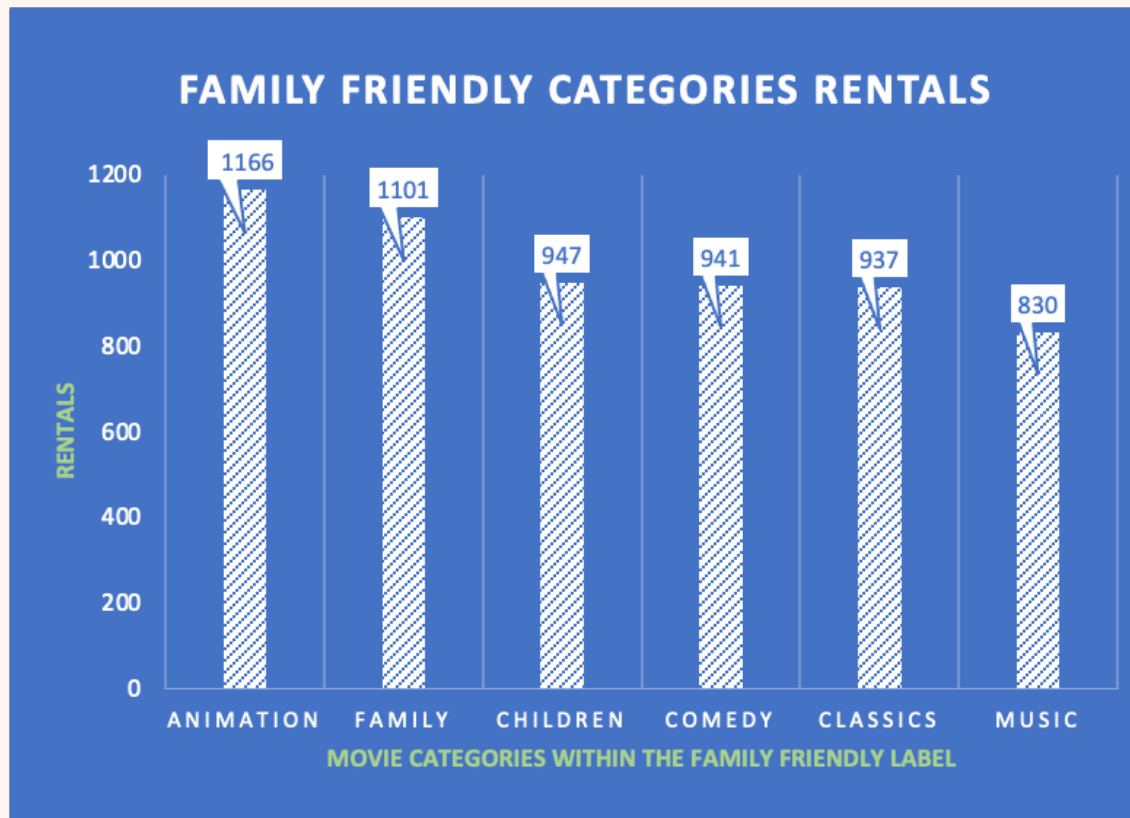

Exploring the Sakila DVD rentals

RELATIONAL DATABASE

Q1

EXPLORING WHAT FAMILIES ARE WATCHING: WHAT IS THE DISTRIBUTION OF THE FAMILY CATEGORIES* RENTALS?



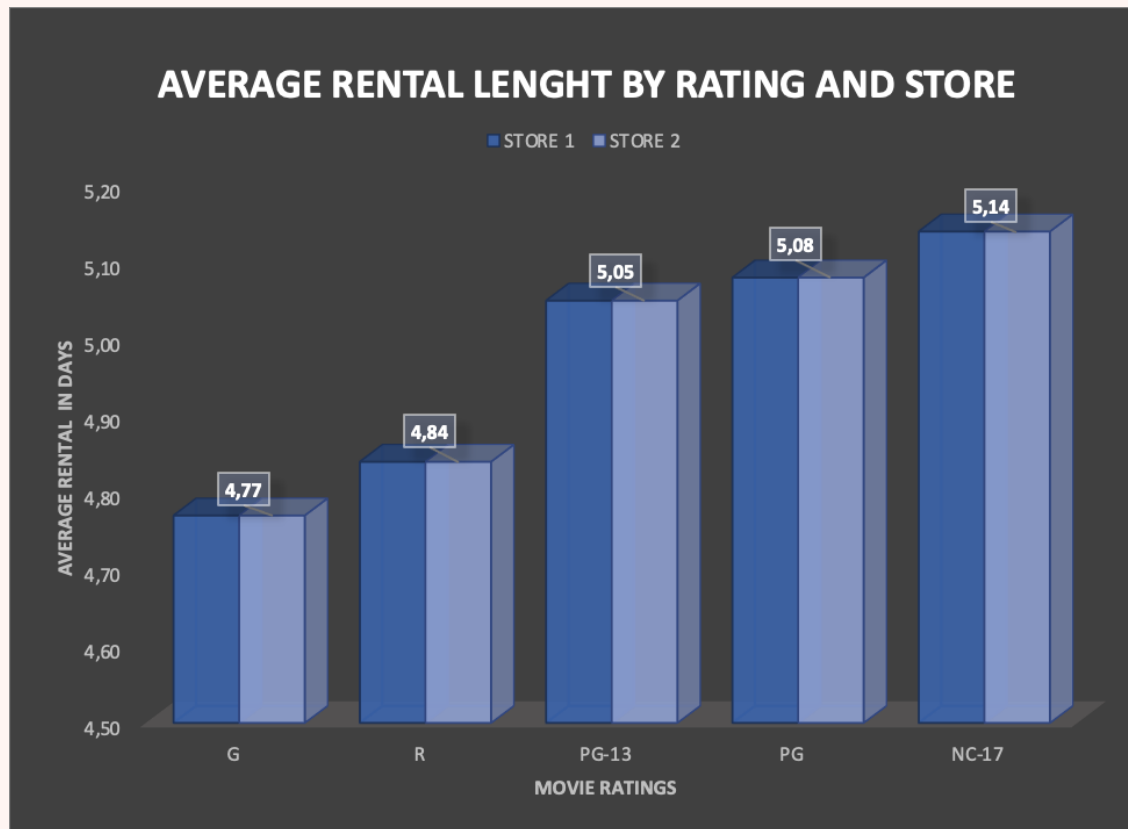
The bar chart uses data from the whole Sakila database from 2005 to 2006.

- The visualisation shows the rentals grouped by family friendly categories.
- The Animation category represents 20% of the group of categories.
- The Music category was the least rented from this group, with 830 rentals, that represent the 14% of rentals for this group.

***THE FOLLOWING CATEGORIES ARE CONSIDERED FAMILY MOVIES: ANIMATION, CHILDREN, CLASSICS, COMEDY, FAMILY AND MUSIC.**

Q2

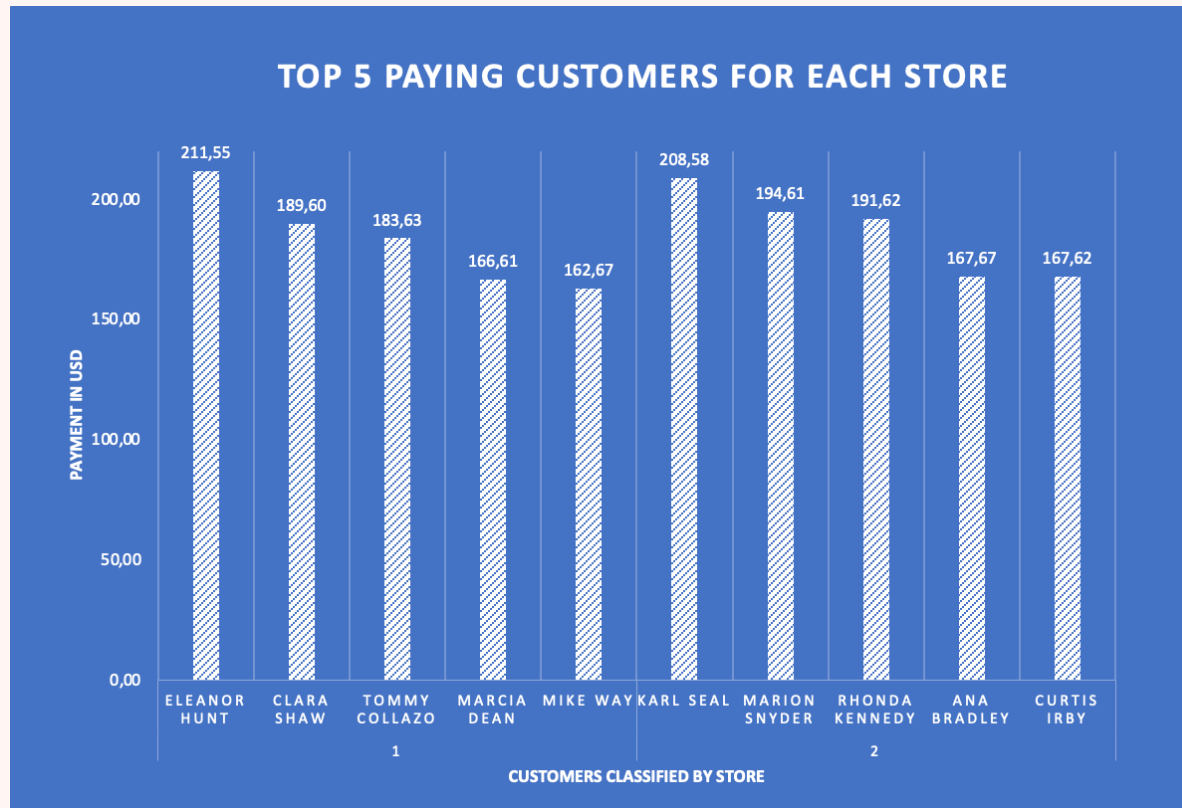
EXPLORING RATINGS: WHICH KIND OF MOVIE RATING HAS THE LONGEST AVERAGE RENTAL RATES GROUPED BY STORE?



The bar chart uses data from the whole Sakila database from 2005 to 2006.

- The visualisation shows the movie ratings and their average rental length in days, for both stores.
- NC-17 is the rating with a longest average rental rate of 5,14 days, in both stores.
- There is no difference between the ratings rental performance between the stores.

Q3 EXPLORING CUSTOMERS: WHAT ARE THE TOP 5 PAYING CUSTOMERS FOR EACH STORE?

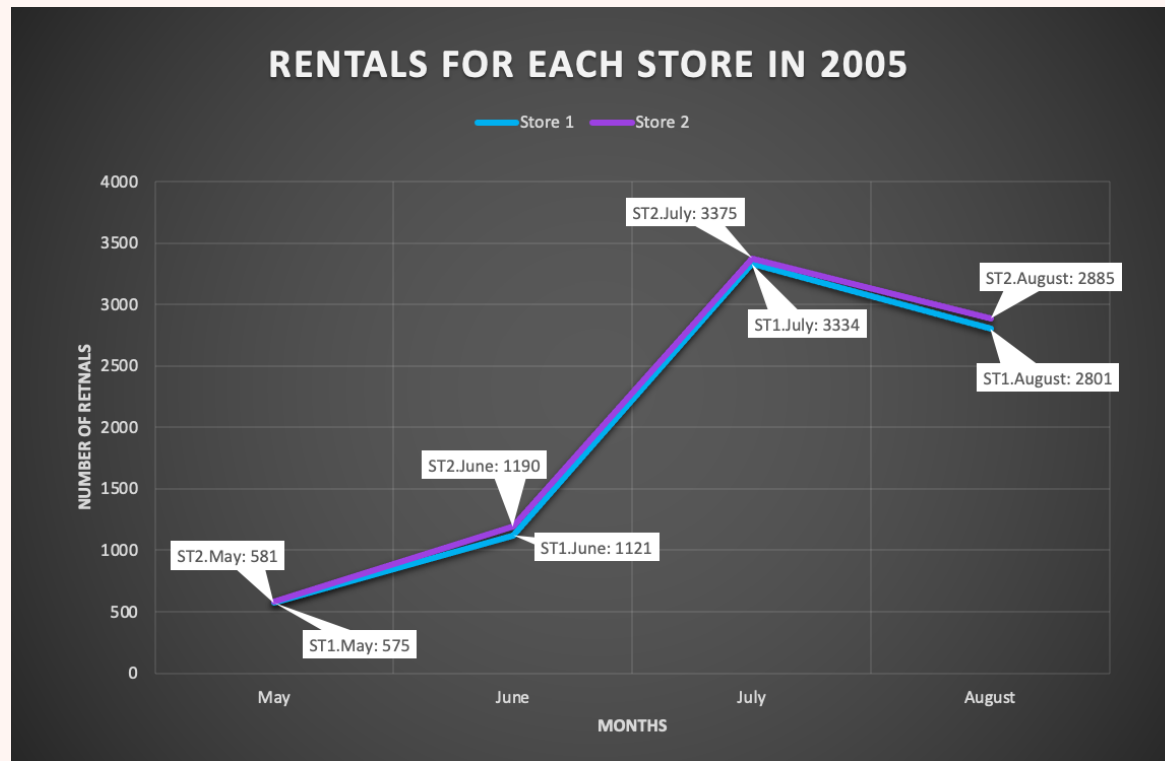


- The visualisation shows the top 5 customers of each store, along with the total payments in USD.
- There is a similar distribution of the payments within the top 5 customers for both stores.

The bar chart uses data from the whole Sakila database from 2005 to 2006.

Q4

EXPLORING STORES: WHICH WAS THE MONTH WITH THE MOST RENTALS FOR EACH STORE IN 2005?



The bar chart uses data from the whole Sakila database from 2005.

- The visualisation shows the rental behaviour of rentals for both stores during 2005.
- There is no significant difference between stores. However, the store 2 has a 2,5% more rentals throughout the whole year.