|  |  |  |
| --- | --- | --- |
| **Preferences** | **Behaviors** | **Demographics** |
|  |  |  |
| Evaluate the customer engagement, preferences. | Identify repeat customers,  increase loyal customer,  and top customers. | Analyze customer  demographics,  such as age, gender, and location. |
| **Inventory** | **Frequency** **of** **Rentals** | **Inventory** **Health** |
| Analyze weekly available copies of films. | Analyze weekly rentals and the revenue generated from those rentals. | Investigate the current health of inventory of different films and ensure the availability. |
| **Genre** | **Sales** **Performance** | **Rental** **Rate** **and** **Duration** |
| Analyze films based upon genre, rating, and special features of films. | Identify top-selling films and  analyze sales trends. | Evaluate rental rate strategies and  Contribution of orders and sales from them. |
| **Performance** | **Productivity** | **Orders** **and** **Duration** |
| Analyze total orders generated, processed, and total revenue. | Evaluate the staff productivity. | Evaluate repeat customer orders and contribution in offering highest rental rate films. |
| **Store** **Performance** | **Strategies** | **Traffic** **Analysis** |
| Analyze sales data to  identify top-performing  stores. | Evaluate the various rental store strategies and initiatives. | Analyze weekly orders and staff requirement during peak hours. |

**Customer Analysis**

**Inventory**

**Analysis**

**Store** **Analysis**

**Staff** **Analysis**

**Film** **Analysis**

**Movie Rental Store**