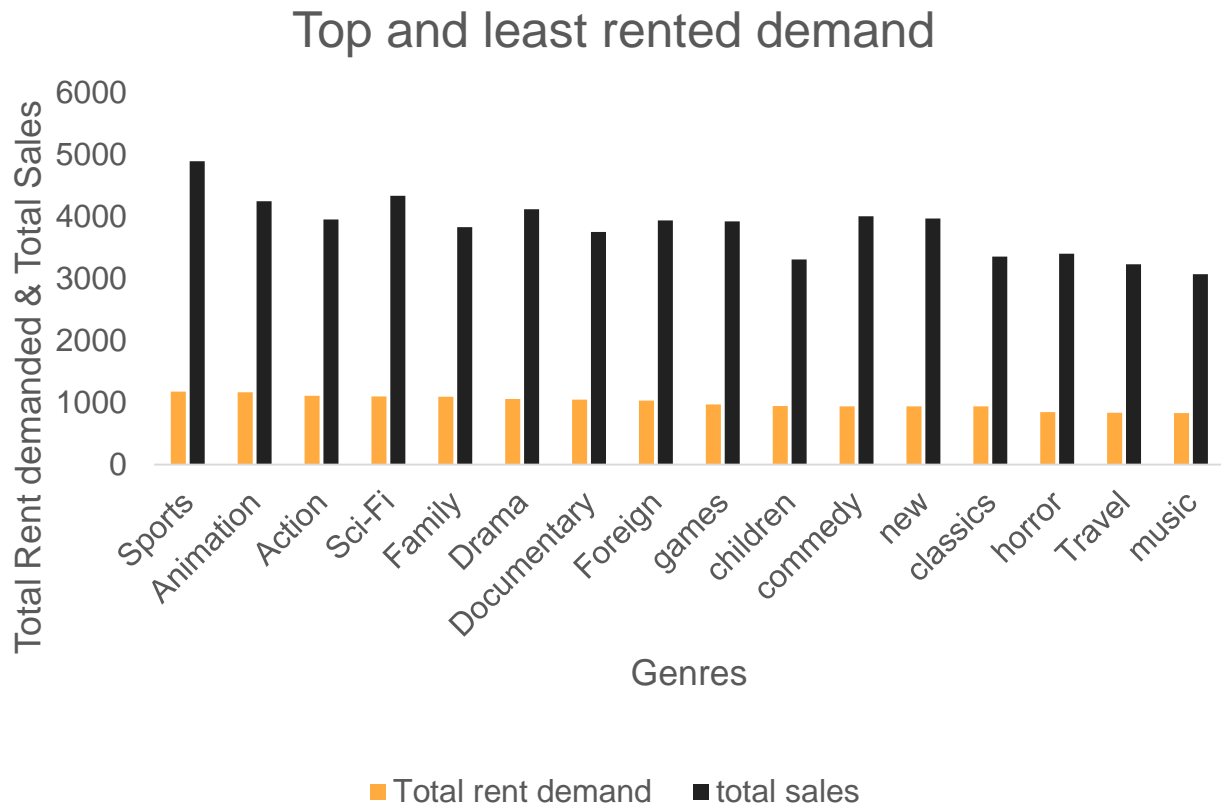


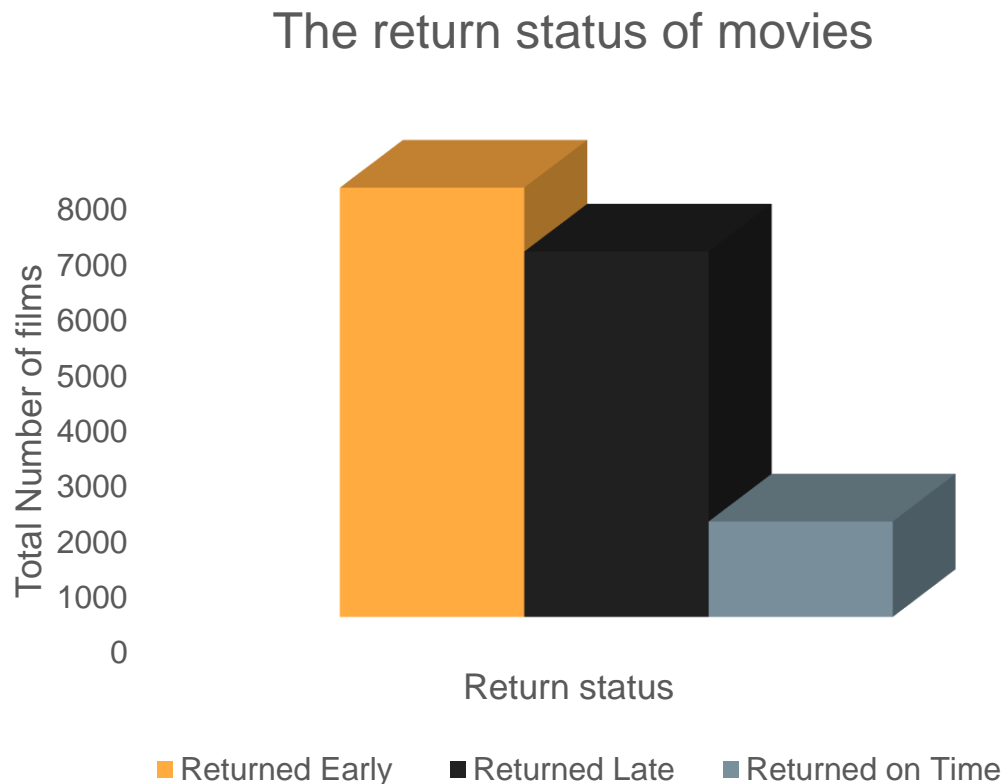
What are the top and least rented (in-demand) genres and what are their total sales?



“What are the top and least rented (in-demand) genres and what are their total sales?”, I first identified with tables I would need to Join, which are:

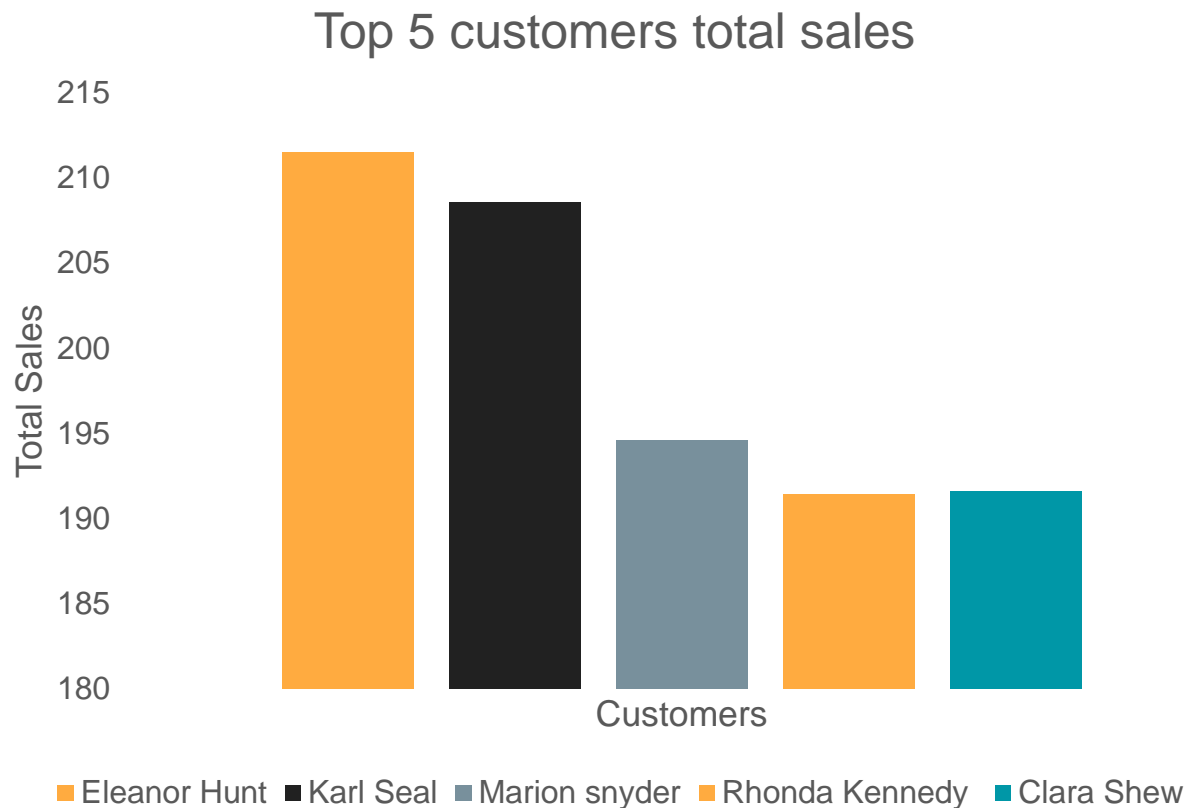
```
Category >film_Category  
>film>inventory>rental  
>customer >payment
```

2. How many rented films were returned late, early and on time?



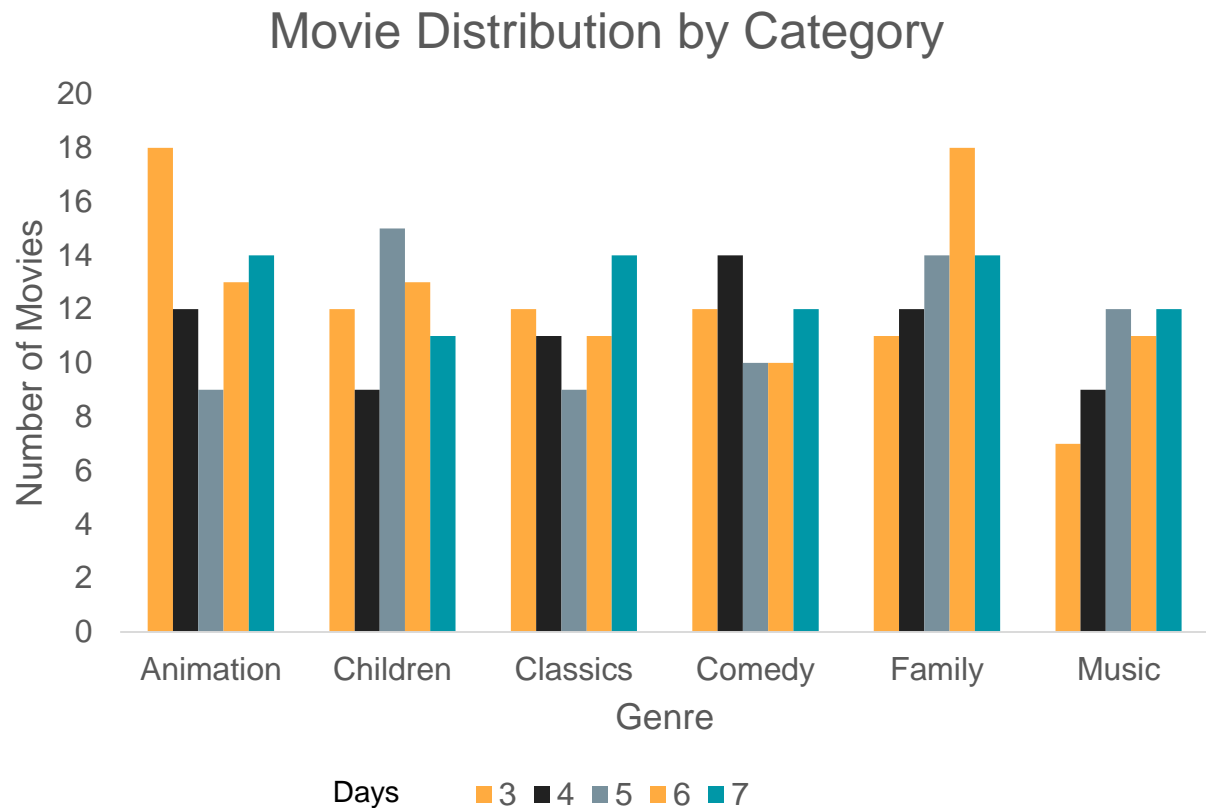
The return status of movies is arguably one of the most important aspects to monitor in a DVD rental business. From the above query, 48% of the movies are returned earlier than the due date while 41% of the movies are returned late and 11% arrive on time.

3. Who are the top 5 customers per total sales and can we get their detail just in case Rent A Film wants to reward them?



Assuming we wish to reward or send physical gifts to the top customers, the above table shows

4. For all rental orders till now, how the length of rental duration of specifically 'Family' category movies compares to the duration that all family movies are rented for?



The plot here shows the distribution of movies by each rental duration for each category of the family movies. It can be clearly seen that maximum number of movies in the 'Family' category are rented for 6 days in comparison to maximum number of movies in the 'Animation' category which are being rented for 3 days. Similarly, we can compare 'Family' movies duration with other categories.