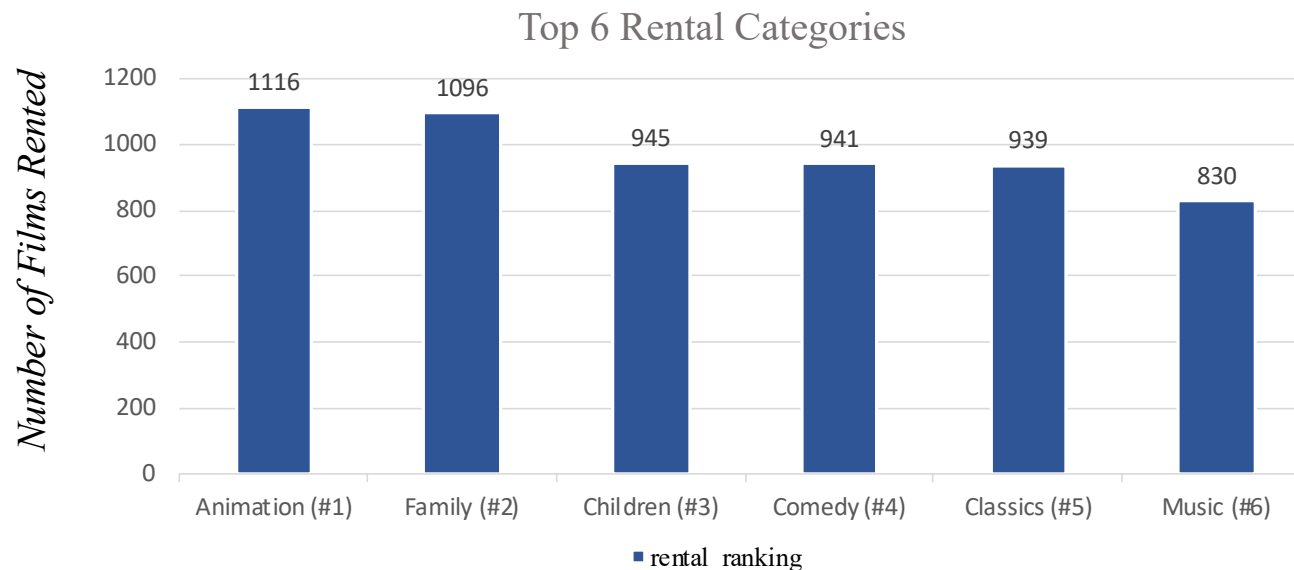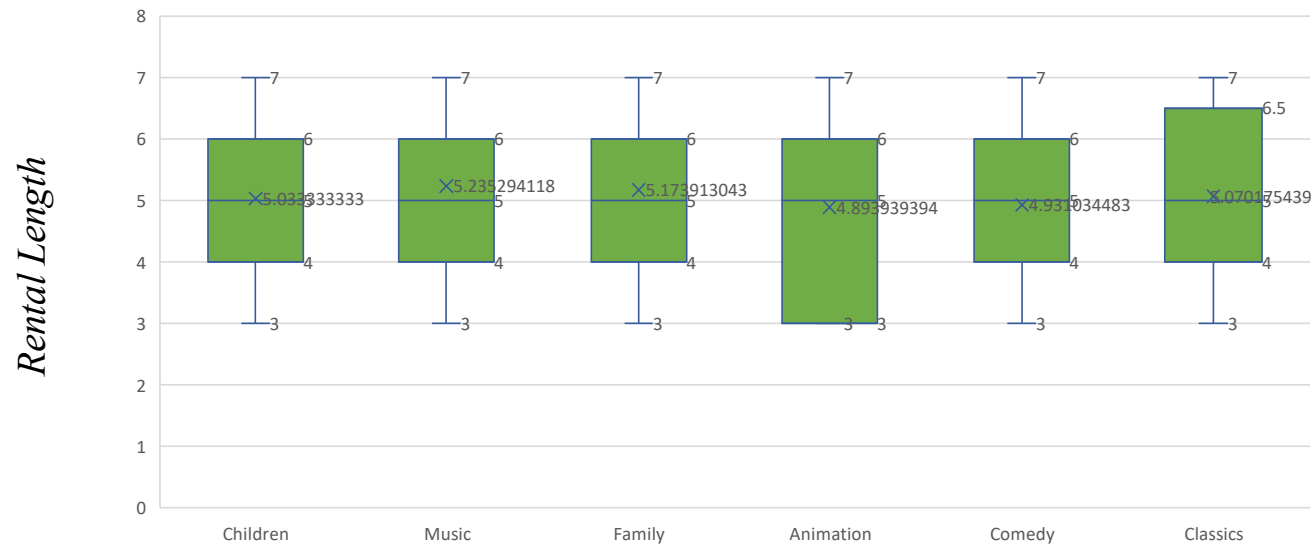Create a query that lists each movie, the film category it is classified in, and the number of times it has been rented out.
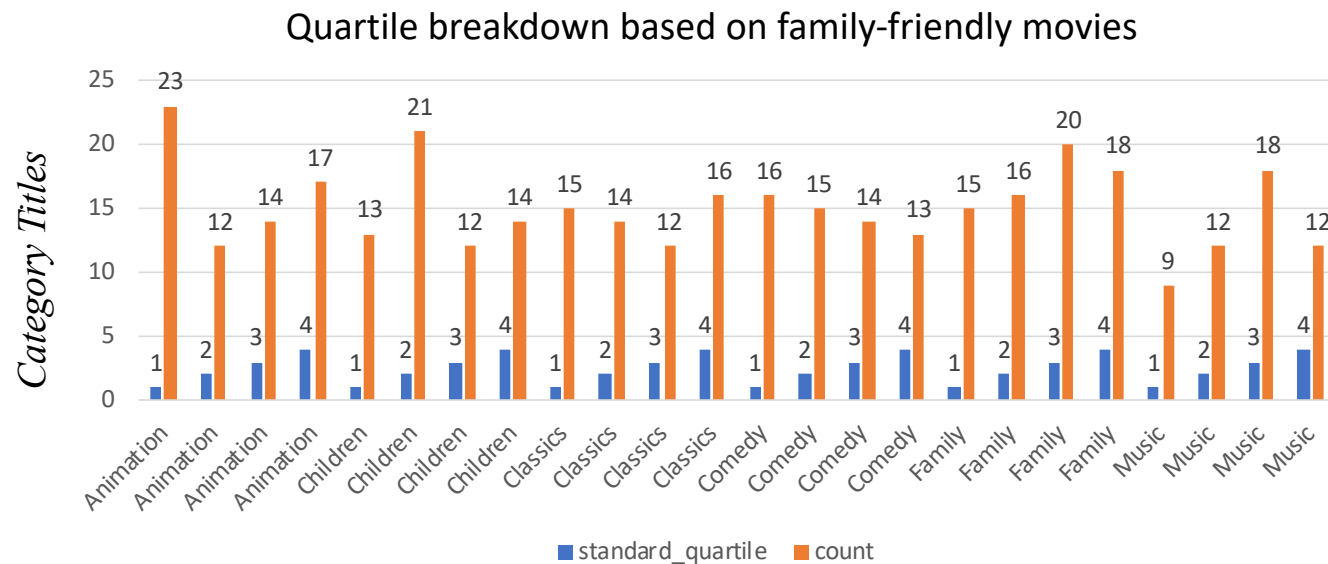

Animation and family rentals are the two leading categories. Children, comedy and classics rentals are fairly even while music rentals category has the largest overall rental gap (at over 100). Possible areas to explore are something as simple as the physical location of the music category or are there enough in-store promotions? Example, perhaps a 2-for-1 music rental special might increase this categories' overall rental volume?

Can you provide a table with the movie titles and divide them into 4 levels (first_quarter, second_quarter, third_quarter, and final_quarter) based on the quartiles (25%, 50%, 75%) of the rental duration for movies across all categories?
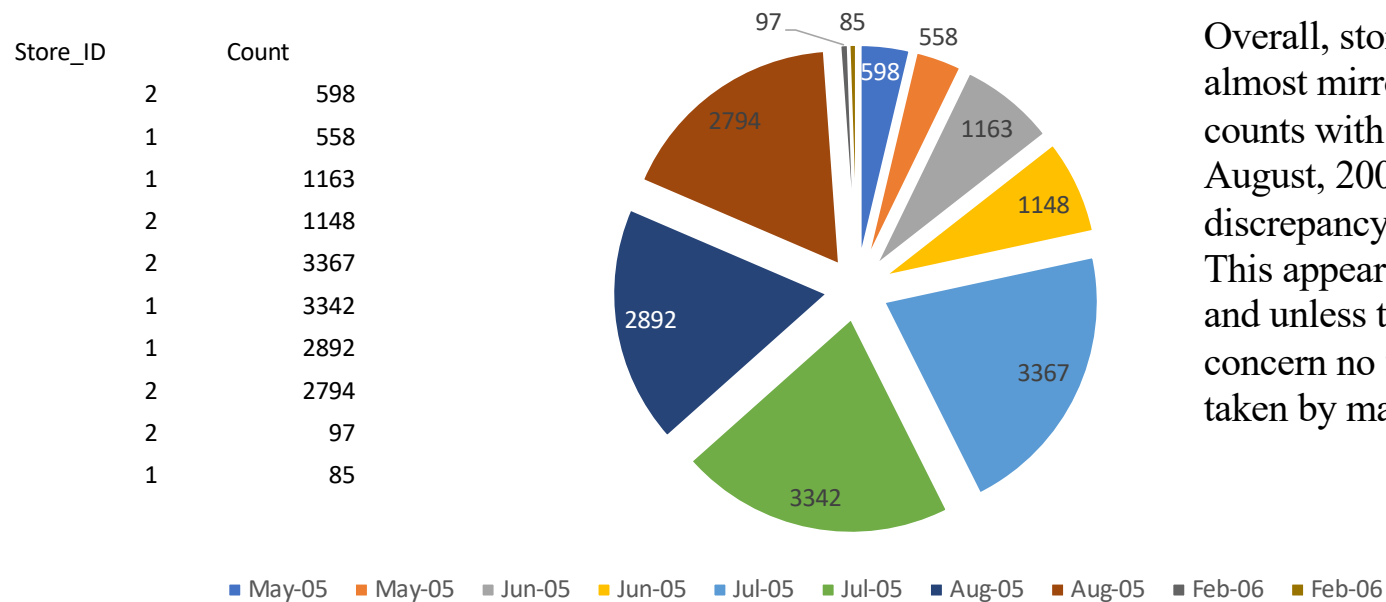

This graph shows the children, comedy, family and music categories closely bunched together in their minimum, maximum, quartile 1 and quartile 3 plots while animation has the lowest quartile 1 (matching the minimum rental-length benchmark) while the classics category has the highest quartile 3 (coming closest to the maximum rental-length benchmark).

Finally, provide a table with the family-friendly film category, each of the quartiles, and the corresponding count of movies within each combination of film category for each corresponding rental duration category.

Quartile breakdown based on family-friendly movies

Animation (higher overall amount of rentals in quartile 1) juxtaposed against music (lowest overall amount of rentals in quartile 1). Again, this issue could be something a simple as access. In other words, maybe the music movie titles are not easily accessible to customers or featured (via in-store promotions?) Alternatively, perhaps new music titles are not as frequently released as they are in other categories (resulting in less rental demand?)

Dr. John S. Rajeski

Write a query that returns the store ID for the store, the year and month and the number of rental orders each store has fulfilled for that month. Your table should include a column for each of the following: year, month, store ID and count of rental orders fulfilled during that month.

Store_ID	Count
2	598
1	558
1	1163
2	1148
2	3367
1	3342
1	2892
2	2794
2	97
1	85

■ May-05 ■ May-05 ■ Jun-05 ■ Jun-05 ■ Jul-05 ■ Jul-05 ■ Aug-05 ■ Aug-05 ■ Feb-06 ■ Feb-06

Overall, store 1 and store 2 have almost mirrored their respective rental counts with the exception being August, 2005 (this was the largest discrepancy in overall rental volume). This appears to be an isolated anomaly and unless this reduction is a cause for concern no further action need be taken by management.