

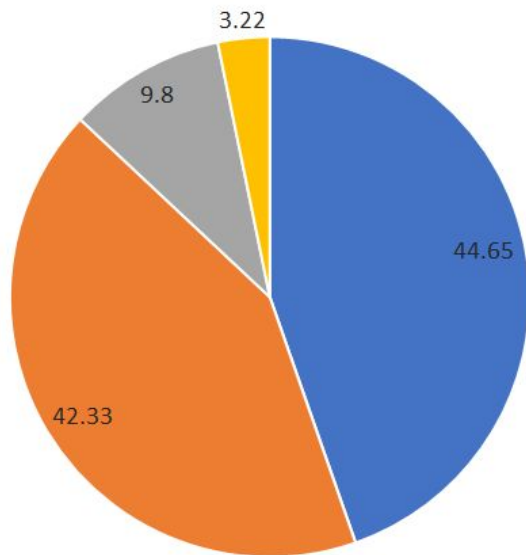
# Investigate the Sakilla Movie Database

SQL and data visualization project

# What movie runtimes are popular?

Percentage of rentals based on film length

■ Between 1-2 hrs ■ Between 2-3 hrs ■ 1 hr or less ■ More than 3 hrs



Movies that are **1 to 3 hours** are rented at about **87%** that is roughly **9 out of 10** rental orders.

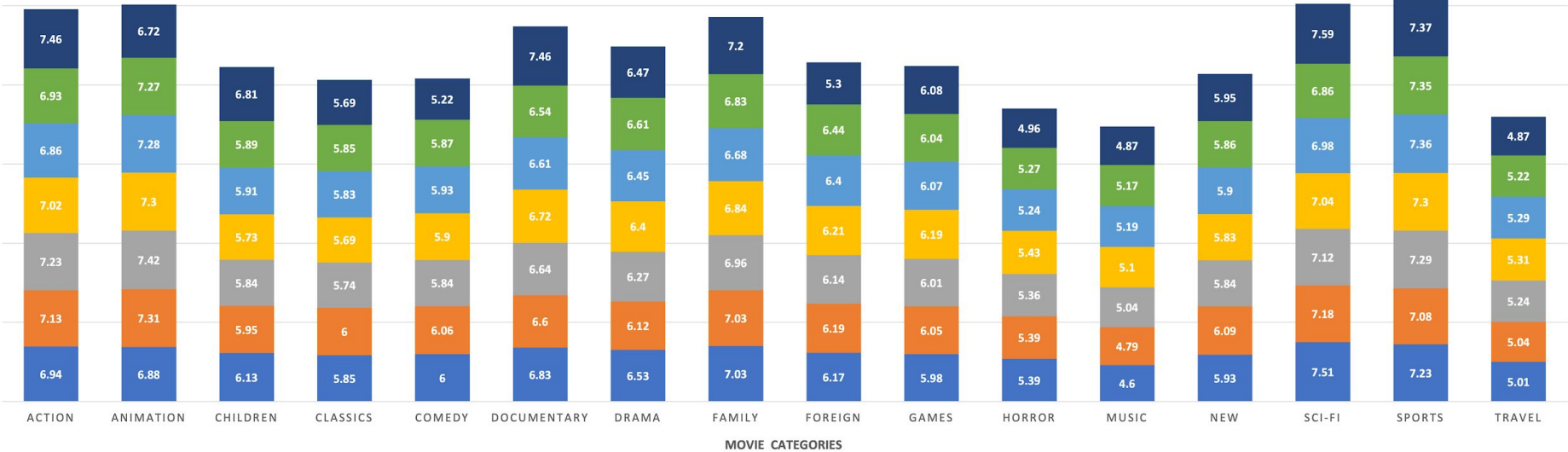
While the lowest rentals have runtime length of **more than 3 hours** at about **3%**.

# What movie categories are popular on each day of the week?

## Part 1

PERCENTAGE OF RENTALS BASED ON DAY OF THE WEEK PER CATEGORY

mon tue wed thu fri sat sun



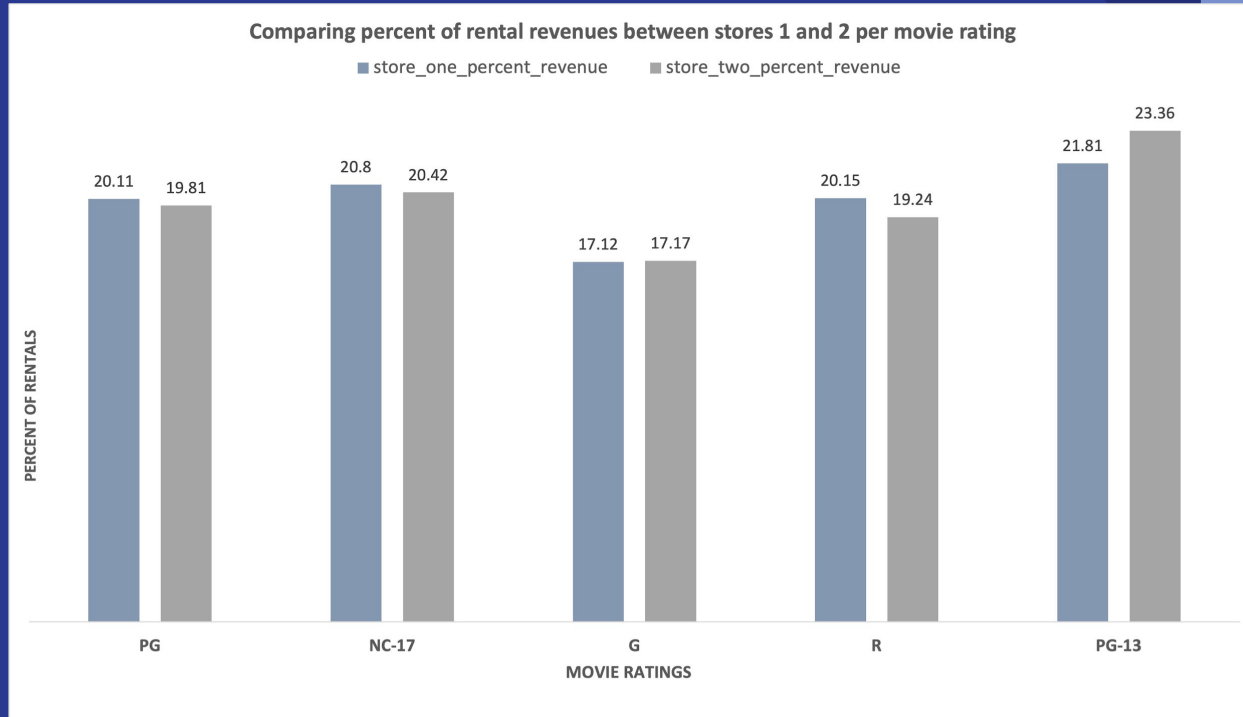
# What movie categories are popular on each day of the week?

## Part 2

category_name	mon	tue	wed	thu	fri	sat	sun
Action	6.94	7.13	7.23	7.02	6.86	6.93	7.46
Animation	6.88	7.31	7.42	7.3	7.28	7.27	6.72
Children	6.13	5.95	5.84	5.73	5.91	5.89	6.81
Classics	5.85	6	5.74	5.69	5.83	5.85	5.69
Comedy	6	6.06	5.84	5.9	5.93	5.87	5.22
Documentary	6.83	6.6	6.64	6.72	6.61	6.54	7.46
Drama	6.53	6.12	6.27	6.4	6.45	6.61	6.47
Family	7.03	7.03	6.96	6.84	6.68	6.83	7.2
Foreign	6.17	6.19	6.14	6.21	6.4	6.44	5.3
Games	5.98	6.05	6.01	6.19	6.07	6.04	6.08
Horror	5.39	5.39	5.36	5.43	5.24	5.27	4.96
Music	4.6	4.79	5.04	5.1	5.19	5.17	4.87
New	5.93	6.09	5.84	5.83	5.9	5.86	5.95
Sci-Fi	7.51	7.18	7.12	7.04	6.98	6.86	7.59
Sports	7.23	7.08	7.29	7.3	7.36	7.35	7.37
Travel	5.01	5.04	5.24	5.31	5.29	5.22	4.87

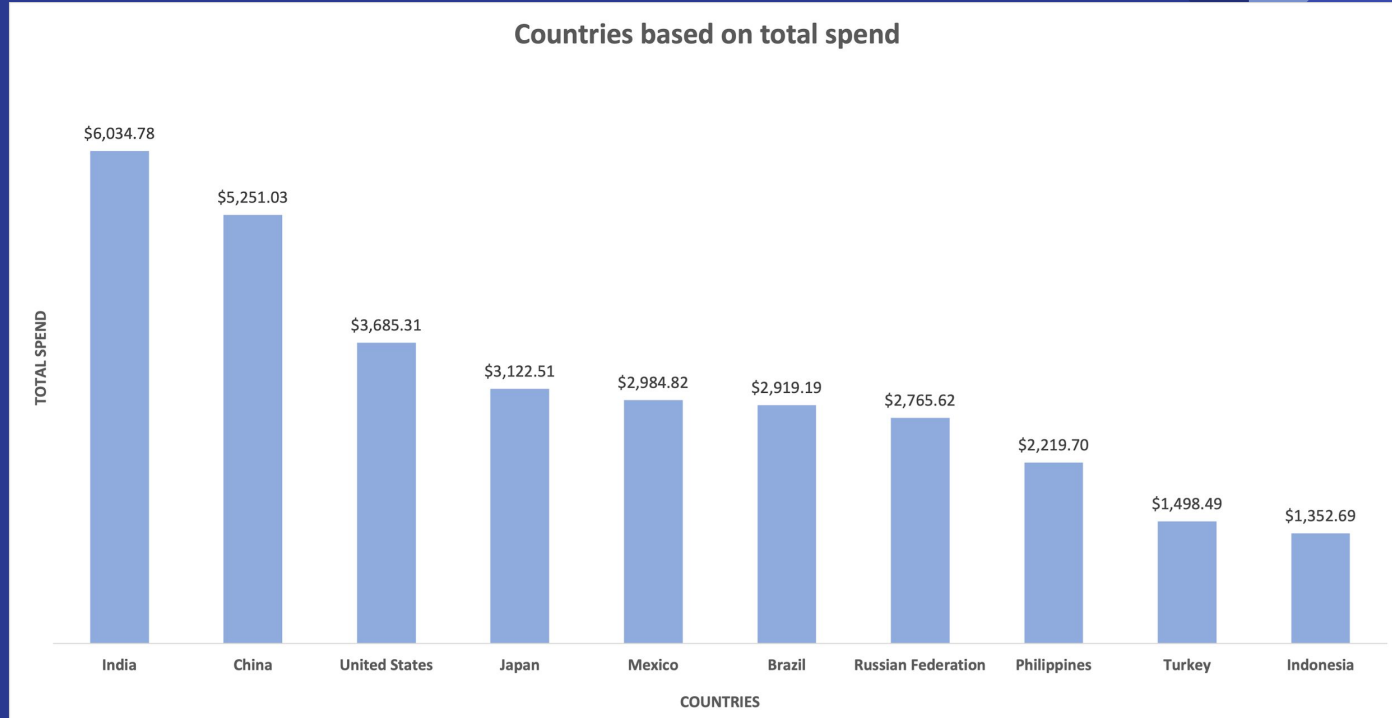
**Sun and Mon** are for **Sci-fi** fans. **Tue, Wed** and **Thu** young and young-alikes gets their **Animation** fix. While **Sports** are best enjoy to kick off the **weekends** with popular rental days on **Thu, Fri** and **Saturdays**.

# How each store compares based on film category rentals?



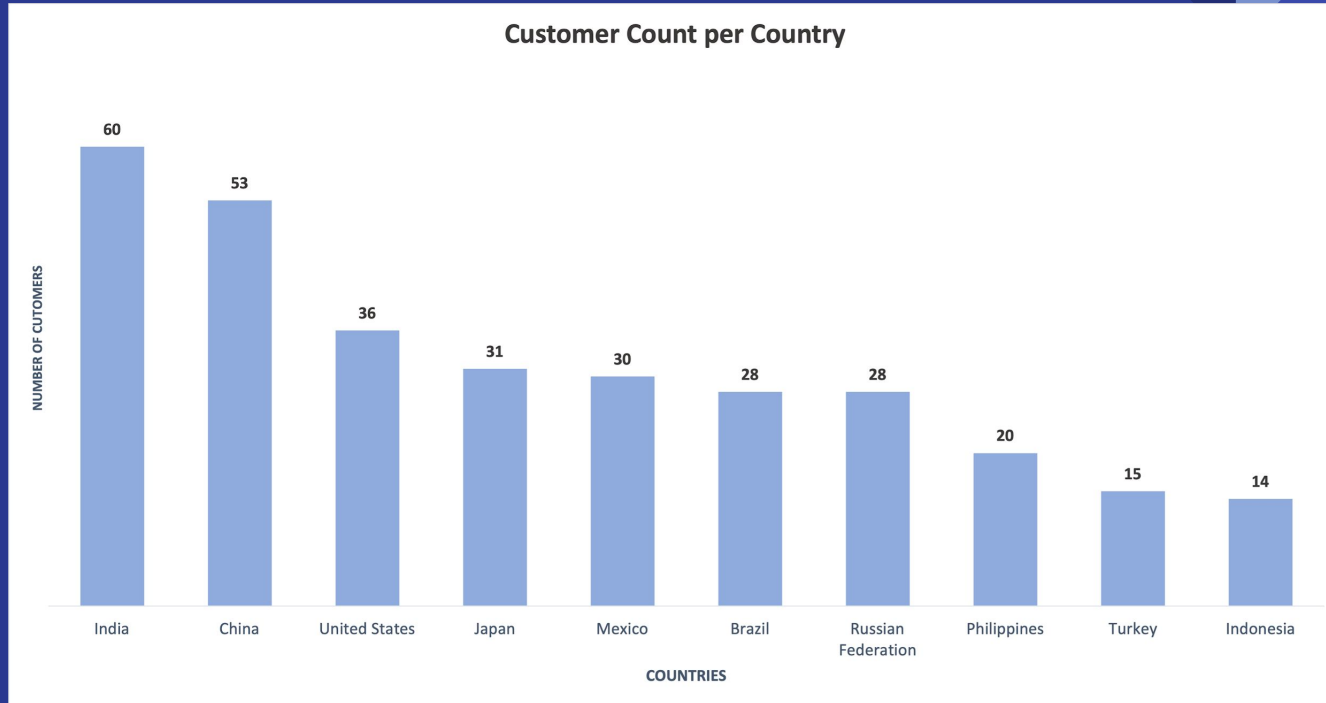
**Store one** and **store two** are very similar in terms of rental percentages in movie ratings with **PG**, **NC-17** and **G**. Movies that are **R** rated have **.91 point** difference while **PG-13** have a **1.55 point** difference between two stores.

# What are the top 10 Countries based on spend?



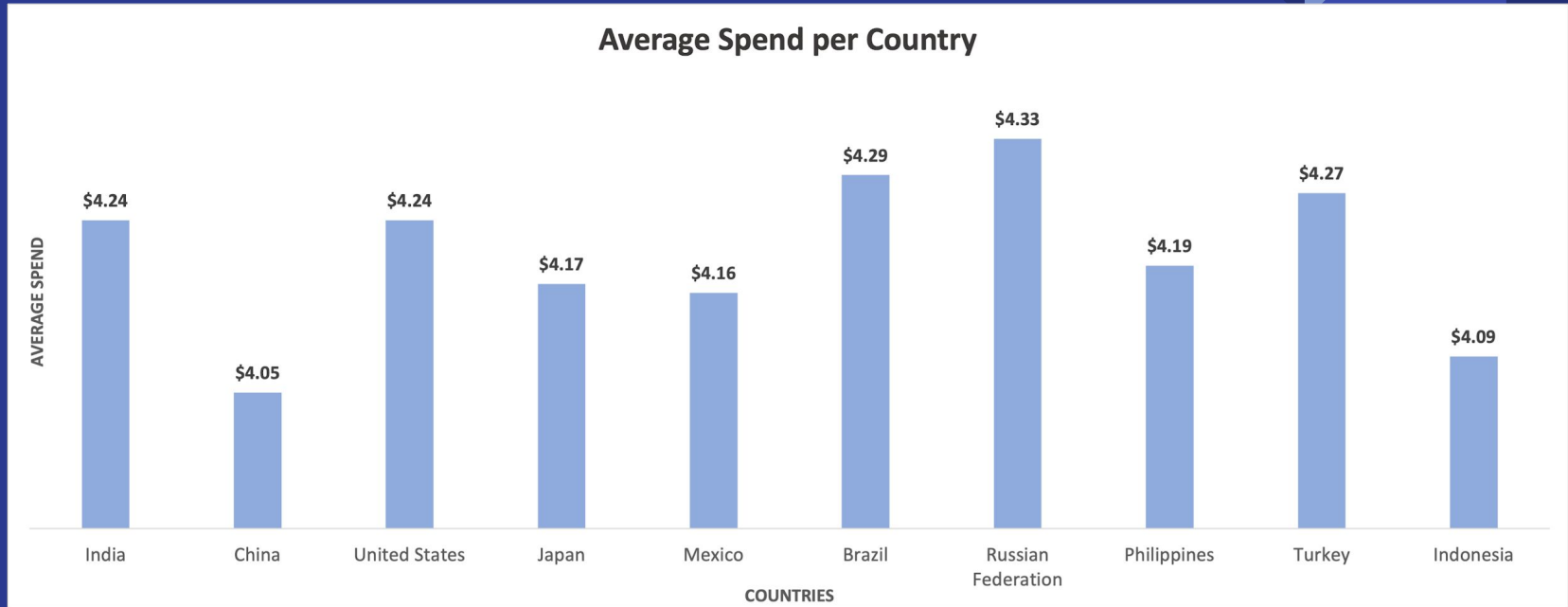
**India** leads the total spending with a little over **\$6000**. Followed by **China** at about **\$5000** and the **U.S.** at about **\$3600**.

# How many customers are in each of top 10 countries?



**India** and **China** have largest share of the rental market at **60** and **53** respectively. Followed by **U.S.** at **36**, **Japan** at **31** and **Mexico** at **30**.

# What countries spend the most on average?



While **India**, **China** and **U.S.** has spent the most in total. **Russia** at \$4.33, **Brazil** at \$4.29 and **Turkey** ast \$4.27 has **higher average** spend per orders.



# Countries with above average spend and lowest average spend

**Above avg on avg spend**

country	customer_count	avg_spend	total_spend
India	60	4.24	6034.78
China	53	4.05	5251.03
United States	36	4.24	3685.31
Japan	31	4.17	3122.51
Mexico	30	4.16	2984.82
Brazil	28	4.29	2919.19
Russian Federat	28	4.33	2765.62
Philippines	20	4.19	2219.7
Turkey	15	4.27	1498.49
Indonesia	14	4.09	1352.69

**Bottom 10% on avg spend**

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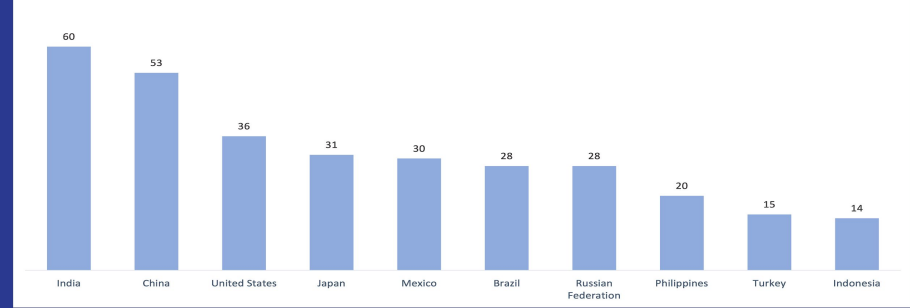
- Russia, Brazil, Turkey, India and US have above average spend per order.
- China has the lowest average spend order.

# Top 10 Countries Observations

Average Spend per Country



Customer Count per Country



Average Spend per Country



1. When ranked, countries that have the **largest customer base** equates to **highest total spend**.

2. But when it comes to average spending, this isn't always the case.

3. While **India** has the most customers, it ranks **4th** along with **U.S.** in average spending. **Russia, Brazil and Turkey** are the **top three** when it comes to average spend.

4. On the other hand, **China** which has the **2nd most customer base**, ranks the **lowest** in terms of average spend.

# Conclusion

- Movies that are 1-3 hours are rented about 87% of the time.
  - Sports, Sci-fi, Animation, Action and Drama are the most popular categories.
  - Store one and Store two are very identical in terms of movie rented out based on film ratings.
  - Russia has the largest average spend despite having only 28 customers or nearly half of India's customers at 30.
  - China spends the lowest in average per order.
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