



Sakila DVD Rental

Database queries



Work performed

The Sakila database holds information about a company that rents movie DVDs.

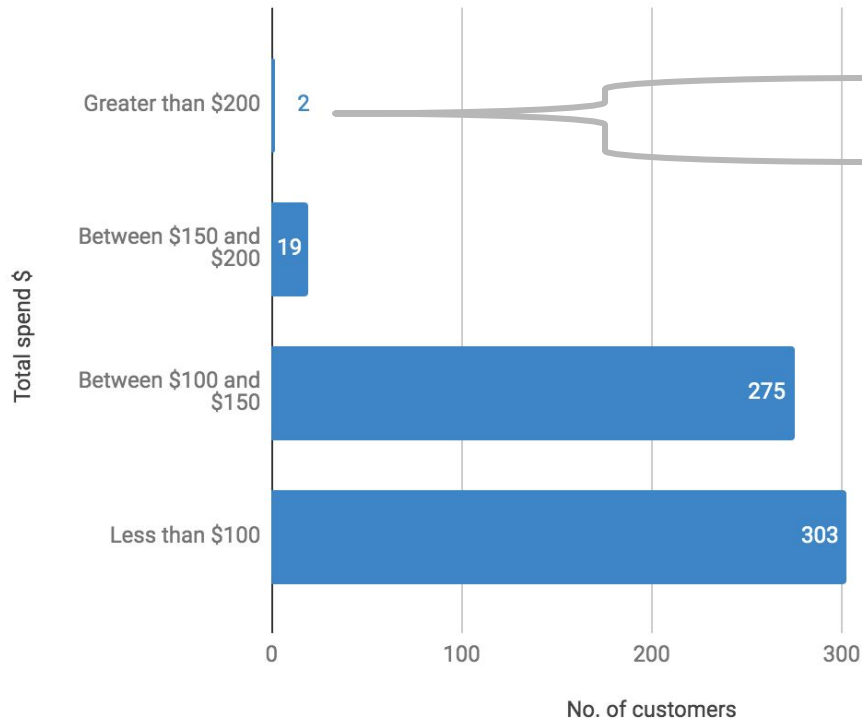
The database was queried for the following:

- Who are our top spending customers?
- What categories are the most popular?
- How many DVD's are returned on time?
- Which is the highest performing store?

The subsequent slides present findings on four questions identified above.

Who are our top spending customers?

Total spend by number of customers

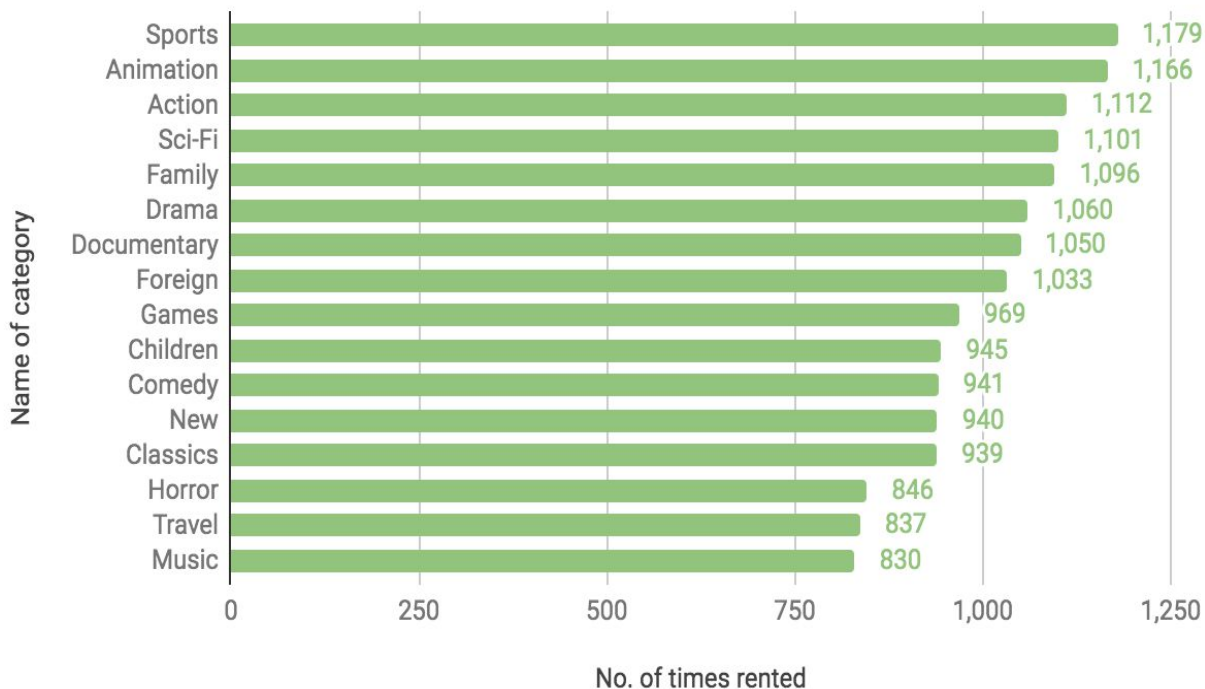


| Full name | Customer ID | total_spend |
|--------------|-------------|-------------|
| Karl Seal | 526 | 208.58 |
| Eleanor Hunt | 148 | 211.55 |

- From a total of 599 customers, there are 2 who have spent a total of more than \$200 on DVD rentals. On further investigation, these are Karl Seal and Eleanor Hunt.
- There are approximately 3% of customers spending between \$150 - \$200.
- 46% of customers spend between \$100 - \$150 with the majority of customers spending less than \$100.

What categories are the most popular?

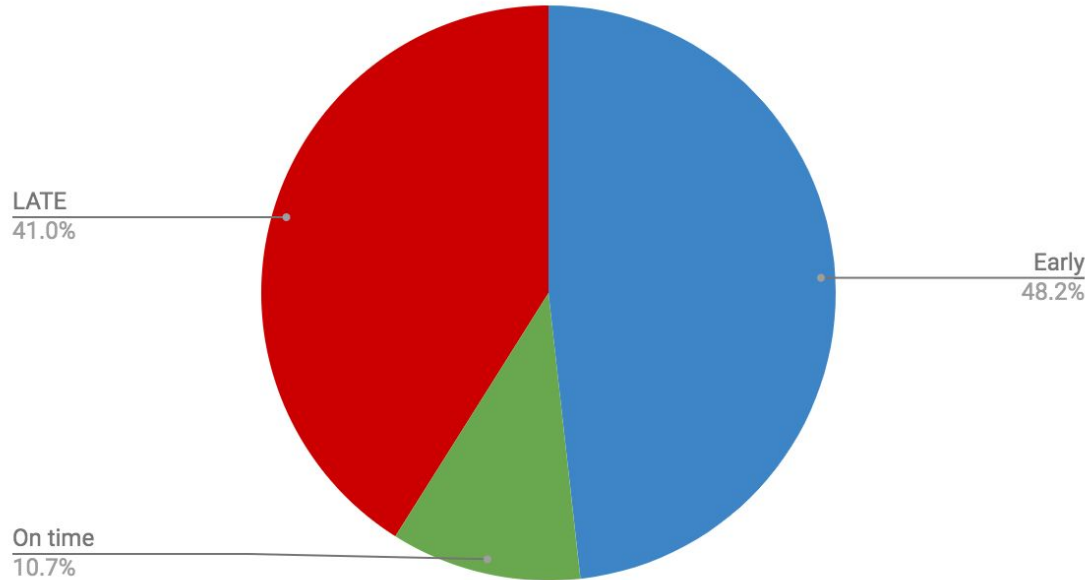
DVD categories by popularity



- Of the 16 categories available, the most popular is sports, rented out a total of 1,179 times closely followed by animation with 1,166 and action, 1,112 times.
- At the other end of the spectrum, music, travel and horror categories appear to be less popular amongst the customers, with fewer than 900 rentals per category.

How many DVD's are returned on time?

DVD return status



- Approximately 11% of DVD rentals are returned on time with **48% returned before the due date.**
- 41% of rentals are returned late (returned after the rental duration).
- From the database reviewed, there does not appear to be a penalty for late returns, which may be a contributing factor to the large percentage.

Which is the highest performing store?

- There are two stores, store 1 based in Lethbridge Canada and store 2, based in Woodridge Australia.
- The two stores appear to be quite similar in sales with store 2 slightly ahead with \$31,060 in store sales vs store 1 with \$30,252.
- The number of transactions appear to be equally split, with store 2 at 7,304 transactions, slightly more than store 1 of 7,292 transactions.

