**Count**

Use COUNT() to find the total number of records in a table or a specific column (excluding NULLs). It’s helpful for getting totals like number of users, orders, or films.

SELECT COUNT(film\_id) AS total\_films   
FROM FILM;

**AVG**

Use AVG() to calculate the average value of a numeric column. This is useful for finding things like the average runtime of films.

SELECT AVG(film\_runtime) AS average\_runtime   
FROM FILM;

**Max**

Use MAX() to find the highest value in a column. You can use it to determine the longest film, most expensive item, latest date, etc.

SELECT MAX(film\_runtime) AS longest\_runtime   
FROM FILM;