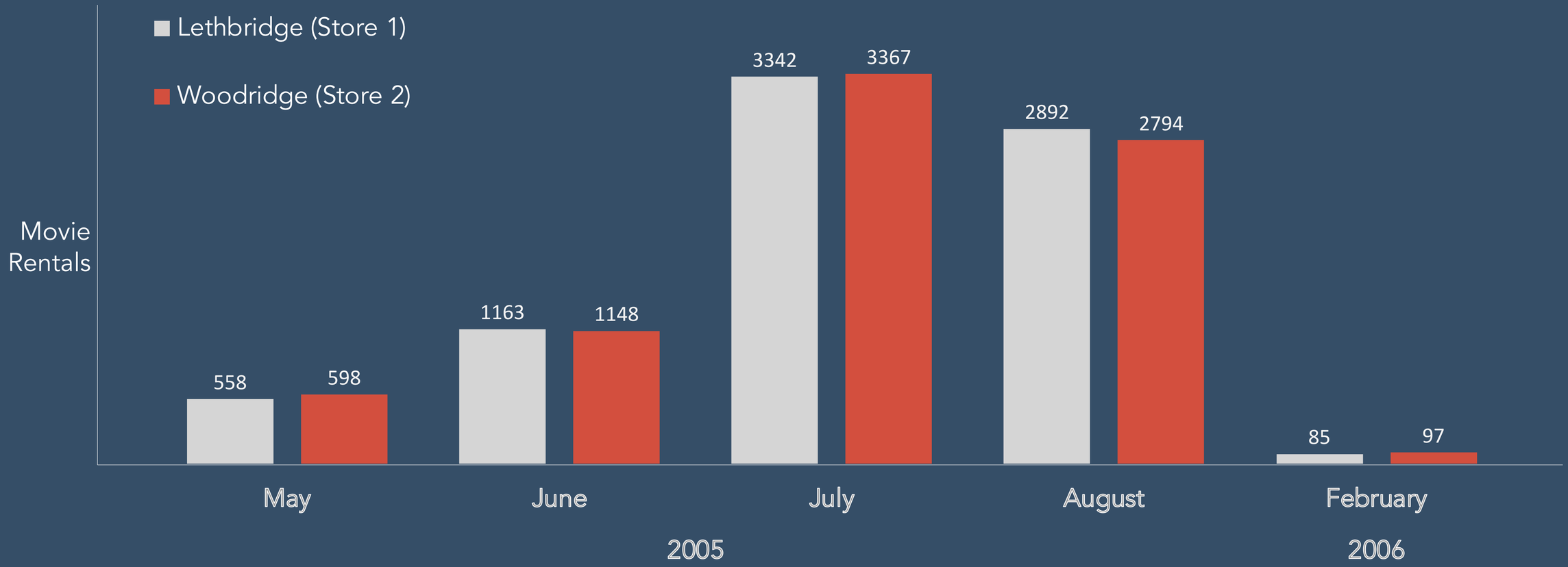
Actor	Total Movie Rentals
1. Susan Davis	10285
2. Gina Degeneres	9550
3. Matthew Carrey	8518
4. Angela Witherspoon	8450
5. Mary Keitel	8328

WOODRIDGE

Actor	Total Movie Rentals
1. Susan Davis	10352
2. Gina Degeneres	9327
3. Matthew Carrey	8728
4. Mary Keitel	8511
5. Angela Witherspoon	8252

Brief explanation: In the two tables above we used the Window function in SQL to count, and rank actors based on total number of movie rentals where the actor is referenced, by each location. The objective was to determine if one location preferred certain actors over the other to inform purchasing and forecasting efforts. As we can see that top 5 actors is consistent across both locations.

Question 4: How do the two stores compare in their count of rental orders during every month for all the years we have data for?



Brief explanation: In this visualization we use clustered bar charts to show the total count of movie rentals by location for each month in our data. The data shows that the month-over-month number of rentals is consistent in total volume across both stores.