

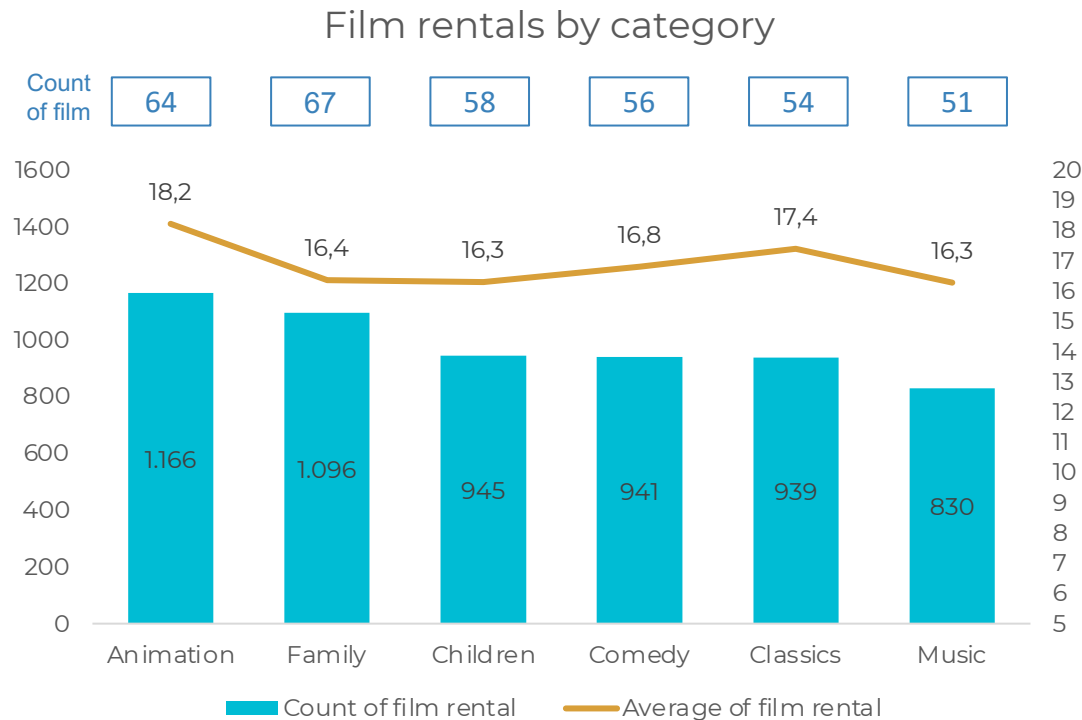
Project Sakila DVD Rental database

Miguel Vergara García
Miguel.Vergara90@gmail.com
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Question 1

Which are the movie categories with the highest number of rentals in the "family" segment?



Insights:

The chart shows that the three movie categories with the highest number of rentals are all associated with "kids" content (Animation, Family and Children).

However, when considering the average number of times each type of film is rented, categories such as Classics occupy second place after Animation.

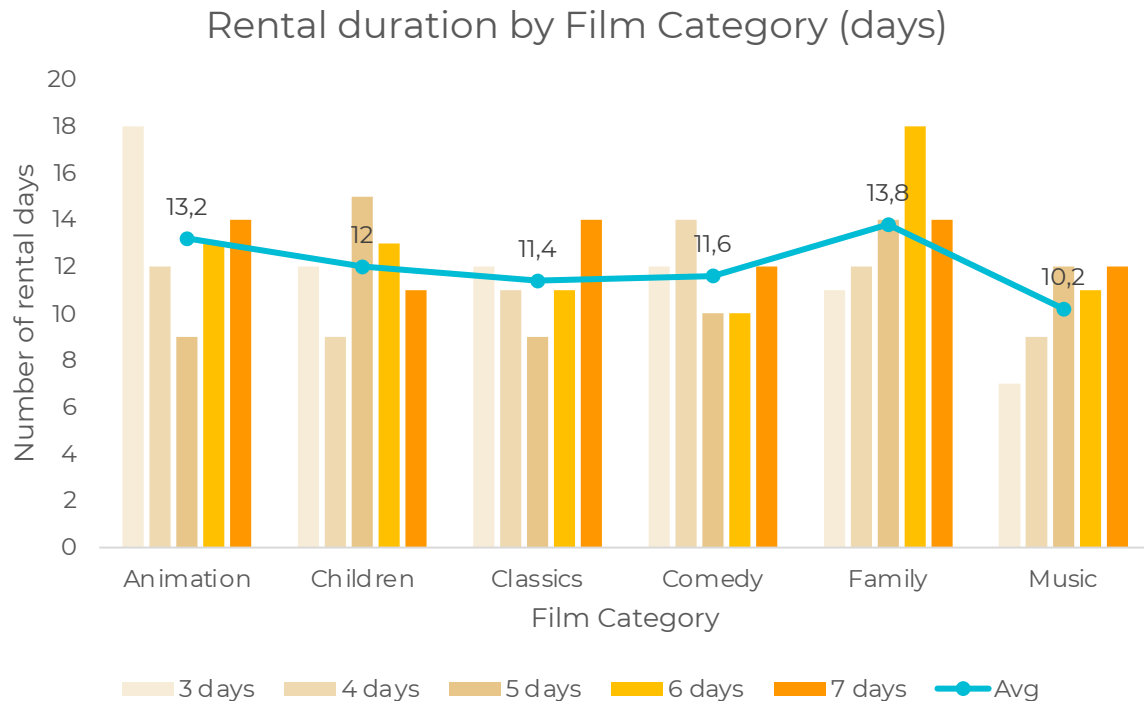
It is noteworthy that 54% of all films are present in the "kids" category described above.

5,917 rentals
Total count

350 films
Total count

Question 2

Which category of films has the shortest and longest rental duration?



Insights:

When plotting the number of films with the possible rental durations (3,4,5,6 and 7 days), it is observed that the "Animation" category has the highest number of films returned in 3 days, while the "Family" category has the highest number of films returned in 6 days.

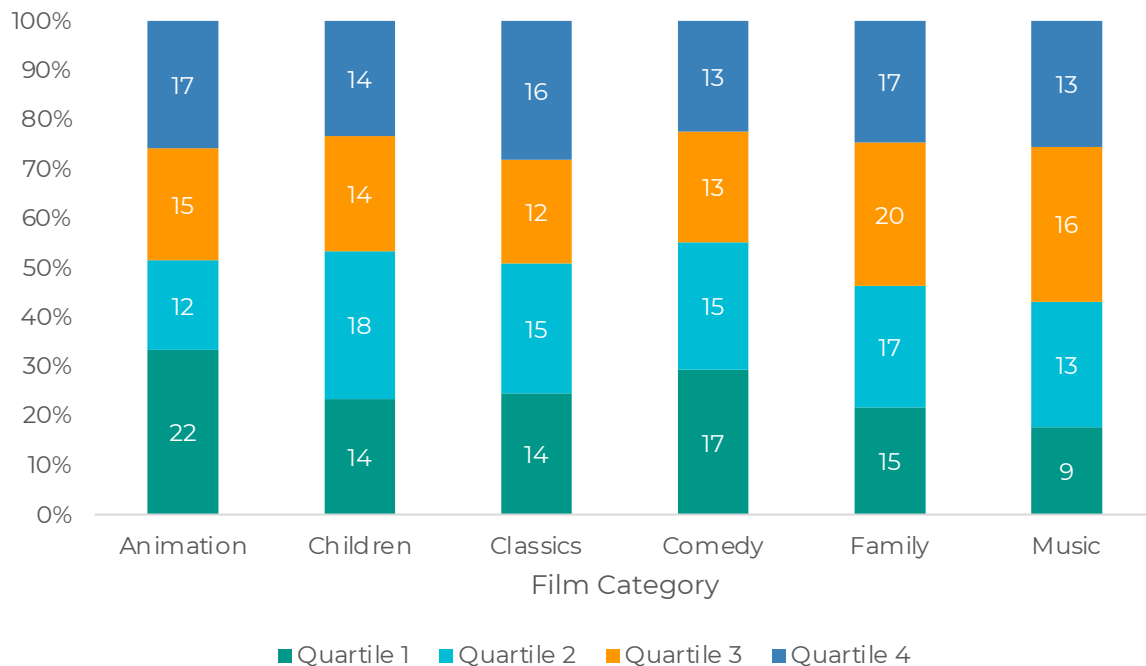
It is worth noting that in both "Animation" and "Comedy", the 3 and 4 day durations represent 45% within their respective categories.

When analyzing the average days of rental for each category, the "Music" movies have the lowest average 10.2

Question 3

What is the behavior of the rental duration quartiles by category?

Number of films in each quartile by category



Insights:

The graph helps to understand the distribution of the quartiles of rental duration within each category.

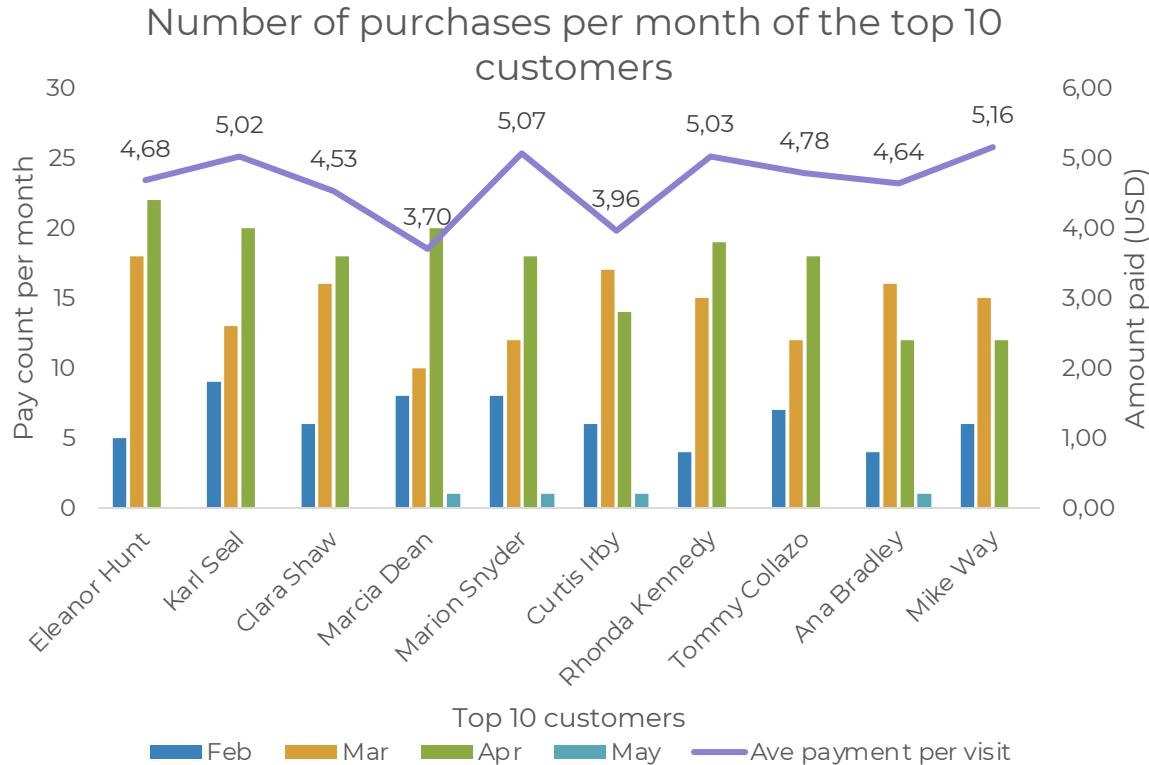
It is observed that in the "Classic" category, 25% of the rentals correspond to 7-day durations.

On the other hand, only 18% of movies with a music theme belong to the first quartile (3-4 days).

These results support the insights obtained in question 2, regarding the categories with the shortest and longest lease duration.

Question 4

Which are the months with the highest and lowest sales volumes of the top 10 customers?



Insights:

By graphing the number of payments by month and by client, it shows that the highest number of transactions occurred in April. In addition, the month with the lowest number of transactions was May.

While Eleanor Hunt is the customer with the highest sales and transactions, her average purchases per store visit (\$4.68) are lower than that of other customers like Marion Snyder (5.07).

On the other hand, although Mike Way has the last position of the top 10 customers, he is the one with the highest average purchases (\$5.16 USD).