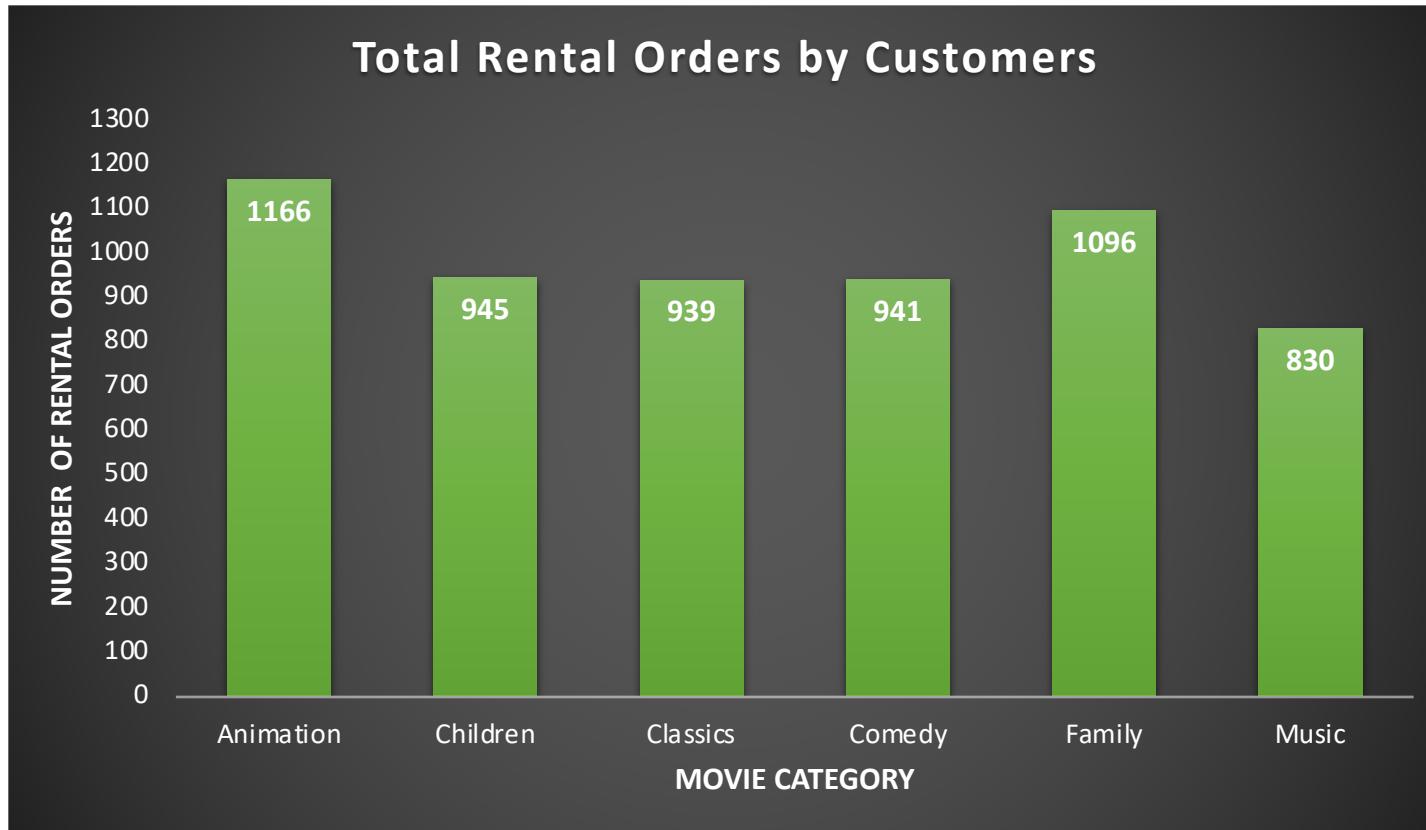


# Investigating a Relational Database

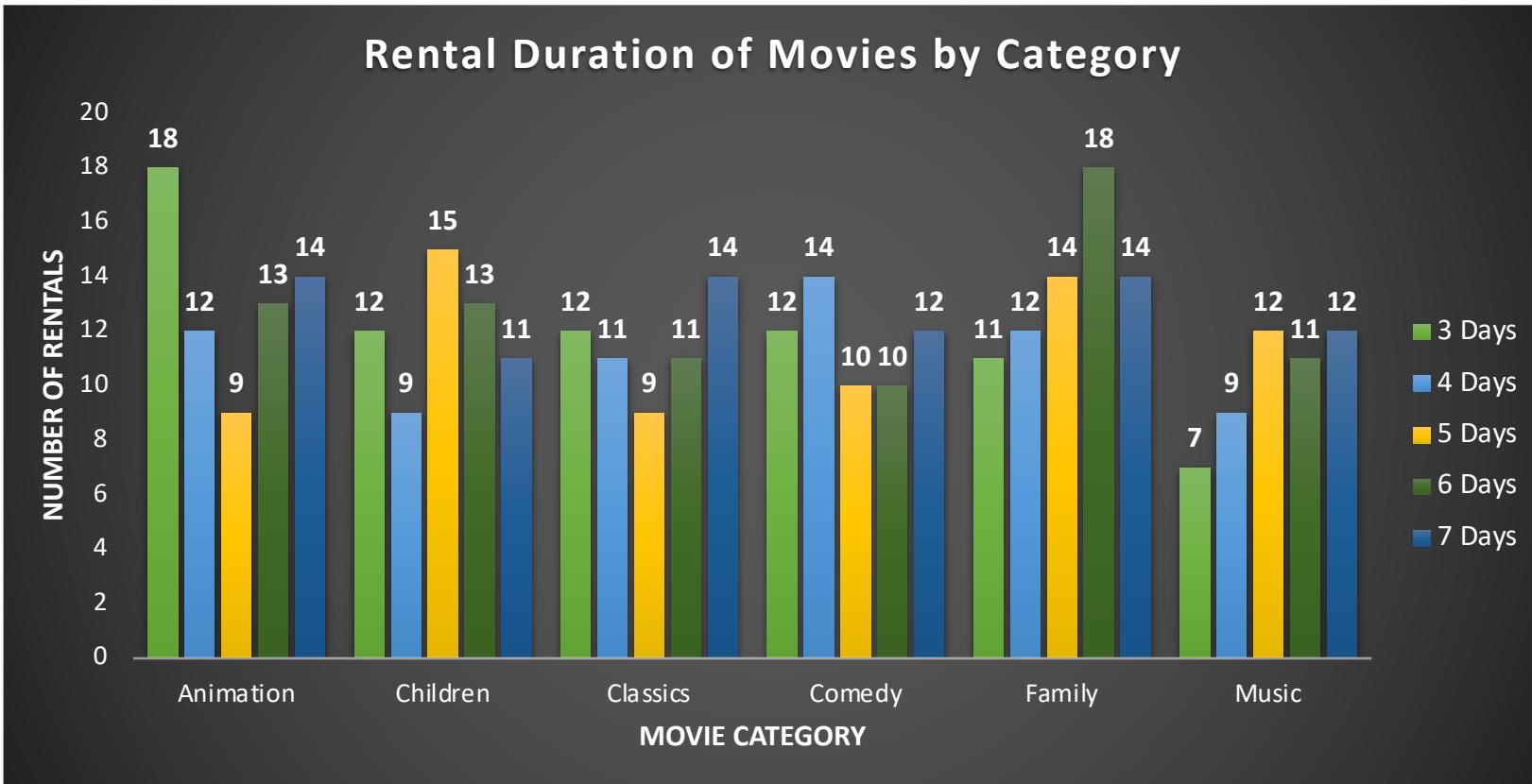
Luisa Mayorga

# What do rental trends look like in categories that are considered family movies?



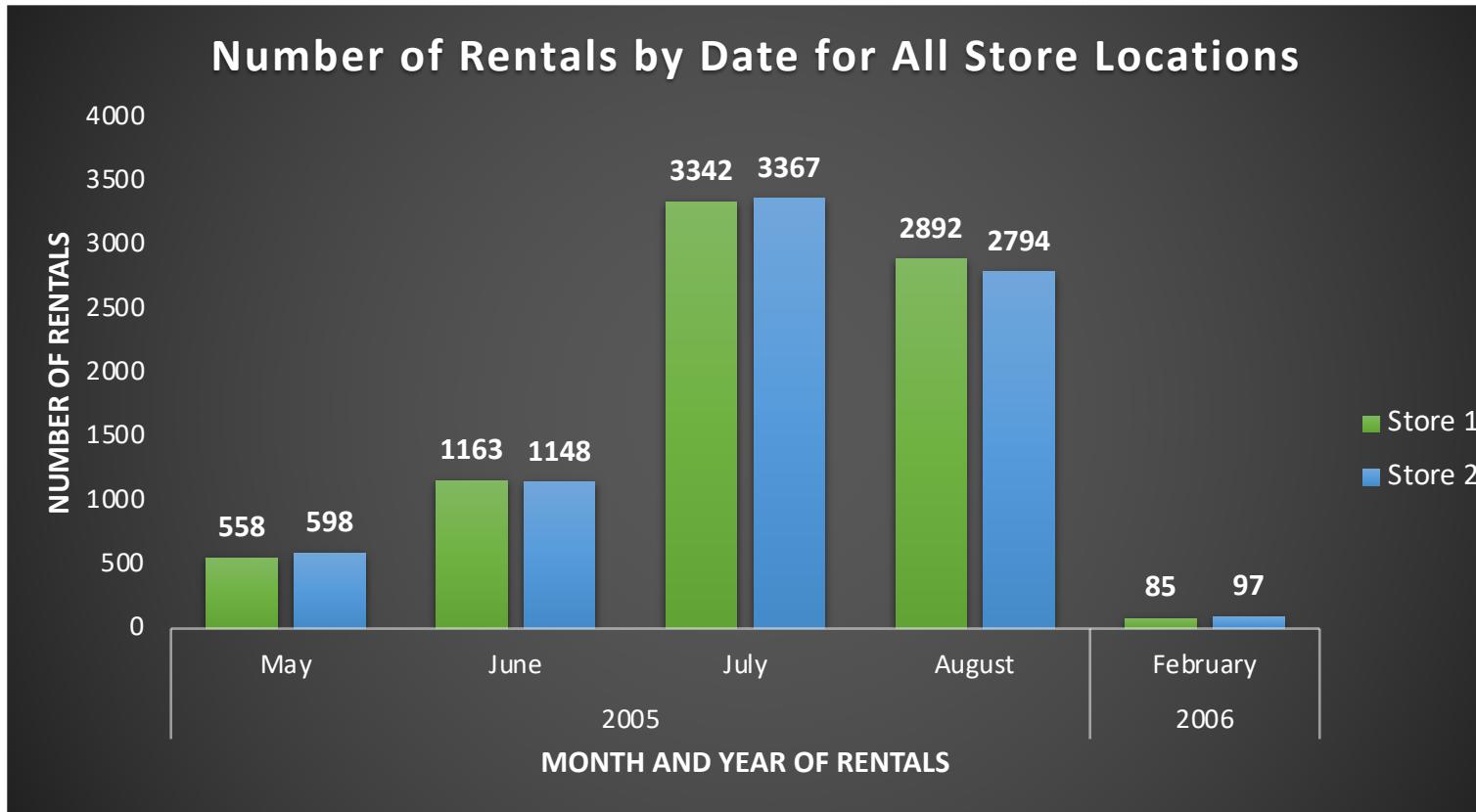
- This plot shows the number of rental orders by movie category.
- Based on the data, 'Animation' is the category with the highest number of rentals followed by 'Family'. The movie categories 'Children', 'Classics' and 'Comedy' show similar levels of interest and 'Music' is the least popular category amongst family movies.

# How does the length of rental duration for family-friendly movies compare to the duration that all movies are rented for?



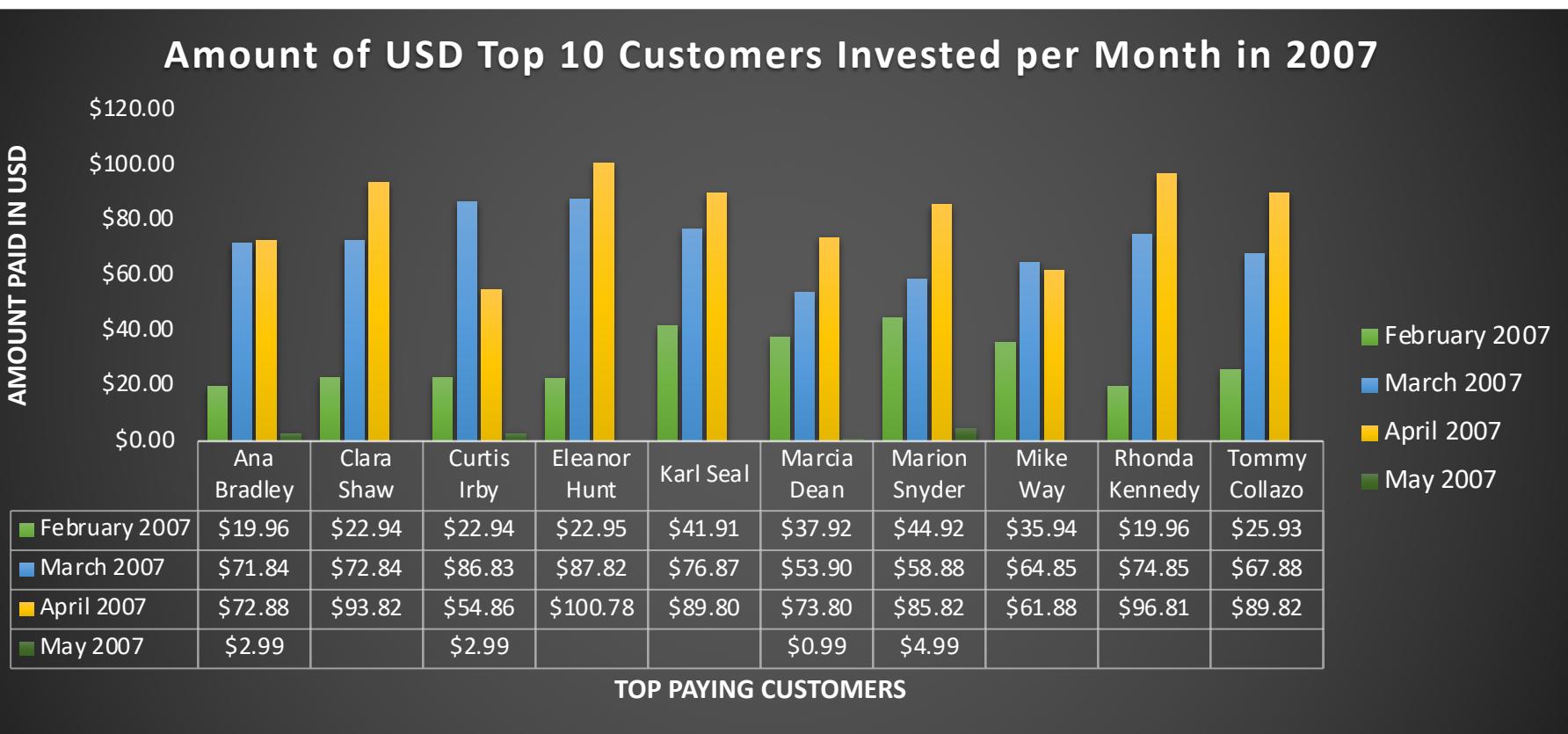
- This graph displays the number of rentals and their duration based on movie category.
- The data indicates the maximum amount of movies in the ‘Animation’ category are rented for 3 days. The ‘Family’ category has the greatest number of rentals with a duration of 6 days. The same analysis can be applied to the additional movie categories.

# How do the two stores compare in their count of rental orders during every month for all years of data recorded?



- This figure displays the month and year of rental orders placed by all store locations.
- Based on the data, both store locations are relatively similar in number of rentals per month. The number of rentals for 'Store 1' and 'Store 2' was greatest in July 2005 and lowest in February of 2006.

# What was the amount of payments provided on a monthly basis during 2007 by the top 10 customers?



- The plot displays the top 10 customers and their monthly payments for the year of 2007.
- The data indicates that 'April 2007' had the greatest investment from 8 of the top 10 paying customers. Curtis Irby and Mike Way were the exception with 'April 2007' being their month of largest investment. By majority, 'April 2007' was the month with the greatest payments and 'May 2007' had little to no payments.

# References

The attached text file provides the code used to create the visualization for the above slides and can be sorted by the following queries:

- Slide 1: Query 1 - L.Mayorga\_Investigating\_Relational\_Database.txt
- Slide 2: Query 2 - L.Mayorga\_Investigating\_Relational\_Database.txt
- Slide 3: Query 3 - L.Mayorga\_Investigating\_Relational\_Database.txt
- Slide 4: Query 4 - L.Mayorga\_Investigating\_Relational\_Database.txt