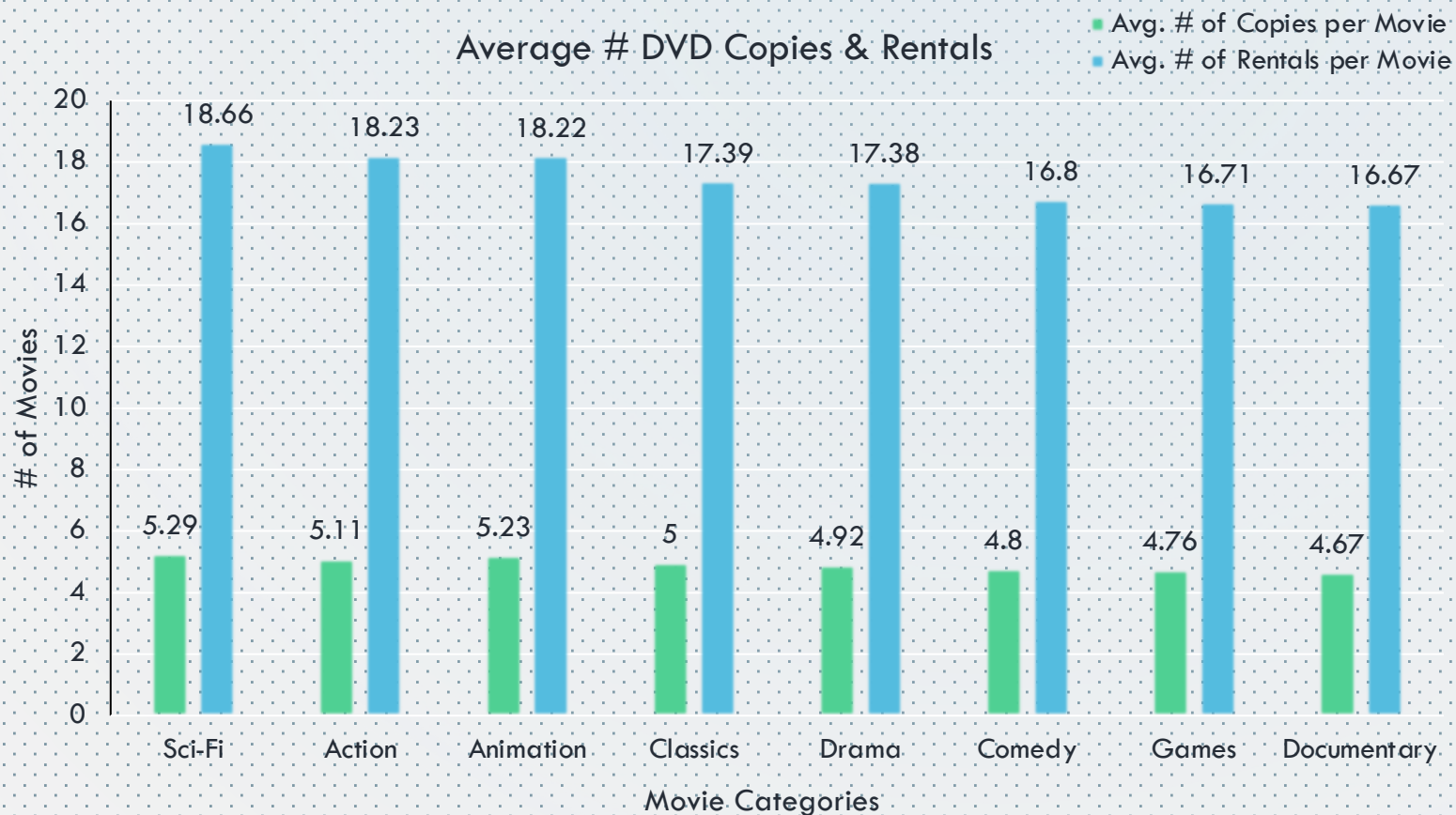


A decorative graphic on the left side of the slide, consisting of a network of thin, dark grey lines and small circles, resembling a circuit board or a data network. The lines are vertical and horizontal, with some diagonal segments, and the circles are small and white with dark outlines.

SAKILA DVD RENTAL DATABASE

PERFORMING AN EXPLORATORY DATA ANALYSIS THROUGH SQL

WHICH MOVIE CATEGORIES HAVE THE HIGHEST AVERAGE NUMBER OF DVD COPIES & RENTALS PER TITLE?



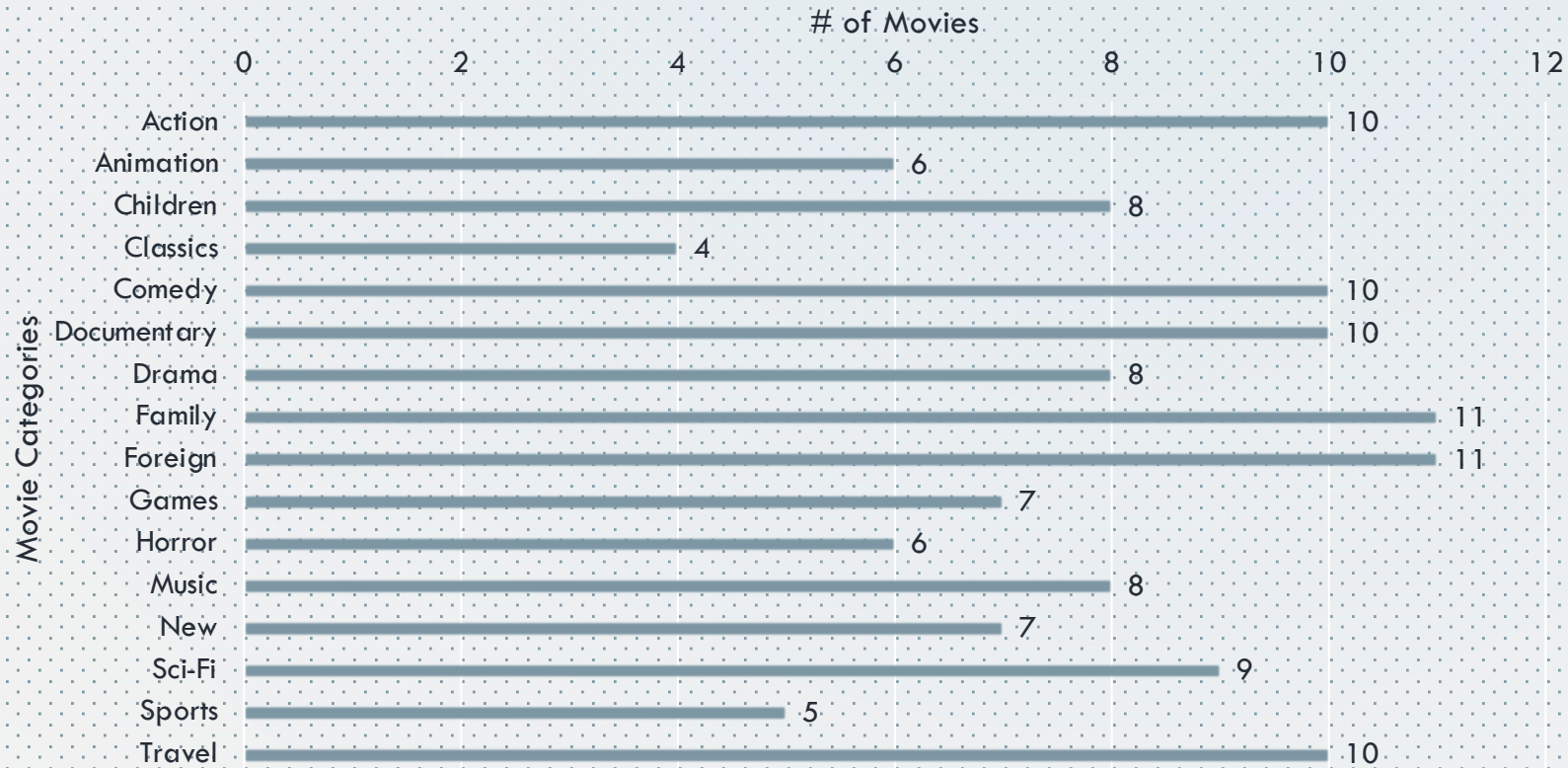
The Sci-Fi category has the highest average number of copies & average number of rentals per title at 5.29 and 18.66, respectively. Action and Animation movies round out the top 3 with both categories having more than 5 copies per title and over 18 rentals per title on average.

*Showing the top 8 performing categories from the dataset

**From the rental period 2005-05-24 to 2005-08-31

WHICH CATEGORIES HAVE THE HIGHEST NUMBER OF MOVIE TITLES WITH MORE THAN 4 TIMES TOTAL RENTALS-TO-TOTAL COPIES?

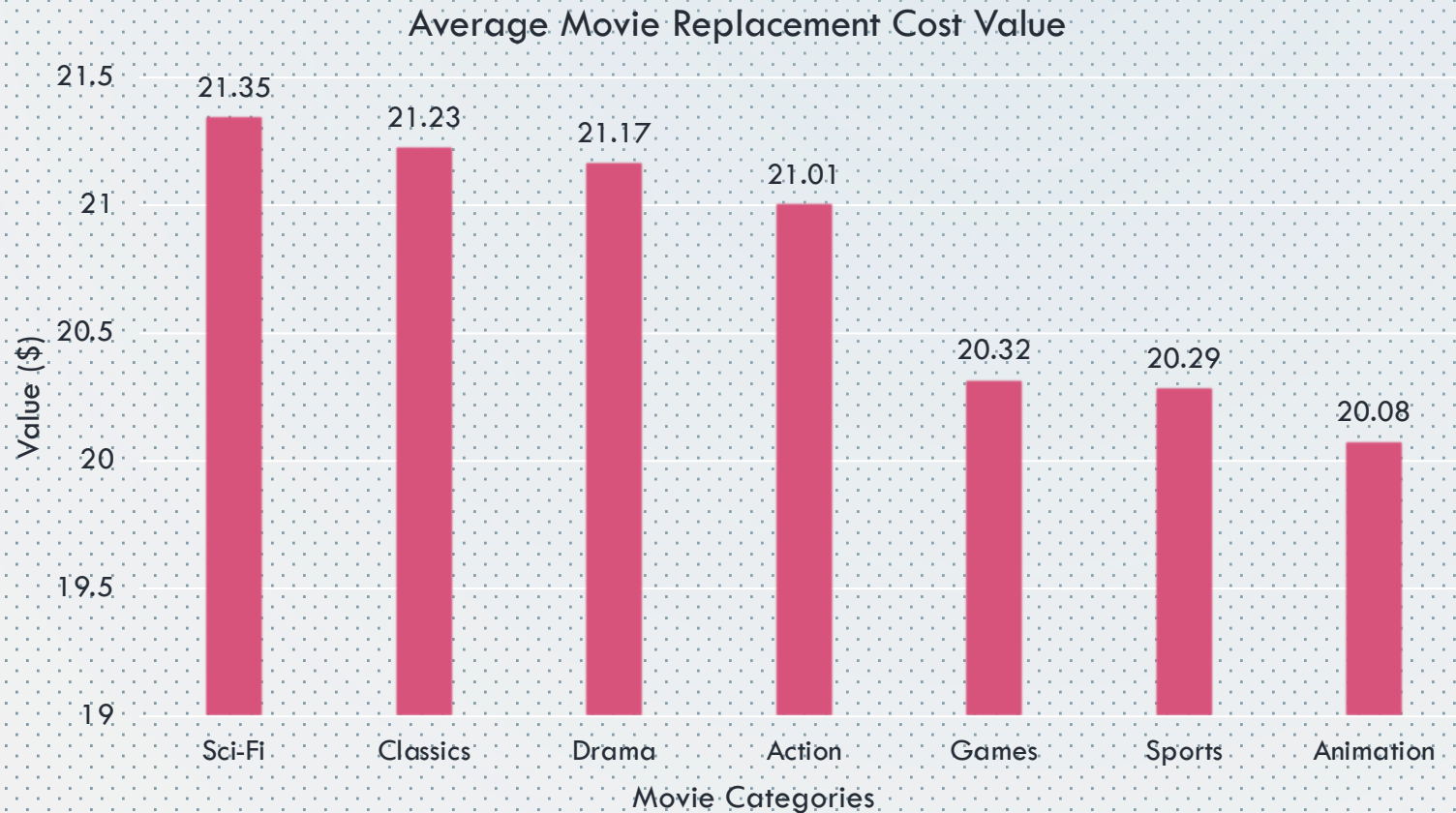
Movies Titles with more than 4:1 Rentals-to-Copies



*From the rental period 2005-05-24 to 2005-08-31

Family & Foreign films have the highest number of movies with more than a 4:1 rental-to-copy ratio, with 11 unique titles each. The categories of Documentary, Comedy, Travel & Action all contain 10 titles with this high rental-to-copy ratio. While the Sports category has both the highest number of individual titles (73) & total copies (344), only 5 of those 73 unique films are rented at a rate of more than 4 times the number of copies per title.

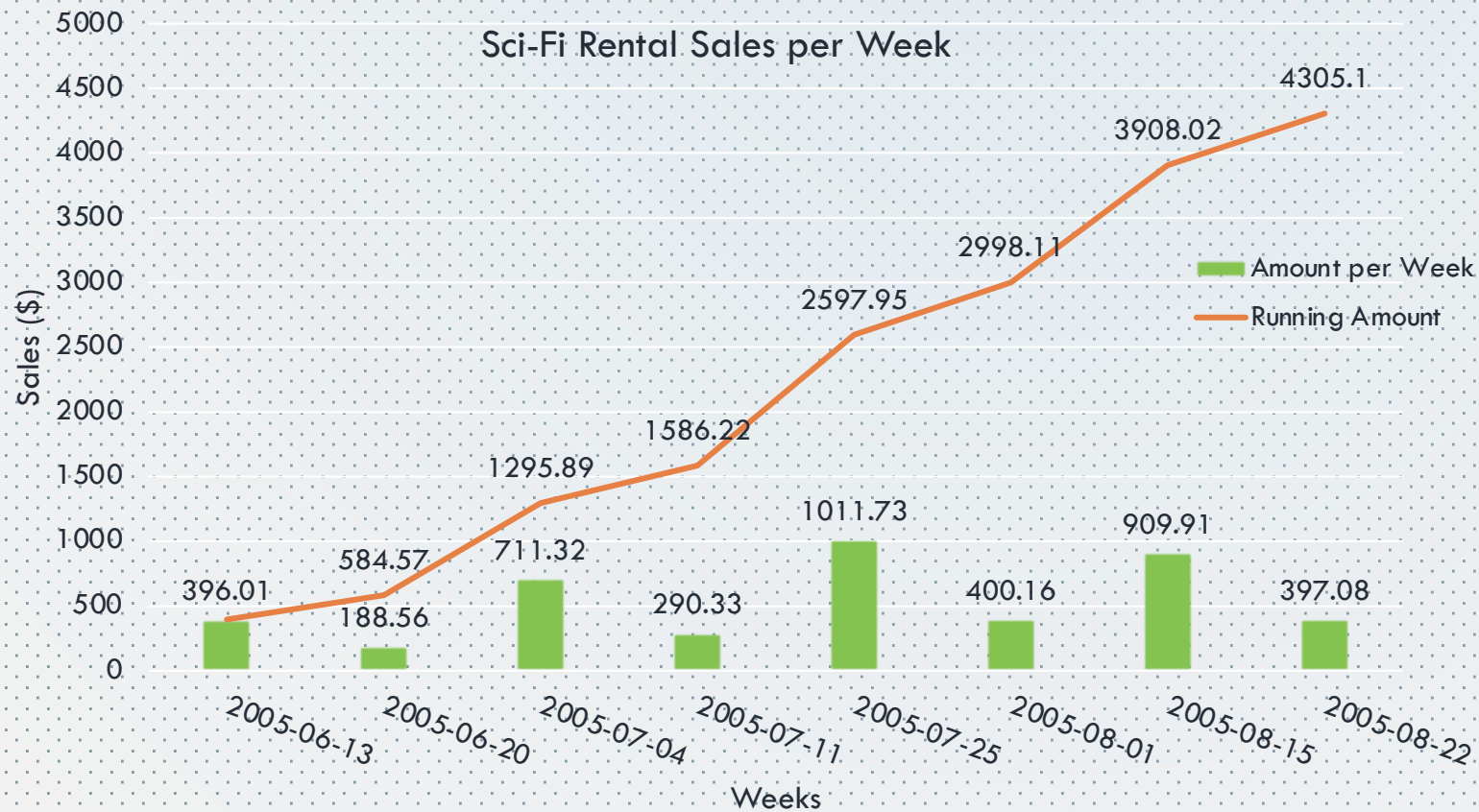
WHICH CATEGORIES HAVE A HIGHER AVERAGE MOVIE REPLACEMENT COST VALUE THAN THE OVERALL AVERAGE COST?



Seven categories have higher average movie replacement cost values than the database average of \$20.06. Sci-Fi movies constitute the highest average replacement cost value at \$21.35 per movie with Classics (\$21.23) & Drama (\$21.17) also holding replacement values a full \$1 more on average than the overall replacement cost average.

*From the rental period 2005-05-24 to 2005-08-31

DO MOVIES WITHIN THE SCI-FI CATEGORY HAVE CONSISTENT RENTAL SALES TOTALS WEEK-OVER-WEEK?



*Dates shown are the Monday of the reported week

**Sales amounts calculated based on date of payment, not rental date

Sci-Fi movies do not show consistent rental sales week-over-week. There is a pattern of high sales weeks followed by low sales weeks for the category.

However, no dates were present in the database for three separate weeks; June 27, July 18 & Aug 8. The missing weeks could have been combined with their respective subsequent weeks, misrepresenting the sales totals for those subsequent weeks.