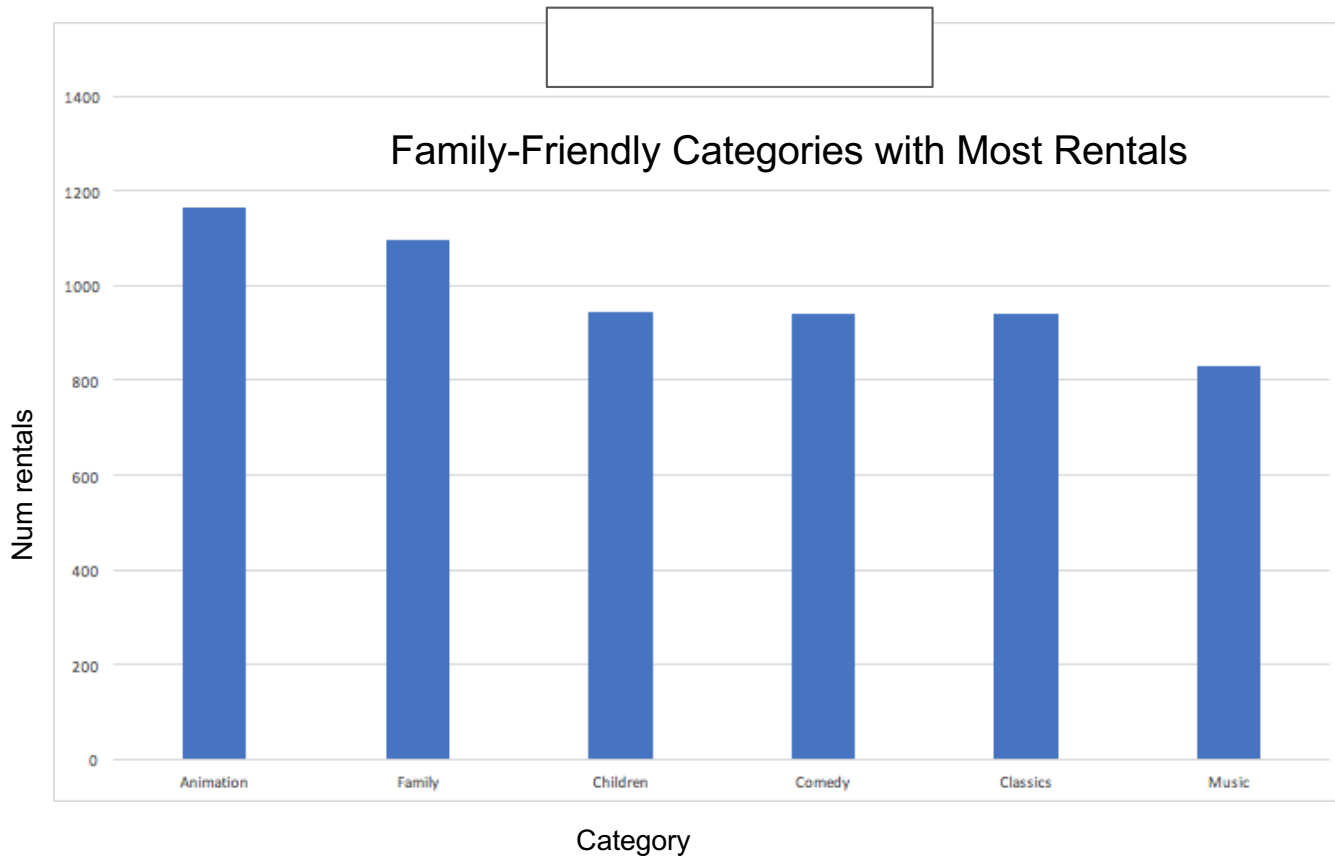


# Final SQL Queries

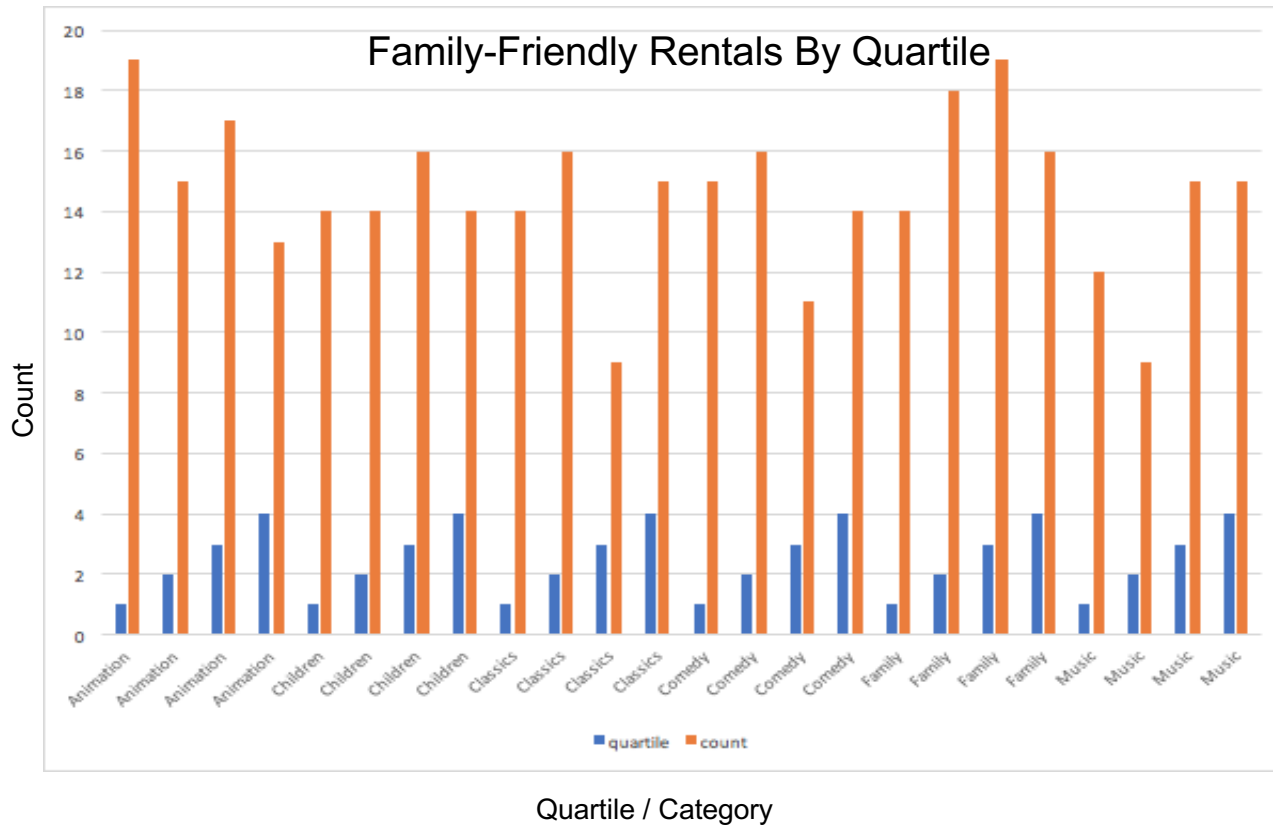
From Laura White, Programming for Data Science  
Nanodegree

Our CEO wants to increase inventory of the two most popular family categories. Which two categories have the most rentals?



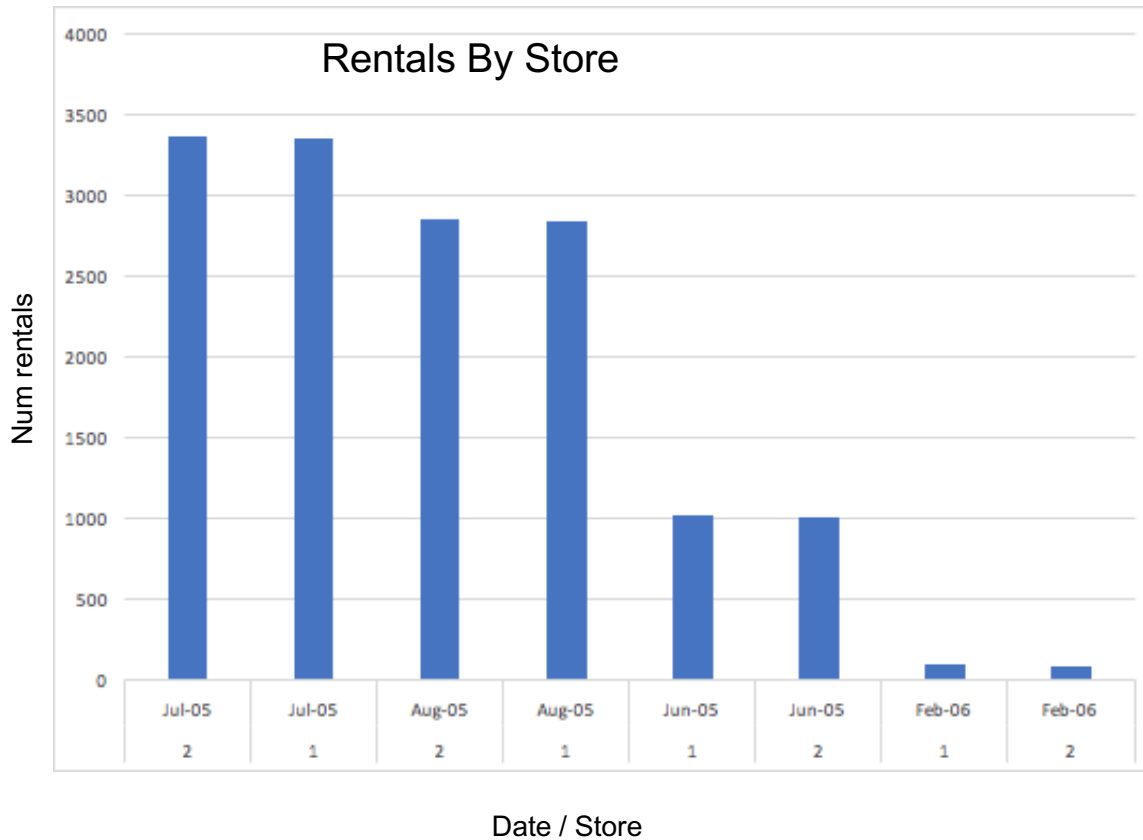
Animation is the most popular category, followed by Family, so we will look to increase our inventory of these two categories. Children, Comedy and Classics have approximately the same number of rentals (within 6). All categories within Family movies are trailed by Music, which has almost 30% fewer rentals than Animation, the most popular category.

Provide a table with the family-friendly film category, each of the quartiles, and the corresponding count of movies within each combination of film category for each corresponding rental duration category.



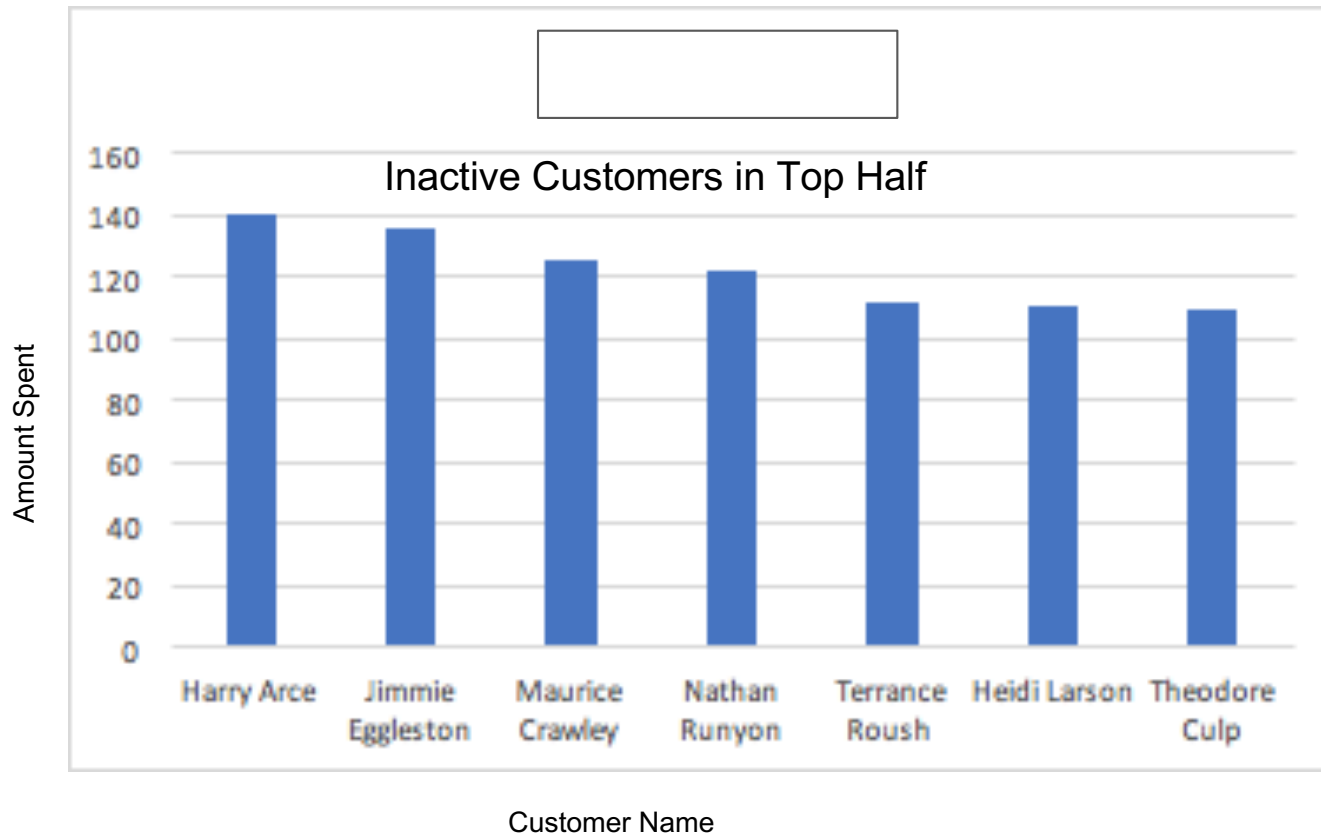
We can see that Animation, the most popular category in “Family” movies category, had the largest rental duration in the first quartile, followed by Family in the third quartile.

We want to find out how the two stores compare in their count of rental orders during every month for all the years we have data for. Write a query that returns the store ID for the store, the year and month and the number of rental orders each store has fulfilled for that month. Your table should include a column for each of the following: year, month, store ID and count of rental orders fulfilled during that month.



This particular query combines the month/year columns for readability using data cleaning concatenation. The final chart tells us that, in general, store #2 outperforms store #1.

To try to regain our top prior customers who are no longer active, we have been asked to generate a table of inactive customers that fall into the top half in terms of the amount of payments they have made.



For illustration purposes, the visualization includes the customer name and amount spent. If the query is run, additional columns include customer status (“Not Active” in all cases) and if they are in the top half of customers (“Yes” in all cases). Because the last two columns are the same for all of these queries, the information is not included in the visualization.