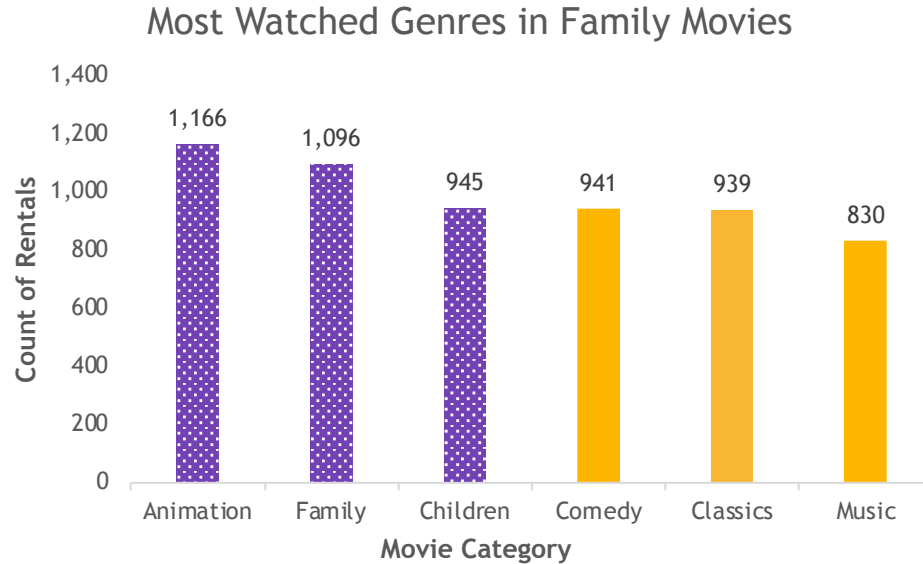




# Investigate a Relational Database

*The \*\*Sakila Movie\*\* database*

# Most Watched Genres in Family Movies



*Results are based on data taken from the Sakila Movie Database*

According to our database, we have 5 categories for family movies which include a total of 5,917 movies.

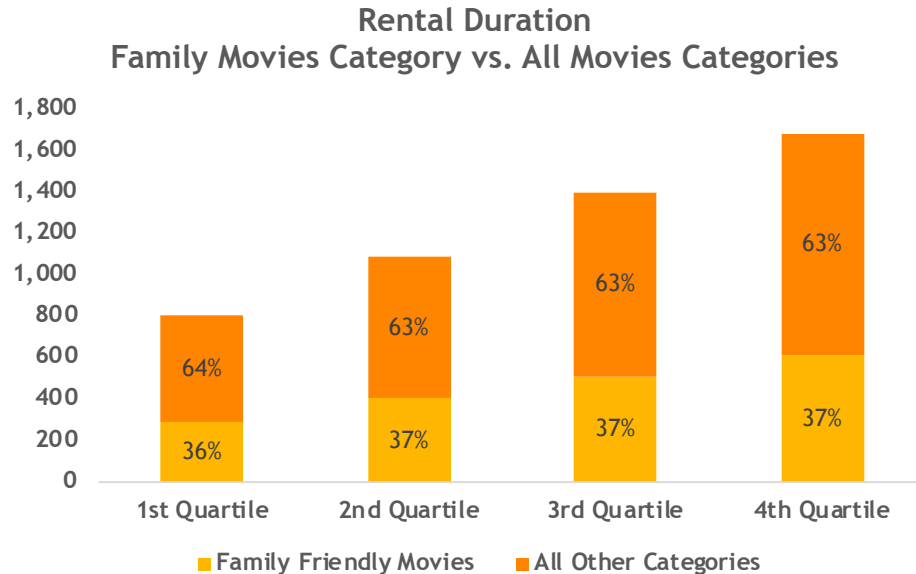
Animation movies were rented the most, as we have seen 1,116 rentals coming from this category. 18% of the total family movies rented were from the Family category where we have seen 1,096 rentals while Children movies was the 3<sup>rd</sup> preferred category for the Family movies.

Comedies, classis and musing followed with 941, 939 and 830 rentals, respectively.



# Rental Duration

## Family Movies Category vs. All Movies Categories



*Results are based on data taken from the Sakila Movie Database*

Based on our database, we can see that the number of movie rentals is steadily increasing, with the 4<sup>th</sup> quartile being the top performer with 1,685 movies rented.

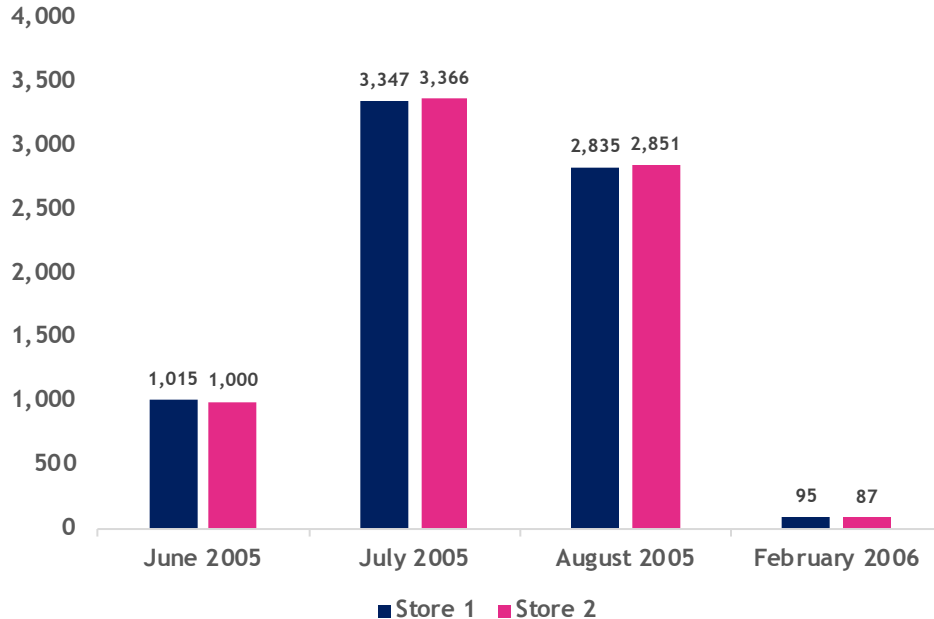
The percentage of Family-friendly movies rented remains stable across all quartiles (36% - 37%).

Most rented category within the Family-friendly movies is Family movies with 359 rentals, whereas for the remaining categories Sports movies comes first with 359 rentals.

# No. of Rental Orders per Store per Month



No. of Rental Orders per Store per Month



Results are based on data taken from the Sakila Movie Database

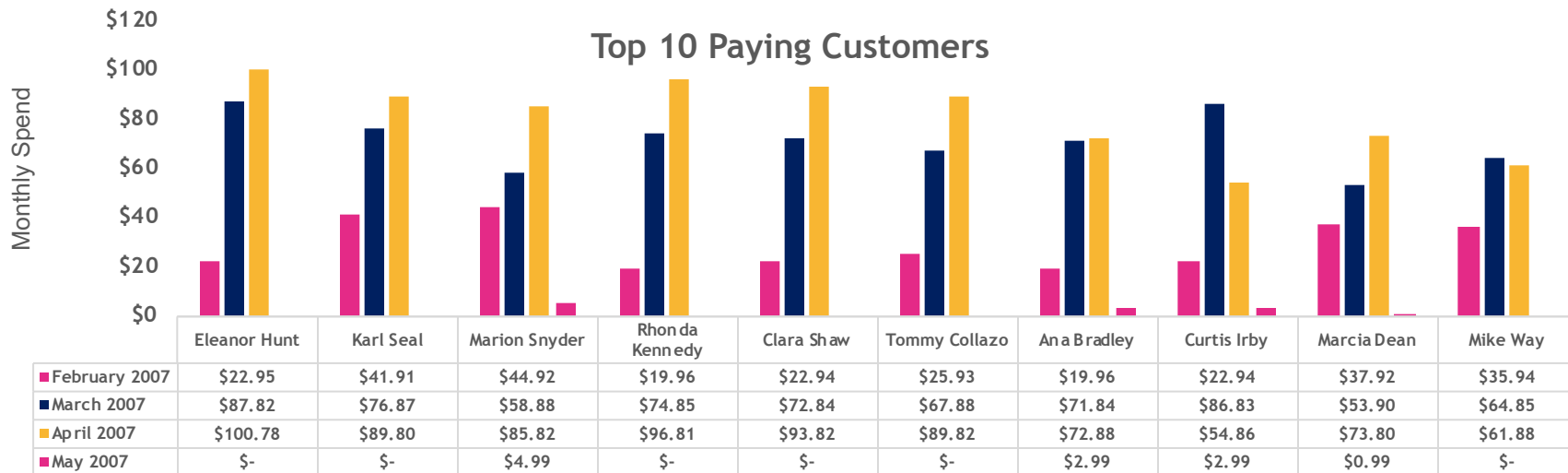
Overall, the total rental orders exceeded 14.5k for the period of the 4 months we are looking into our dataset.

Both stores delivered similar results, with Store 2 being slightly ahead by 12 rental orders.

It is worth mentioning though, that during June 2005 and February 2006 Store 1 delivered more orders than Store 2. However, in July and August 2005, Store 2 delivered +0.57% and +0.56% sales, respectively.



# Top 10 Paying Customers



Results are based on data taken from the Sakila Movie Database

During the 4 months 2007, the top 10 customers spent \$1,844.82 on rental orders. The best performing month in terms of spend was April where 44% of the total amount spend came in from orders completed this month.

Although Eleanor Hunt did make any purchases in April, she has spent, overall, the highest amount (\$211.55), followed by Karl Seal and Marlon Snyder who spent \$208.58 and \$194.61, respectively.

The highest rental order was completed in April 2007, with Eleanor Hunt spending over \$100.



# Thanks!