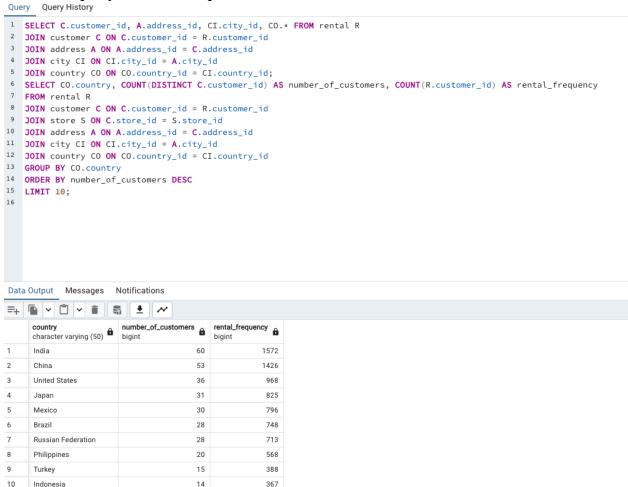
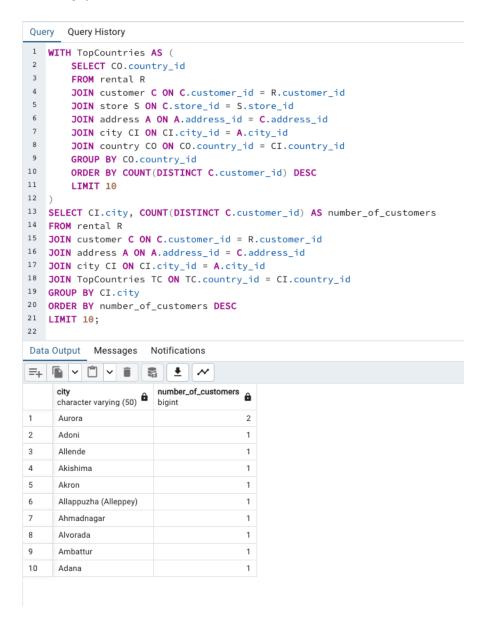
Katie Goyal

- 3.7 Joining Tables of Data
- 1. Write a query to find the top 10 countries for Rockbuster in terms of customer numbers.



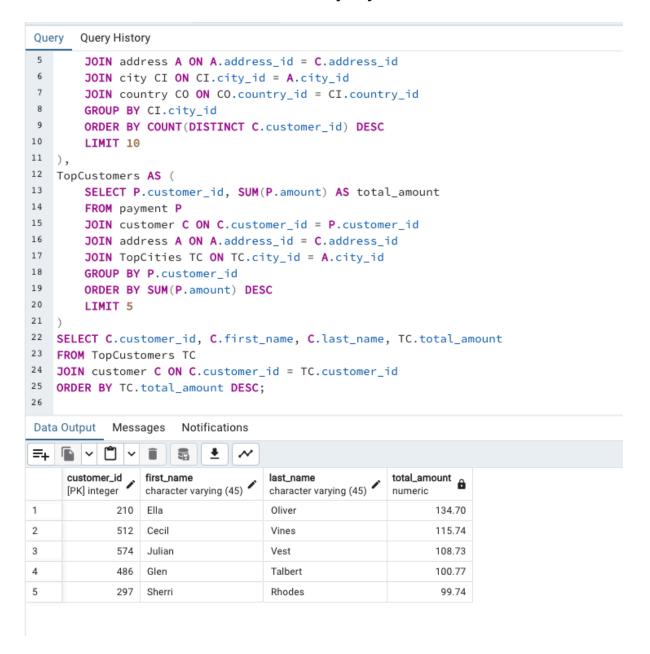
- In this query, I created connections from individual rentals to their broader geographical origins, detailing each customer's location from their address up to their country to provide a full picture for analysis or customer insights. Then I highlighted the top countries where our rental service is most popular, by counting unique customers and total rentals, which informs us about our market size and demand. By focusing on the top ten countries, we distill our data into a clear picture of our most active markets, guiding potential business strategies and decisions.
- 2. Next, write a query to identify the top 10 cities that fall within the top 10 countries you identified in step 1. (Hint: the top 10 cities can be in any of

the countries identified—you don't need to create a separate list for each country.)



To identify the top cities within the previously determined top countries, I utilized a
Common Table Expression (CTE) to first isolate the countries of interest. This
approach simplifies the queries. By establishing the top countries in the CTE, it
efficiently filters and focuses on the main query on cities within these countries. The
main query focuses on the largest populations within these countries that are
renting the most videos. This is how we came up with this list.

3. Now write a query to find the top 5 customers from the top 10 cities who've paid the highest total amounts to Rockbuster. The customer team would like to reward them for their loyalty!



• The resulting list shows the top 5 customers from the top 10 cities who have contributed the highest total revenue.