

CASE STUDY: MAGIC MOVIES RENTAL COMPANY



Introduction: Movie Magic is a large movie rental company. Movie Magic is renowned for its vast collection of films catering to every taste and preference.

The Challenge: Evaluating Performance

In a quest to provide unparalleled customer experiences, MM face the challenge of evaluating staff performance and understanding customer behavior. With their rich database of rental transactions, they aim to uncover insights that will drive operational excellence and customer satisfaction.

CASE STUDY: MAGIC MOVIES RENTAL COMPANY



The data: The database contains tables capturing essential information such as staff details, rental transactions, and customer profiles.

Download the database here [dvdrentals.zip](#)

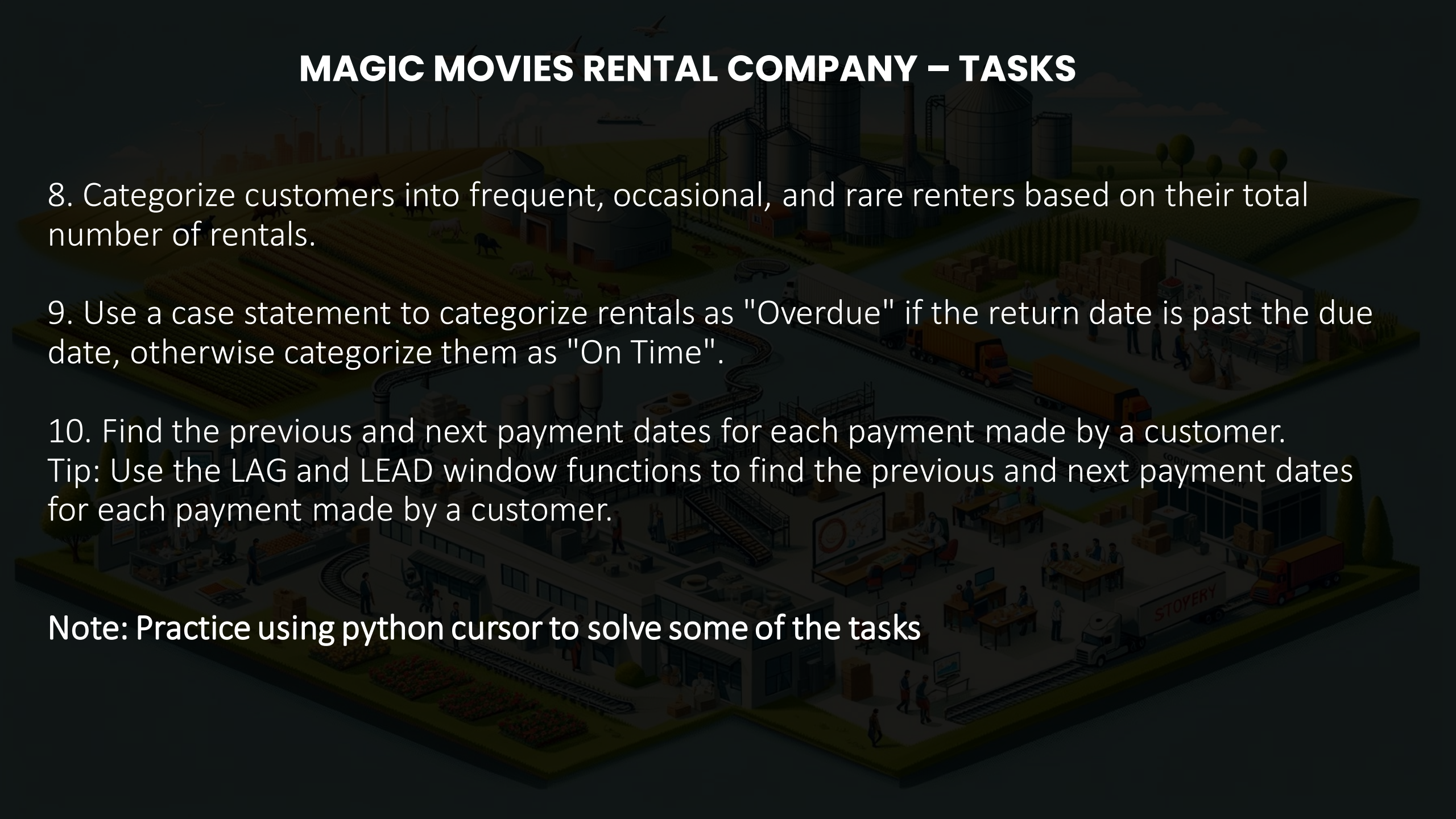
Download ERD for the database [here](#)

MAGIC MOVIES RENTAL COMPANY – TASKS



1. Rank staff by the total number of rentals processed.
2. Which staff member processed the highest number of rentals, and what is their rank?
3. Compare the average rental duration for each staff member.
- 4: Identify the staff member who had the highest revenue generated from rentals. how much was it?
5. Rank customers by their total amount spent on rentals.
6. Calculate the average payment amount for each customer.
7. Categorize staff members into high, medium, and low performers based on the total number of rentals processed.

MAGIC MOVIES RENTAL COMPANY – TASKS

- 
8. Categorize customers into frequent, occasional, and rare renters based on their total number of rentals.
 9. Use a case statement to categorize rentals as "Overdue" if the return date is past the due date, otherwise categorize them as "On Time".
 10. Find the previous and next payment dates for each payment made by a customer.
Tip: Use the LAG and LEAD window functions to find the previous and next payment dates for each payment made by a customer.

Note: Practice using python cursor to solve some of the tasks