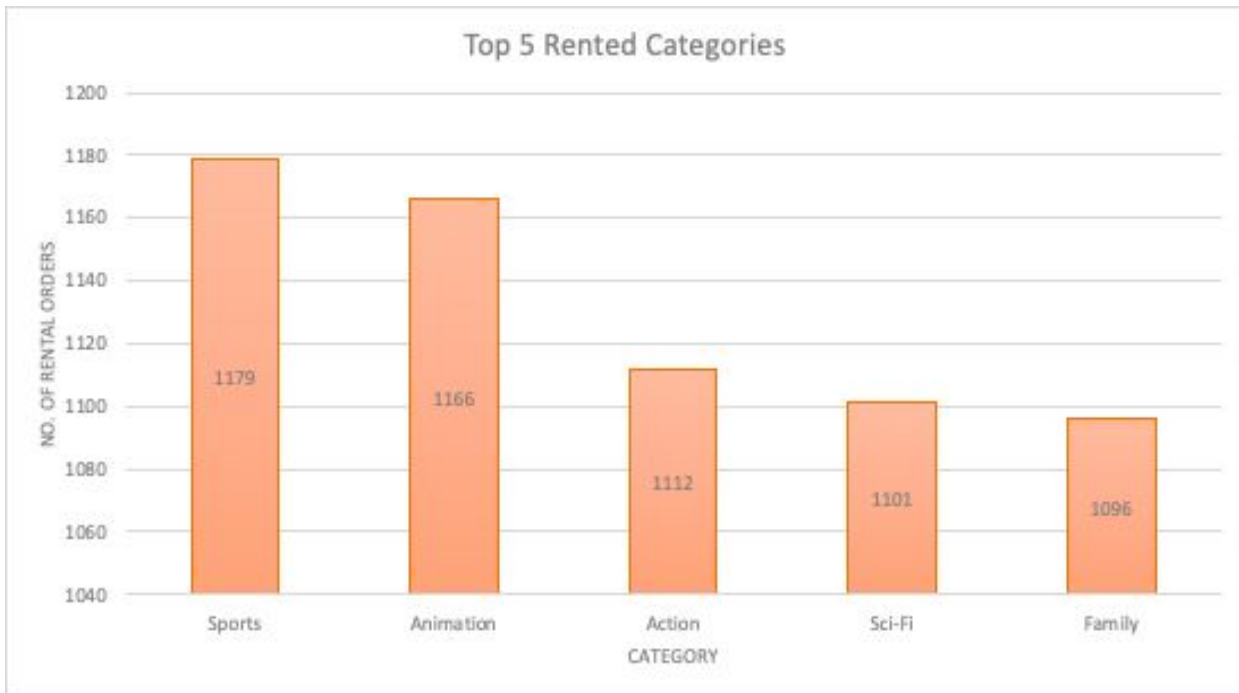




Investigate a Relational Database

Roberto Agüero

What are the Top 5 rented categories?



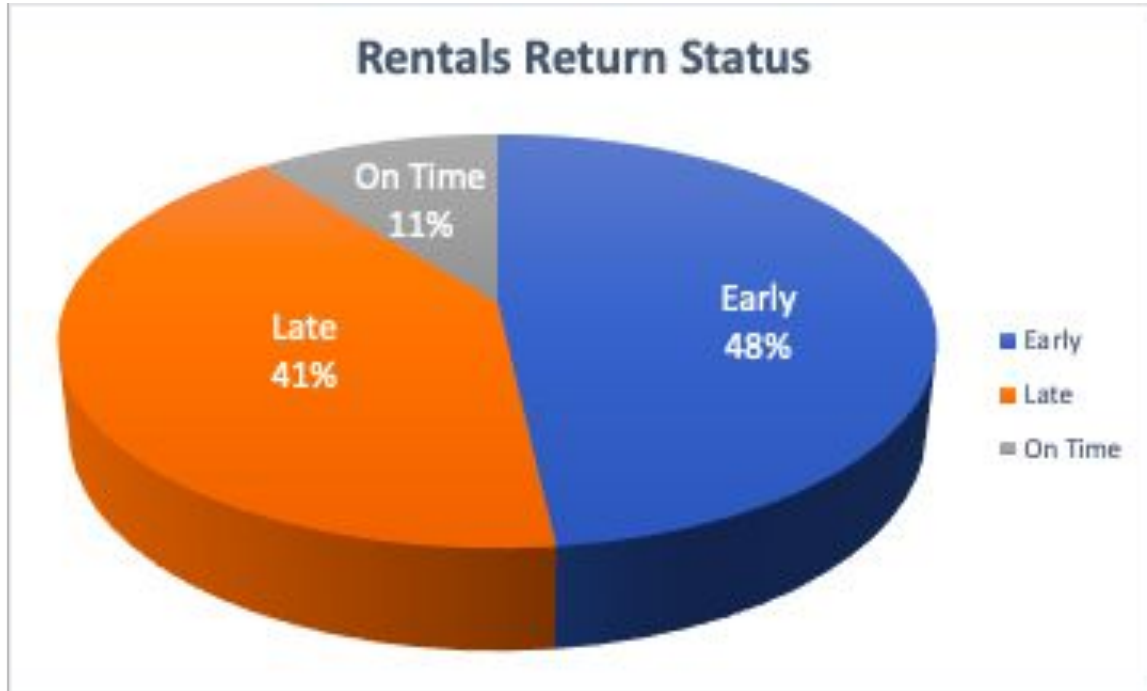
Based on the results from the query, we can see that Sports was the number 1 rented category with 1179 rentals and Family was number 5 with 1096 rentals.

What are the Top 5 grossing categories?

Category	Sum of rental_count	Sum of total_rev
Sports	1179	\$ 4,892.19
Sci-Fi	1101	\$ 4,336.01
Animation	1166	\$ 4,245.31
Drama	1060	\$ 4,118.46
Comedy	941	\$ 4,002.48
Grand Total	5447	\$ 21,594.45

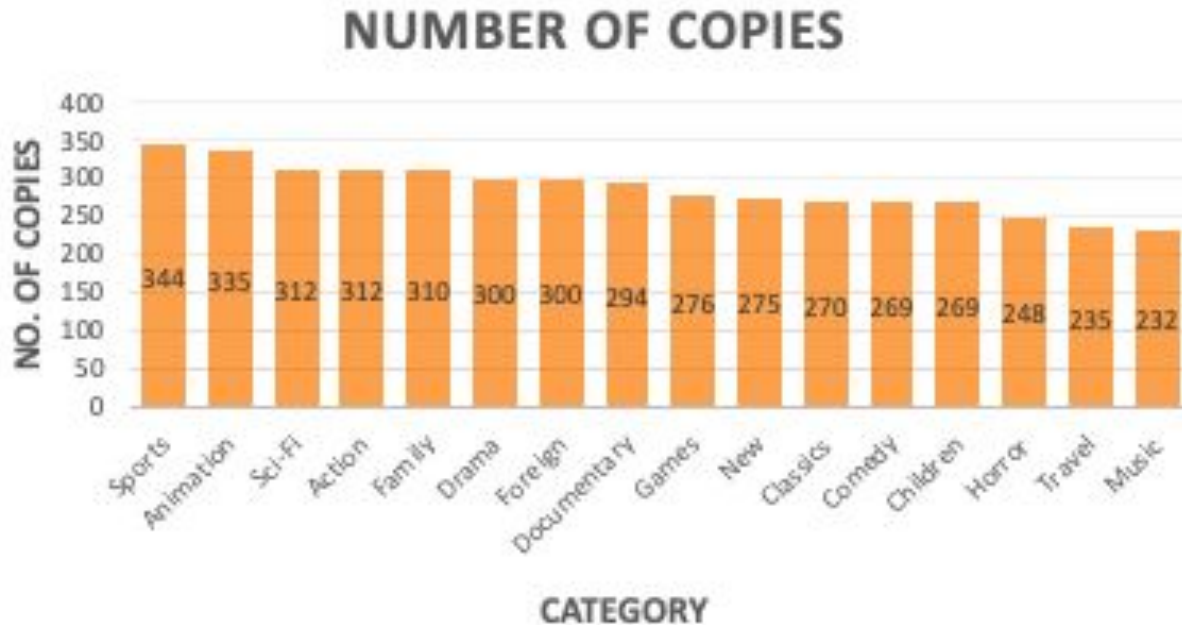
Based off our results we can see that our Top 5 grossing categories are slightly different than our Top 5 rented categories. Sports still ranks as number 1 but categories such as Drama and Comedy have made its way into the Top 5. One reason could be due to the cost per rental between each category.

How many rentals were returned early, late, or on time?



7738 of rentals were turned in early, 6586 were late, and 1720 on time. In terms of percentages we can see that 48% of rentals were returned “early”, 41% “late”, and 11% on time. Cause 41% of rentals were returned late we could study the data further to see if late fees were charged, if not this could be another source of revenue for the dvd rental store. We could also check to see if the rental wasn’t returned at all therefore charging the customer a replacement fee.

Is there any correlation between inventory and top rented categories?



Based on our results and data from Top 5 rented categories we can see that all 5 of these categories contain the most number of copies in the stores inventory. This could be a reason why these films are being rented more than other categories but there could also be other factors playing into this as well.