Top 5 Rented Movies

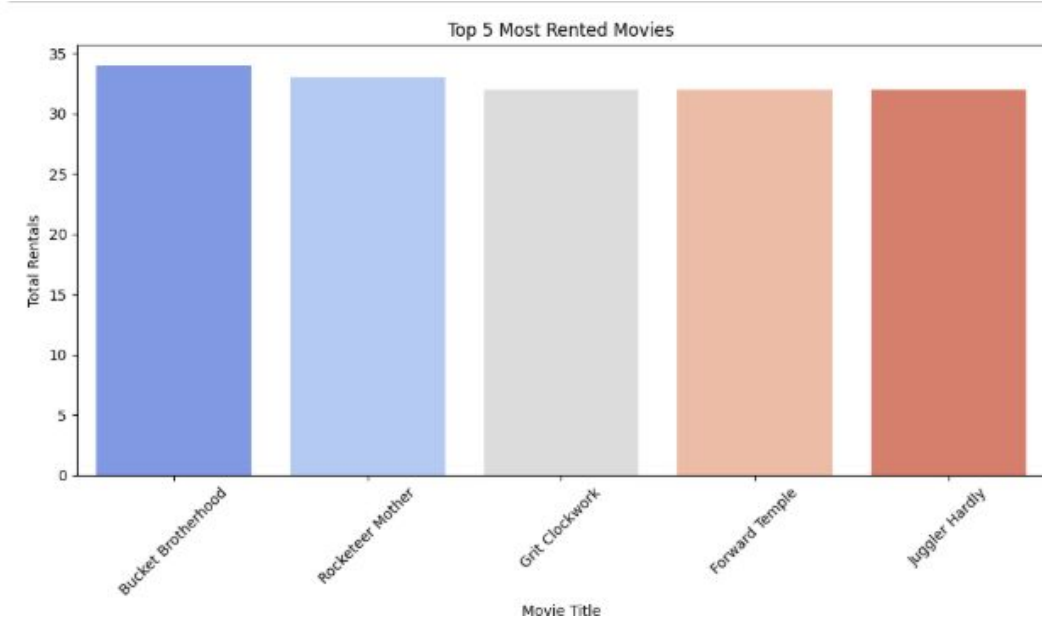Top 5 Most Rented Movies

To know which movies were the most popular, so I looked at the total number of rentals for each title. "Bucket Brotherhood" was rented the most, followed closely by "Rocketeer Mother" and a few others with nearly the same counts. These top titles could be great options for restocking or featuring in recommendations.

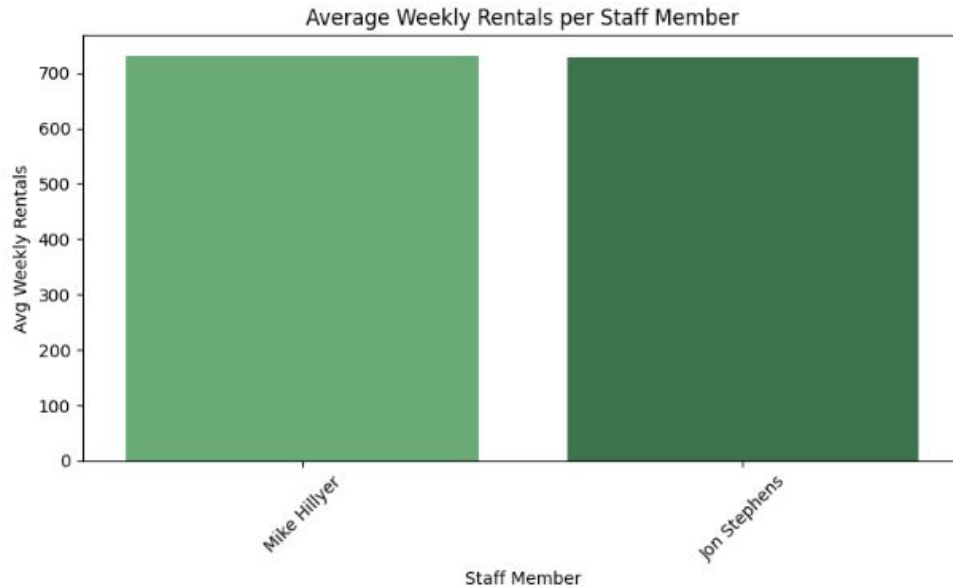|	movie_title character varying (255)	total_rentals bigint
1	Bucket Brotherhood	34
2	Rocketeer Mother	33
3	Grit Clockwork	32
4	Forward Temple	32
5	Juggler Hardly	32

Monthly Revenue by Store

Monthly Revenue Change by Store

month timestamp without time zone	store_id [PK] integer	total_revenue numeric	previous_month_revenue numeric	revenue_change numeric
1	2007-02-01 00:00:00	1	4160.84	[null]	[null]
2	2007-03-01 00:00:00	1	11776.83	4160.84	7615.99
3	2007-04-01 00:00:00	1	14080.36	11776.83	2303.53
4	2007-05-01 00:00:00	1	234.09	14080.36	-13846.27
5	2007-02-01 00:00:00	2	4191.00	[null]	[null]
6	2007-03-01 00:00:00	2	12109.73	4191.00	7918.73
7	2007-04-01 00:00:00	2	14479.10	12109.73	2369.37
8	2007-05-01 00:00:00	2	280.09	14479.10	-14199.01

To see which store earned more overall and check how their revenue changed over time. I used window function to calculate the difference in revenue from one month to the next. Both stores had strong increases in March and April, but in May, their revenue dropped sharply. Store 2 generally made a bit more, but the monthly trends for both were very similar.

Staff Average Rentals Per Week
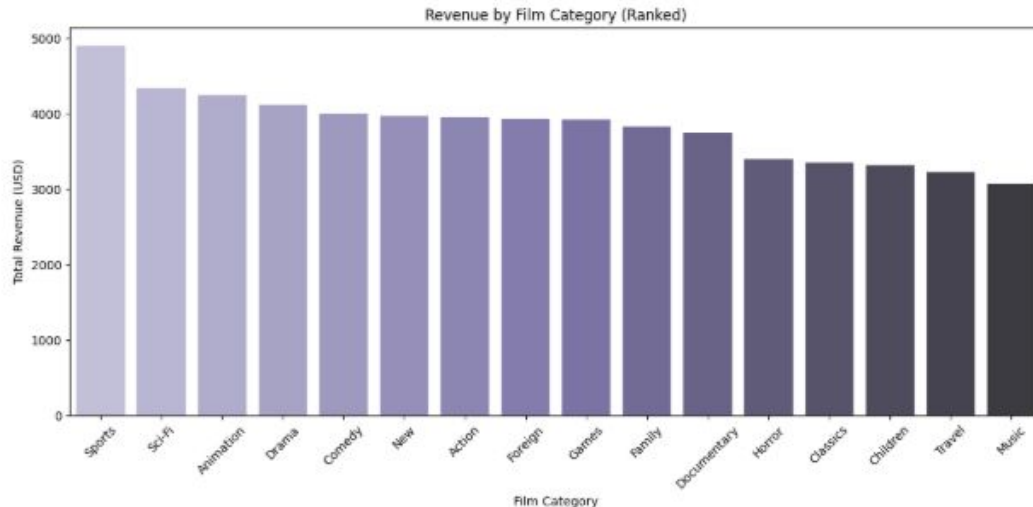

Average Weekly Rentals per Staff Member

To conclude whether one staff member was doing way more work than the other. I looked at how many rentals each staff member handled per week and calculated their average. Turns out, Mike handles a little more than Jon, but not by a huge amount. This could help with managing shifts or keeping things fair.

	staff_id [PK] integer	staff_name text	avg_weekly_rentals numeric
1	1	Mike Hillyer	730.91
2	2	Jon Stephens	727.64

Revenue by Film Category

To see which types of movies bring in the most money. I joined a bunch of tables to get from each payment back to the film's category and then added up the total revenue. Sports and Animation movies made the most. This could help decide what kinds of movies to get more of or promote.

Revenue by Film Category (Ranked)

	category character varying (25)	total_revenue numeric	revenue_rank bigint
1	Sports	4892.19	1
2	Sci-Fi	4336.01	2
3	Animation	4245.31	3
4	Drama	4118.46	4
5	Comedy	4002.48	5
6	New	3966.38	6
7	Action	3951.84	7
8	Foreign	3934.47	8
9	Games	3922.18	9
10	Family	3830.15	10
11	Documentary	3749.65	11
12	Horror	3401.27	12
13	Classics	3353.38	13
14	Children	3309.39	14
15	Travel	3227.36	15
16	Music	3071.52	16