

PROJECT 1.

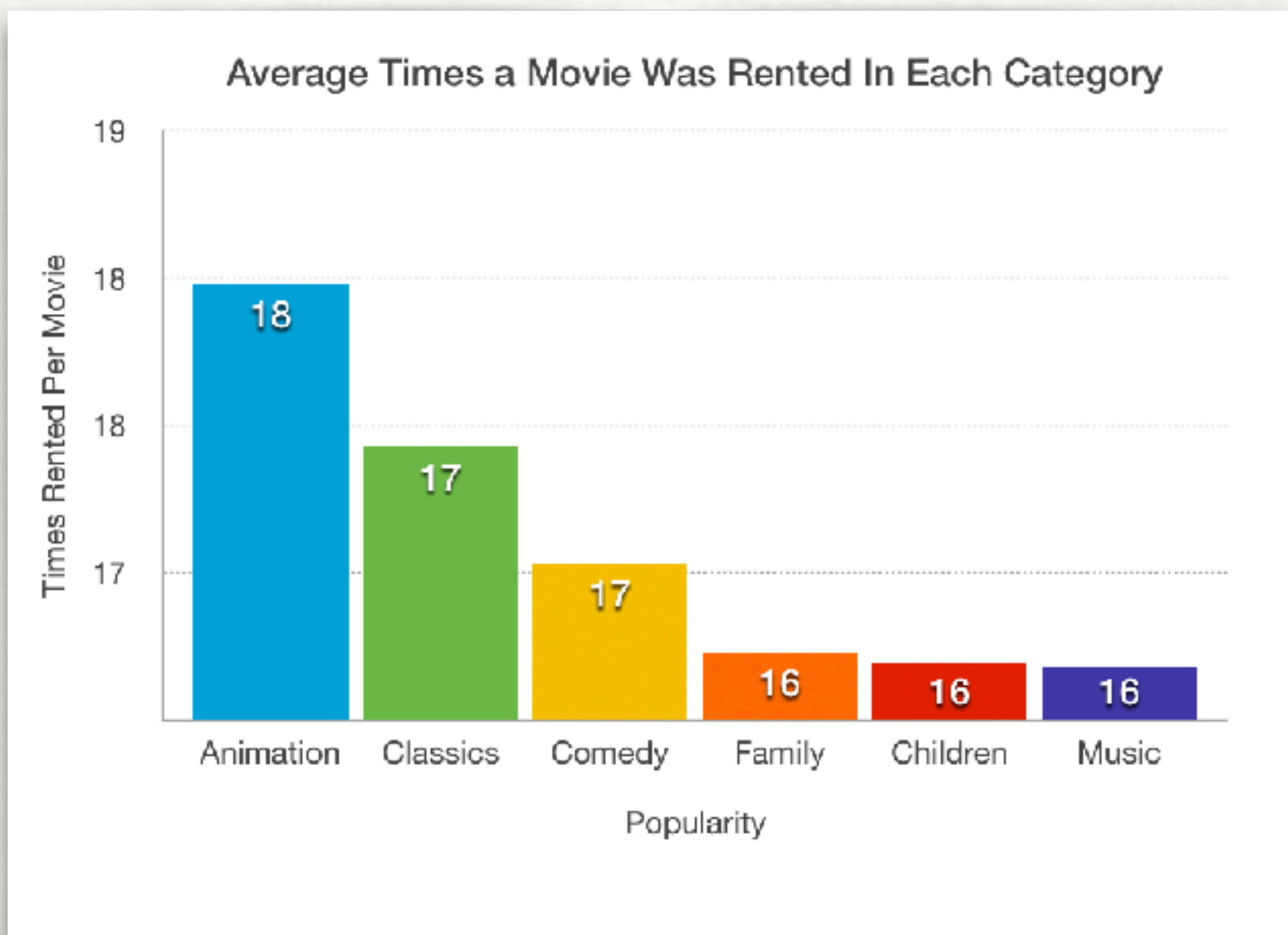
INVESTIGATING RELATIONAL DATA BASE

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QUESTION SET #1

QUESTION 1

- In case to profitably expand the variety of movies for families, let's define which category, on average, is most often rented out per movie.



>> In the graph, we see that movies in Animation Section were rented out 18 times per movie on average, making Animation category the most popular amongst the clients who watch movies with families.

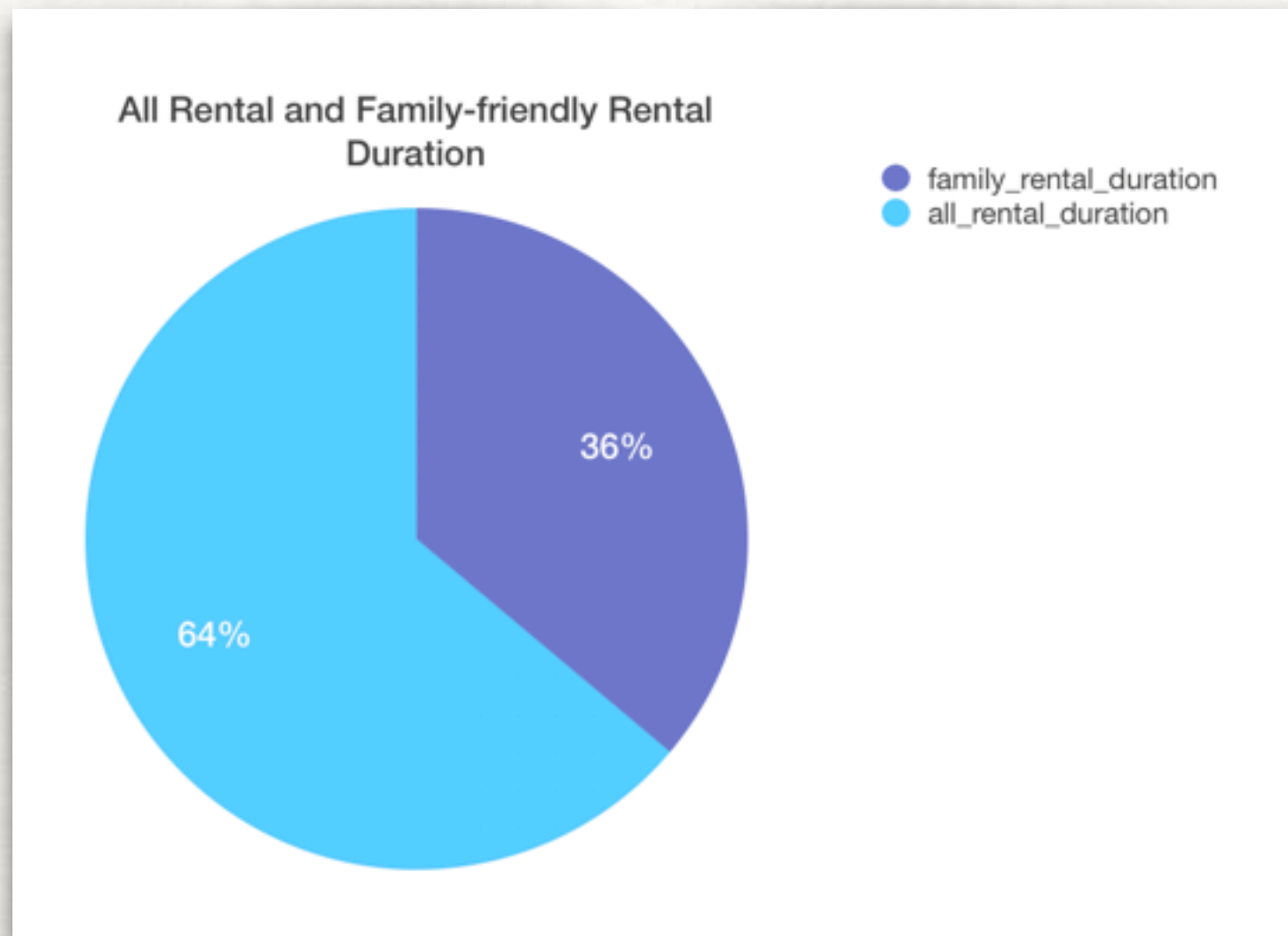
>> Categories of Classics and Comedy take the second place, while Family, Children and Music categories fall into least times rented per movie plane.

>> There is no vast difference amongst all 6 Categories that are considered for family, thus, investing into expanding only one category would not make a meaningful difference in income, however, investing about 11% more in Animation compared to Family, Children and Music might be more beneficial than spreading the investment equally among all 6 categories.

QUESTION SET 1

QUESTION 2

- What is the comparison of family friendly movies rental duration against all the movies rental duration in percentage?

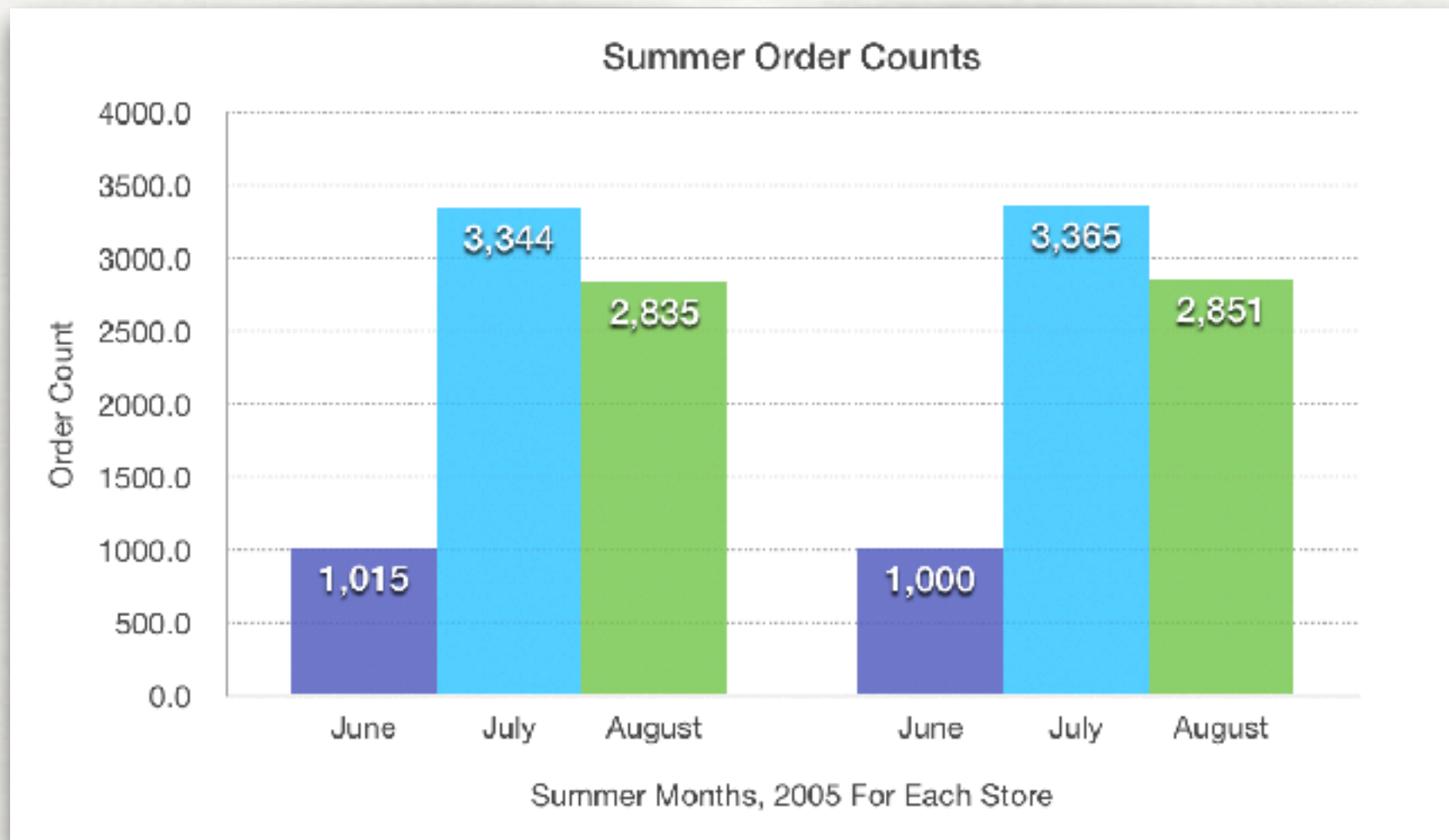


Family-friendly movie
rental duration
Compile 36% of all the
Movie rental duration.

QUESTION SET #2

QUESTION 1

- Compare the order counts of each store in months of summer, 2005.
Which store has made more rentals?

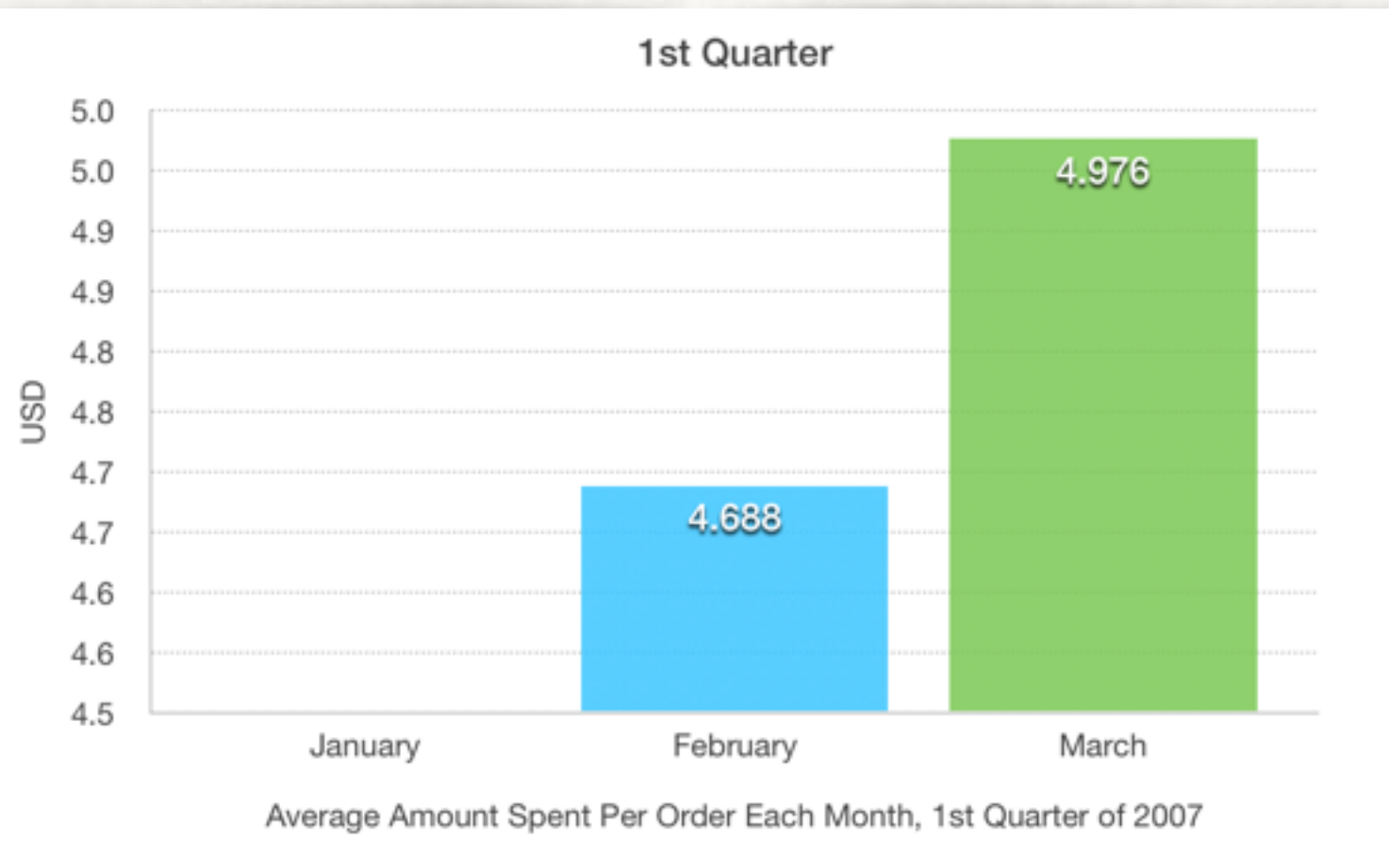


There is no severe differences between the order counts of each store. The second store made overall slightly more orders in that period.

QUESTION SET 2

QUESTION 2

- How much on average per order the top 10 spending clients have spent in each month for the first quarter of 2007?



The first month of a quarter does not have any data, however, if the hypothesis is that customers on average spent 0 amount of money per order the first month, it might be assumed that sales were increasing each month of the quarter.