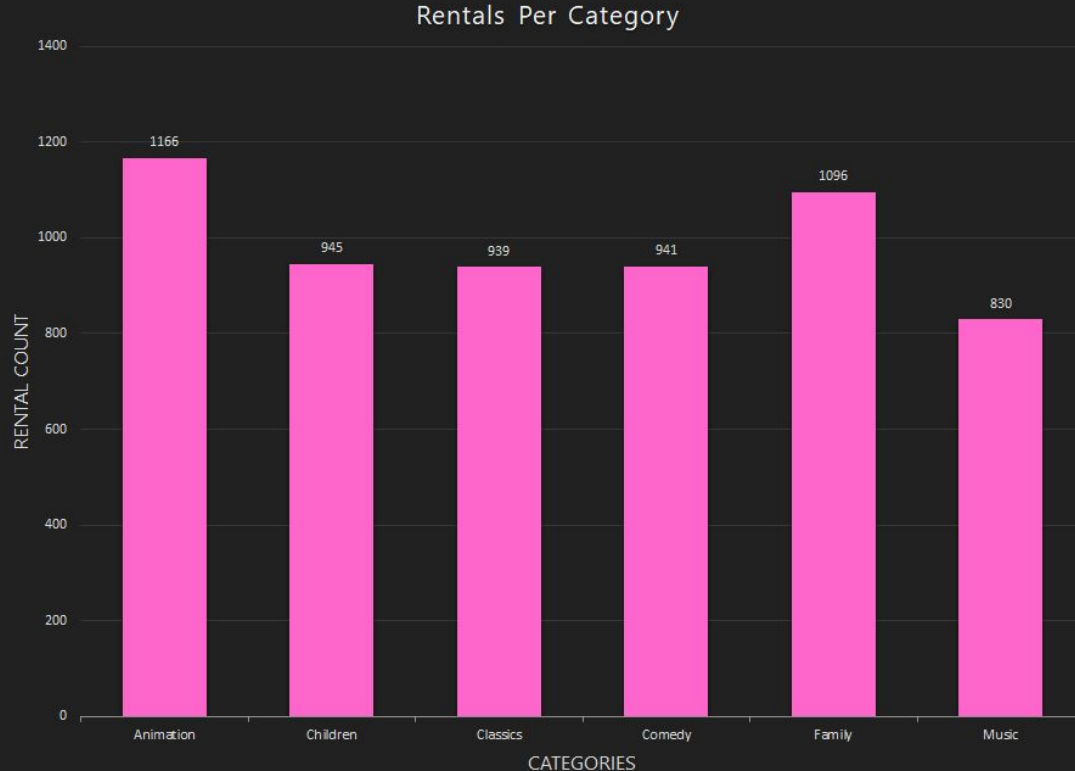


Relational Database Investigation: Sakila

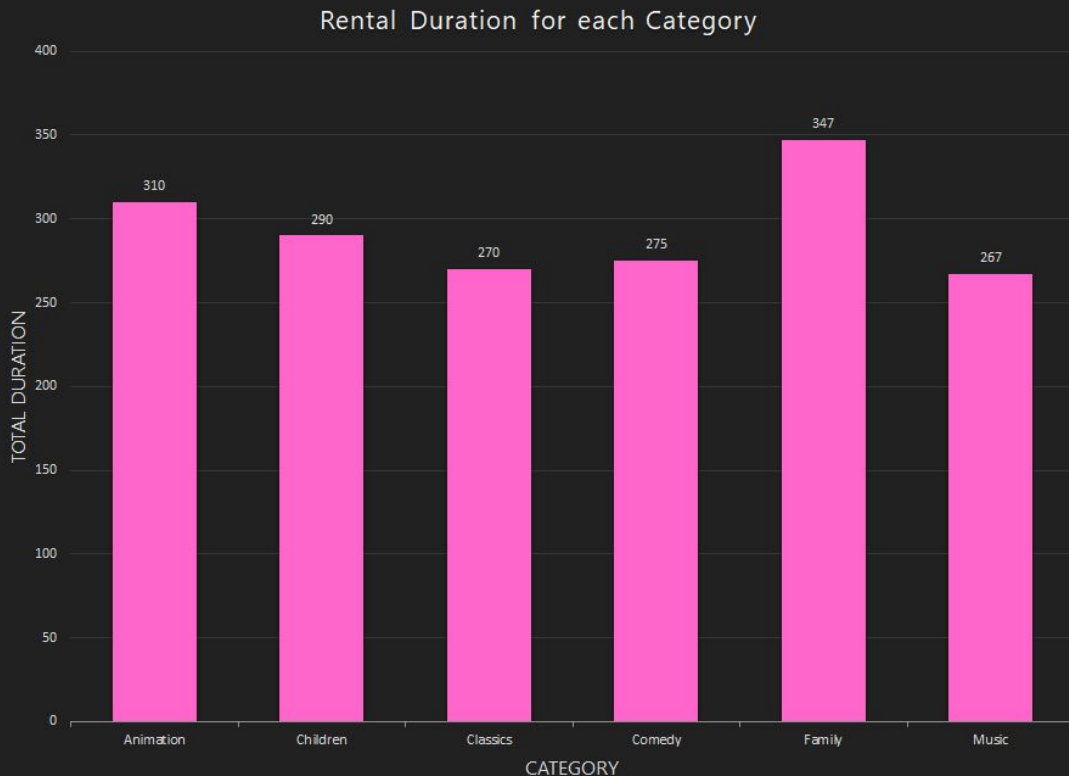
*Focus on Family-Friendly Categories
(using dvdrental)*

Most Popular Category



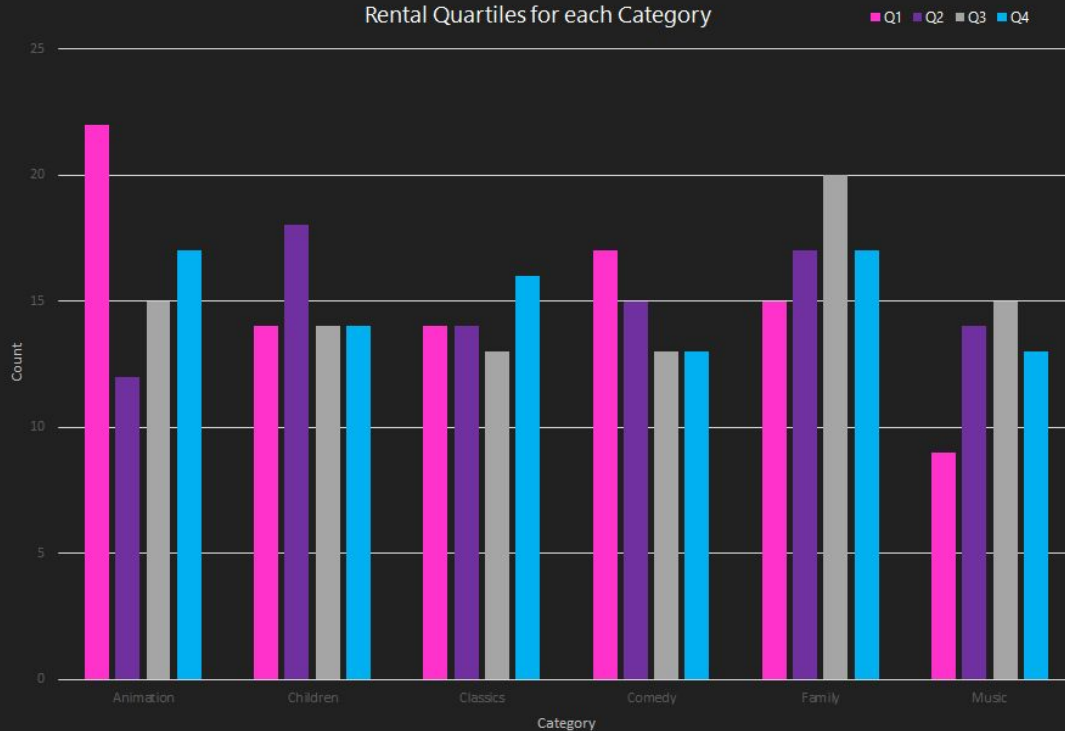
Looking at the data, we can tell that the *Animation* and *Family* categories are the most popular categories. Music comes in at last by nearly 336 rentals, nearly 29% less rentals. Other categories are fairly stable around the 950 count.

Category with Longest Rental Durations



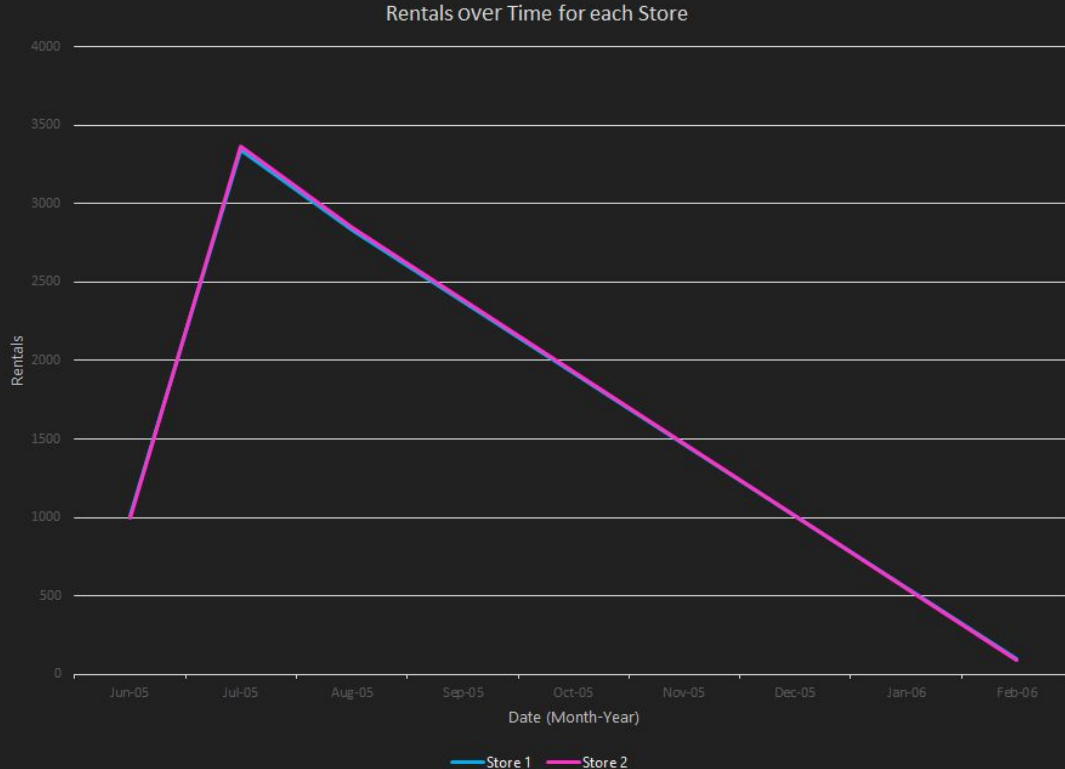
Films in the 'Family' category has the longest rental durations overall. If price was based on rental duration, Family would be a good category to invest in. Second would be Animation, which already has the most rentals. Other categories are similar, though Music has 80 (23%) less duration count than Family.

Rental Duration by Quartiles



Graph displays the amount of rentals. First grouped by Category, then grouped by quartiles based on their rental duration. Most notable trend is that Animation has 22 films in the first quartile, meaning they usually have the shortest rental durations.

Rentals Trend for each Store



With our less than a year sample size, we notice that the busiest season for rentals is the Summer, but then drops drastically in the Winter months. Another interesting detail is that both stores have near identical data, resulting in their lines being stacked on top of each other. Shows that there is no difference between the store's popularity or ability to loan more or less film.

Inspiration For Queries

Slide 2: 1.1

Slide 3: 1.2

Slide 4: 1.3

Slide 5: 1.4

Queries for each slide are included in accompanying queries.txt file