Udacity - Data Analytics Fundamentals Nanodegree

Project 5: Investigate a Relational Database

Sakila DVD Rental Database

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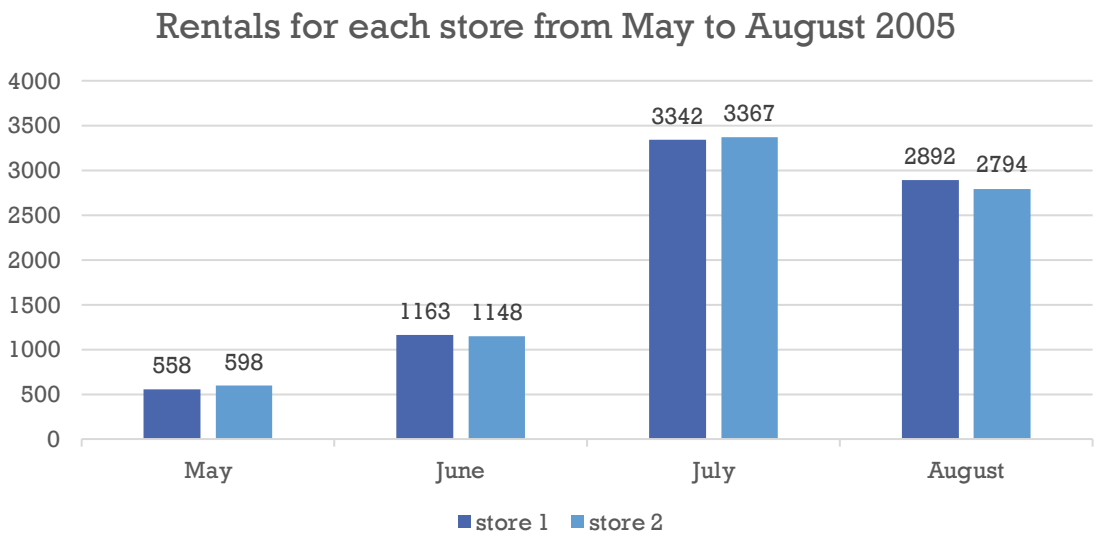
Question #1:

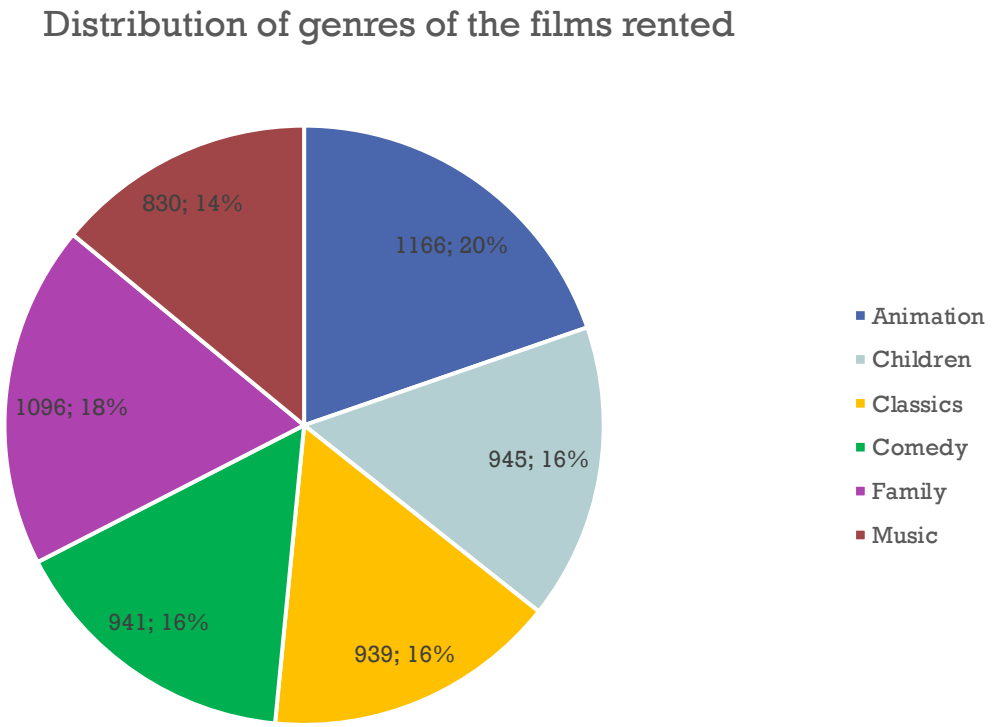
What are the best months of 2005 for each store?



Insight #1: Both stores (store 1 and store 2) has a similar count of film rentals by month, increasing in July of 2005, and there's no significant differences between them.

Question #2:

¿What genres of movies are the most rented?



Insight #2: The most popular genre of the films rented is "Animation" movies, in the second place is "Family" movies and in the third is "Children" movies.

Question #3:

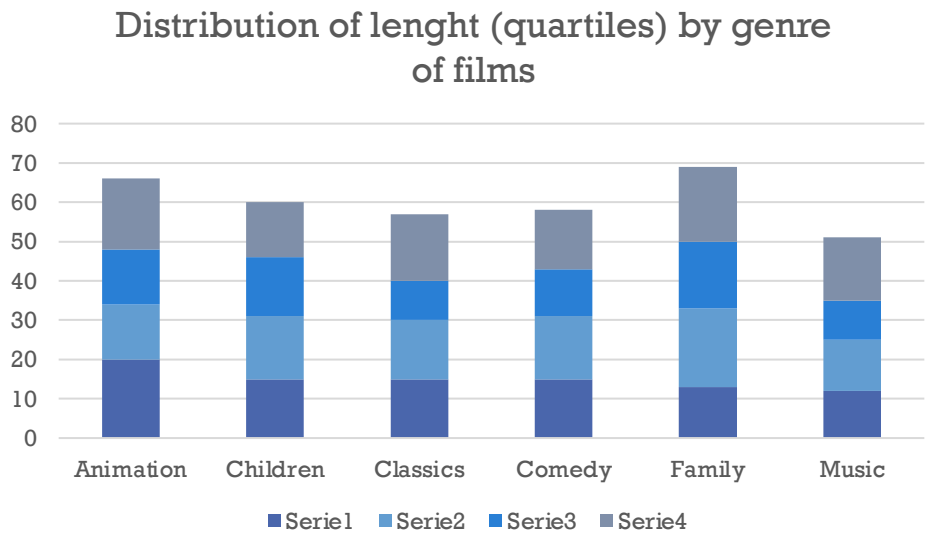
Who are the top 5 best custumers ever?

TOP	custumer_name	email	total_spend
1	Eleanor Hunt	eleanor.hunt@sakilacustomer.org	211.55
2	Karl Seal	karl.seal@sakilacustomer.org	208.58
3	Marion Snyder	marion.snyder@sakilacustomer.org	194.61
4	Rhonda Kennedy	rhonda.kennedy@sakilacustomer.org	191.62
5	Clara Shaw	clara.shaw@sakilacustomer.org	189.6

Insight #3: The best custumers, the biggest fans of movies are: Eleanor Hunt, Karl Seal, Marion Snyder, Rhonda Kennedy and Clara Shaw. All of them will get an special promo offer.

Question #4:

How is the distribution of lenght by genre of film?



Insight #4: The distribution in quartiles of the movies by genres are very similar, but the animation movies tend to be shorter (in proportion) to other genres.