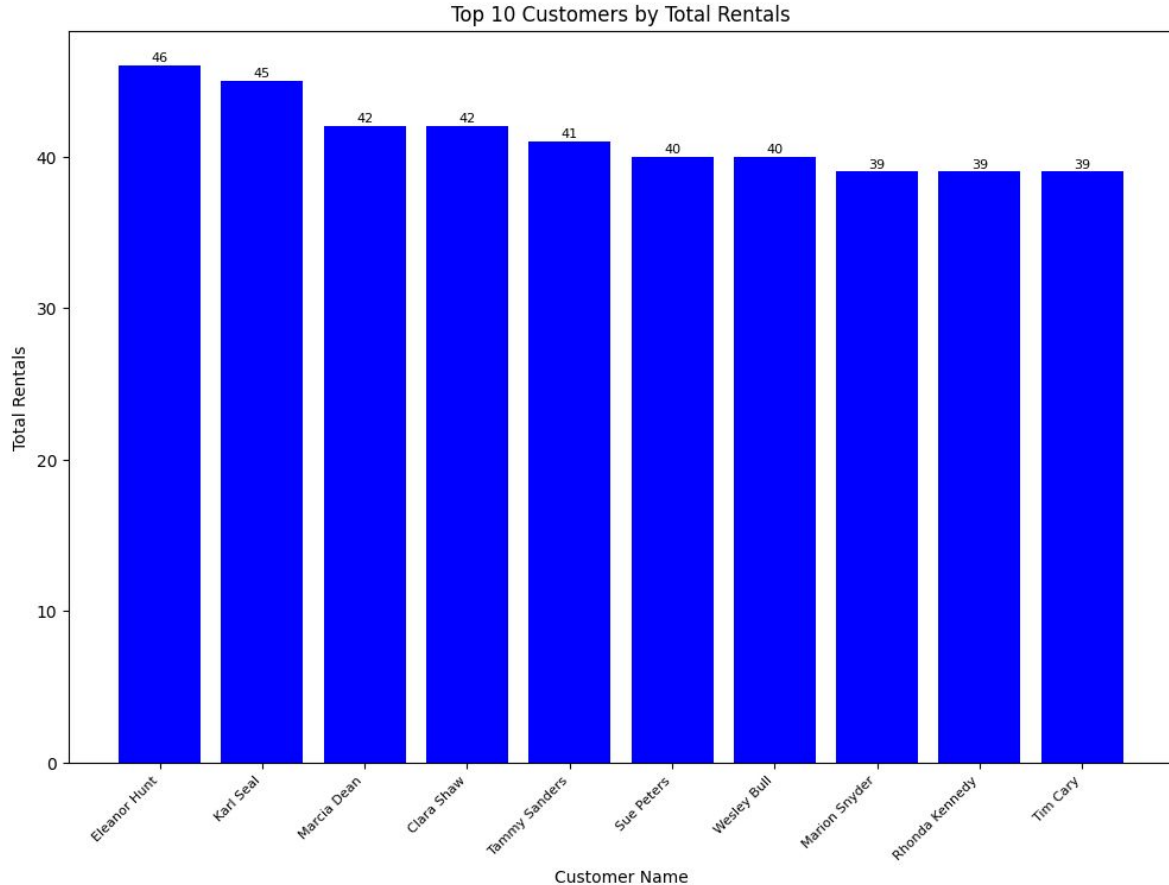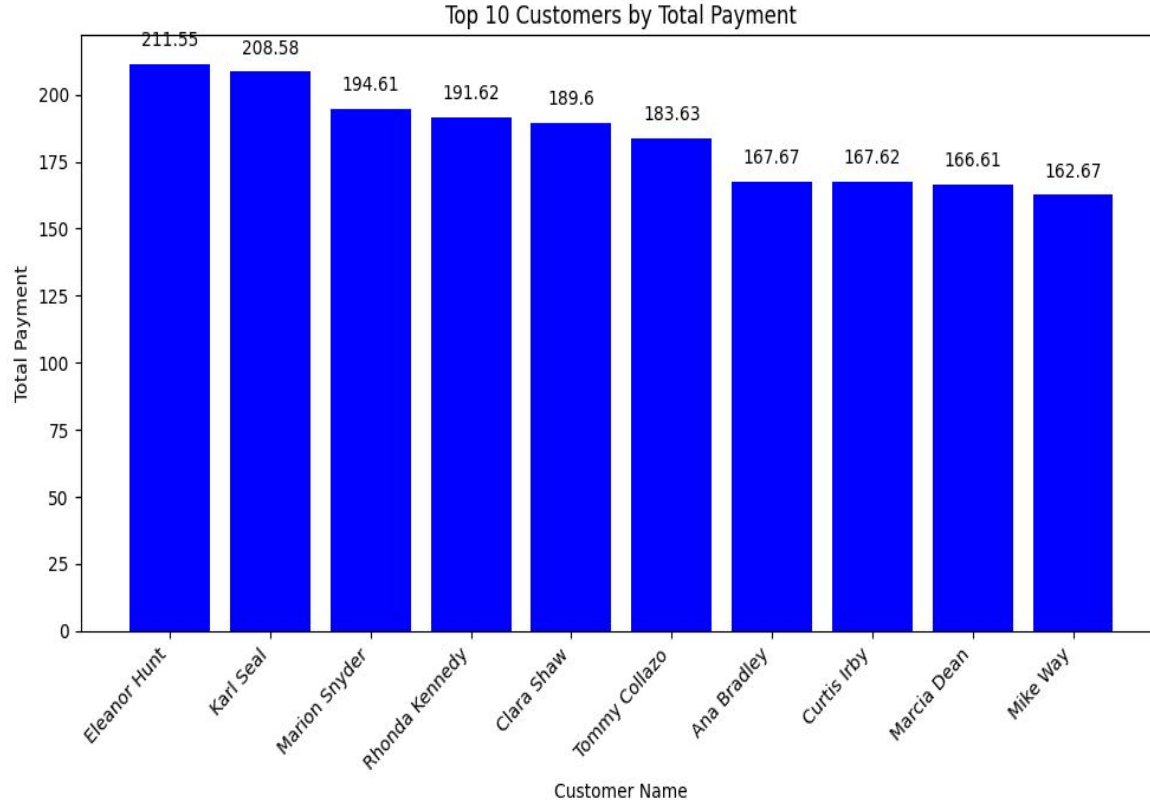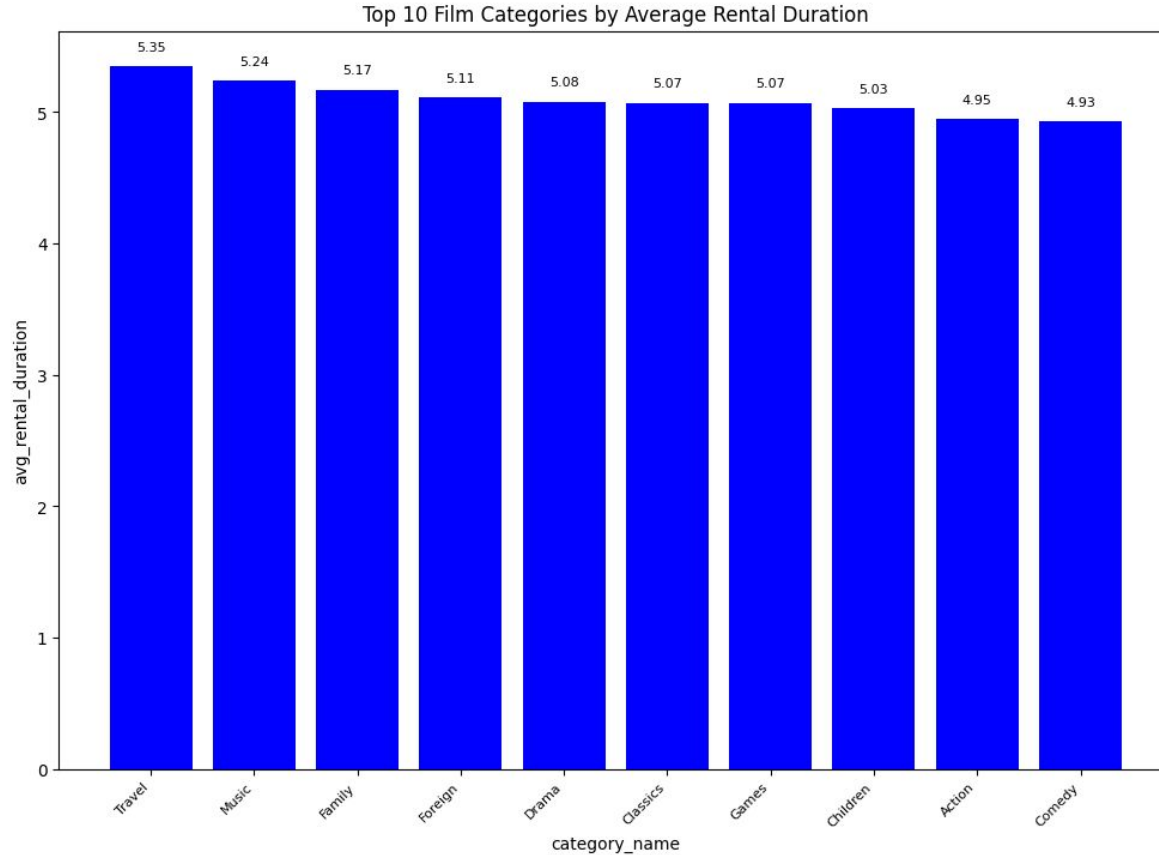Top 10 Customers by Total Rentals

This SQL query aims to identify and rank the top 10 customers based on their total number of movie rentals. The data is retrieved from the 'rental' and 'customer' tables, with a focus on aggregating rental counts for each customer. The resulting list includes customer names and their respective total rental counts, sorted in descending order by the total number of rentals. The 'CustomerRentalCounts' Common Table Expression (CTE) is utilized to calculate and store the rental counts for each customer.

Top Customers by Total Payment with Payment Rank
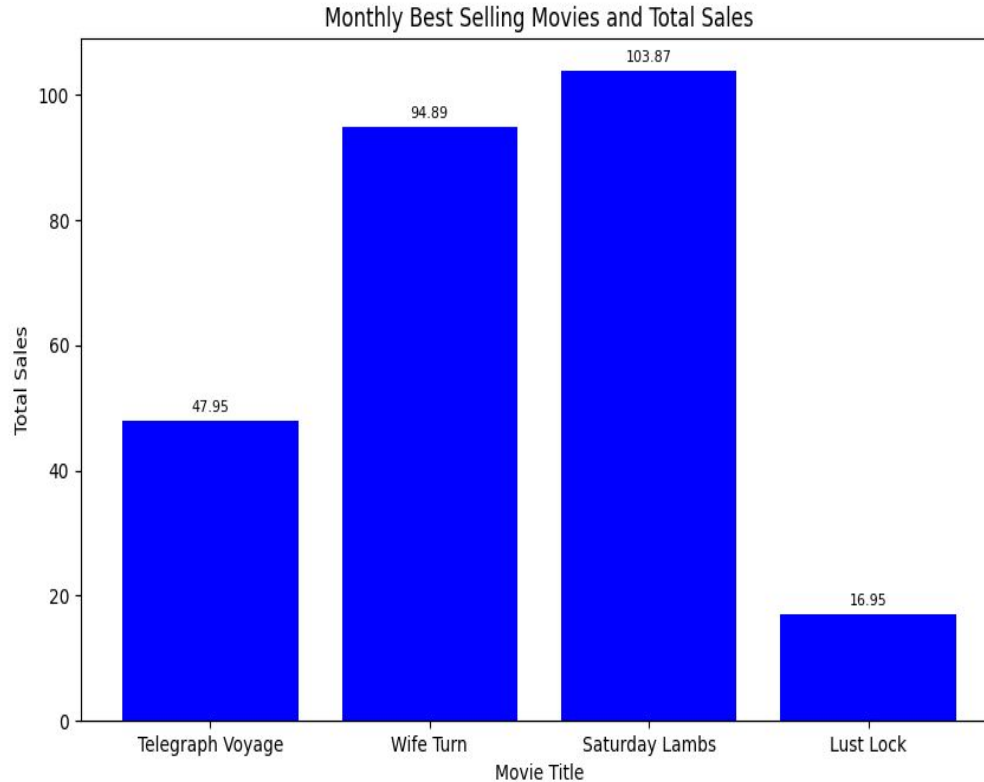
Top 10 Customers by Total Payment

This SQL query retrieves a list of customers along with their total payment amounts and corresponding payment ranks based on the descending order of their total payments. It achieves this by joining the 'payment' table (aliased as 'p') with the 'customer' table (aliased as 'c') using the 'customer_id' column. The query then groups the results by customer ID, calculates the sum of payment amounts for each customer, and assigns a payment rank using the RANK() window function. The final result is ordered by the total payment amount in descending order, providing insights into the top customers and their respective payment ranks.

Top 10 Film Categories by Average Rental Duration

This SQL query aims to identify and rank the top 10 film categories based on their average rental durations. The Common Table Expression (CTE) named CategoryAverageRentalDuration calculates the rounded average rental duration for each film category and assigns a rank using the ROW_NUMBER() window function. The final result selects the film category name, average rental duration, and duration rank, filtering only the top 10 categories. The output is ordered by the duration rank in descending order, providing insights into the most popular film categories in terms of rental duration.

Monthly Best Selling Movies and Total Sales

This SQL query aims to find the movies with the highest sales amount each month. It utilizes a Common Table Expression (CTE) named MonthlyMovieSales to calculate the total sales amount and ranking for each movie on a monthly basis. Subsequently, in the outer query, the highest-selling movie for each month is selected based on the sales amount, and the results are ordered in descending order by month and total sales.