

Question:

Did the 2009 theatrical movie release of "Where the Wild Things Are" influence the number of book checkouts that year?

I wanted to explore the correlation between book checkouts and their movie releases. I had assumed that there would be a direct relationship, especially with today's blockbusters such as Harry Potter & Twilight, but was curious about older books that have just recently been made into motion pictures.

Query:

```
Select ckoutDateTime, title, itemtype
From transactions2009
Where title = "where the wild things are"
and itemtype like "%bk%"
and year(ckoutDateTime) = 2009
```

Explanation:

Select:
ckoutDateTime – *grab the item checkout date info*
title – *grab the item title info*
itemtype – *grab the item type info*

From :
transactions2009 – *the archive table I am grabbing this data from*

Where:
title = "where the wild things are" – *specify I am only looking for the exact title*
itemtype like "%bk%" – *specify the item is some genre of book class*
year(ckoutDateTime) = 2009 – *specify the check out year is 2009 (I'm not concerned with check in info here)*

Results, Analysis, & Feedback:

I ran this query 5 times changing the years from 2007-2011 to get a broader range of data. Here are my results:

Year	Count	Item Type	Proc. Time
2007	418	Jcbk	14.2 secs
2008	466	Jcbk	40.0 secs
2009	790	Jcbk	5.84 secs
2010	643	Jcbk	39.3 secs
2011	526	Jcbk	15.9 secs

As you can see, there is definitely a correlation between the release of the film and the number of book checkouts (even with an older book like this one). This table shows a peak number of checkouts in 2009 and as the years progress, the number of checkouts seem to be steadily declining. I would think it is safe to say that the data from this year, 2012, will follow the same trend and be less than 526.