

Mazi Netflix and Sons DVD Company International

Prompt

Dear Data Analyst,

On behalf of all of us at Mazi Netflix and Sons DVD Company [hereinafter “MNS Int’l”], I am excited to welcome you to the Data Analytics team. We are a crew of passionate Data professionals who find delight in analyzing data sources and proposing solutions to strategic planning problems on a one-time or periodic basis. Our vision is to be the trusted customer, product, and operational insights provider for the business.

It is no news that MNS Int’l is a global brand that currently occupies 50% of the global rental market share. And despite our wide portfolio of DVD products, we are especially known for delivering a high-quality customer experience YoY. As our annual H1 and H2 reports have revealed, these feats are a cumulative result of the data-driven decisions undergirded by the rich insights our team have uncovered overtime. You are now an integral part of a world-class Data Analytics team, marked by the exceptional analytics capabilities, and in your role as a Data Analyst in the larger MNS Int’l team, we would like you to consider yourself as a ‘Chief Contributor’ to the successes of the brand. We, therefore, look forward to the amazing contributions you will bring to improve our offerings and our successes so far.

As part of your induction into the team, we have prepared the following task for you to complete remotely and submit by COB today. Please find attached to this email the DVD rental database you’ll be working with as well as a reporting template you can peruse. You will report your progress and uncovered insights from the analysis on an hourly basis. It may please you to know that your report will help inform management’s decision on the next phase of our plans to launch a new range of e-product offerings to our customers. Therefore, you must ensure that you do your work in the best way possible using your preferred RDBMS analytics tool. Feel free to reach me anytime you need further clarification or support.

Best of luck!

Warm regards,

Mazi jnr.

Chief Analytics Officer

MNS Int’l

Dataset description

The database DVD Rental has 15 tables. Below are the different tables and a brief description of them.

1. actor — contains actors data including first name and last name.
2. film — contains films data such as title, release year, length, rating, etc.
3. film_actor — contains the relationships between films and actors.
4. category — contains film's categories data.
5. film_category — containing the relationships between films and categories.
6. store — contains the store data including manager staff and address.
7. inventory — stores inventory data.
8. Language — stores the languages our DVDs are offered in
9. rental — stores rental data.
10. payment — stores customer's payments.
11. staff — stores staff data.
12. customer — stores customer's data.
13. address — stores address data for staff and customers
14. city — stores the city names.
15. country — stores the country names.

Case Scenario

1. Identify the top 10 customers and their email so we can reward them
2. Identify the bottom 10 customers and their emails
3. What are the most profitable movie genres (ratings)?
4. How many rented movies were returned late, early, and on time?
5. What is the customer base in the countries where we have a presence?
6. Which country is the most profitable for the business?
7. What is the average rental rate per movie genre (rating)?