CAR RENTAL SYSTEM
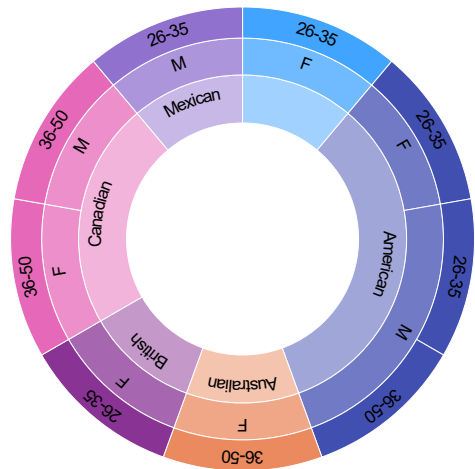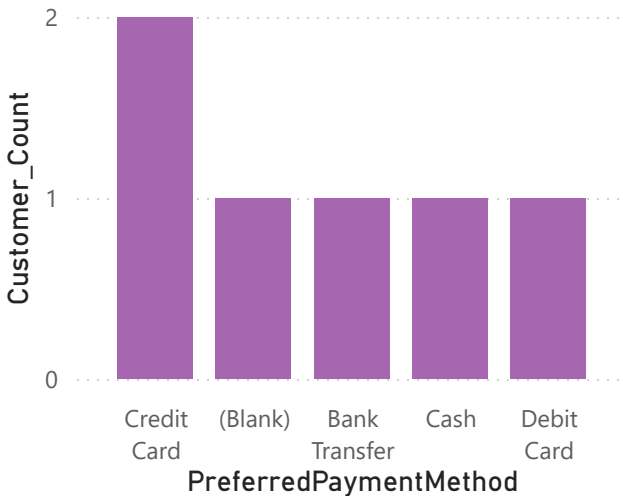
Customer Demographics Analysis

Customers by Nationality, Gender and Age Group
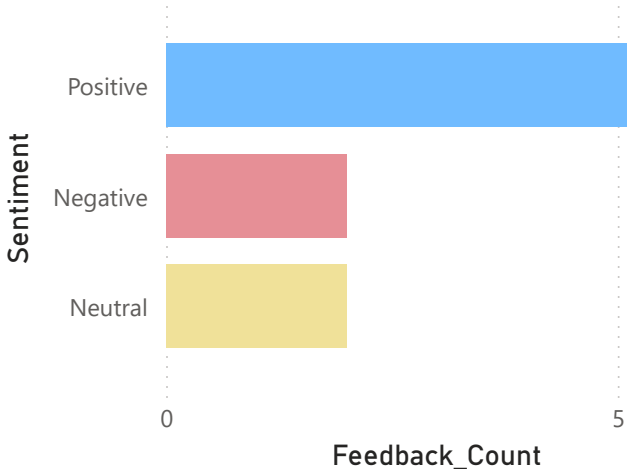

Customers by Preferred Payment Method

Customer Feedback Summary
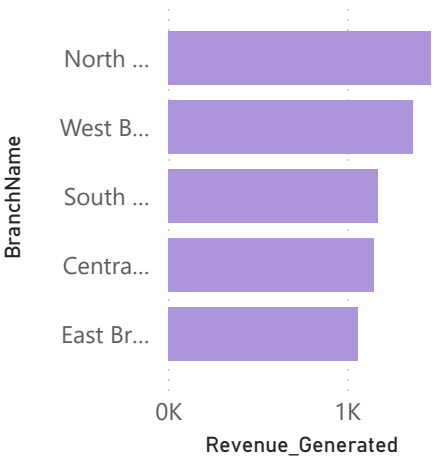
Feedback_Count by Sentiment

3.60
Avg_Rating

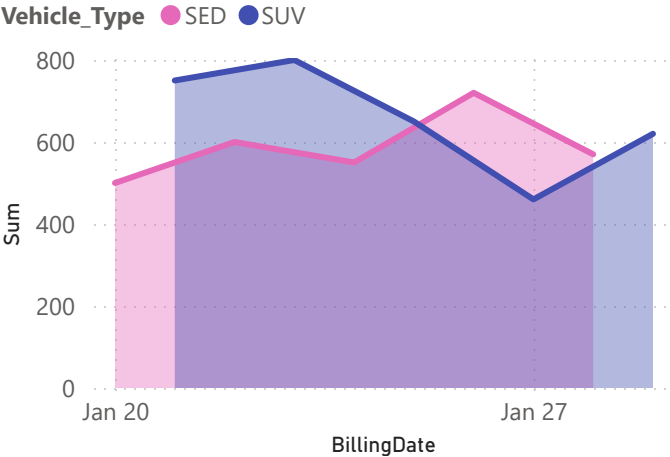## Revenue Analysis

Revenue by Branch and Vehicle Type

Branch_Details	Total_Revenue
⊞ **1 - Springfield**	**1,150.00**
⊟ **2 - Greenfield**	**1,470.00**
⊞ SED	720.00
⊞ SUV	750.00
⊞ **3 - Riverdale**	**1,060.00**
⊟ **4 - Riverside**	**1,370.00**
⊞ SED	570.00
⊞ SUV	800.00
⊞ **5 - Lakeland**	**1,170.00**
Total	**6,220.00**

Total Revenue by Branch

Revenue by Vehicle Type Over Time

Revenue of Vehicles by Time

Vehicle_Type ● SED ● SUV

Employee Work Shift Distribution

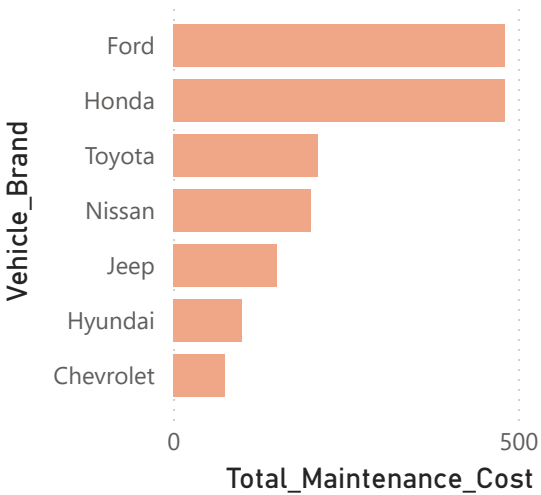### Employee by Dept and WorkShift

WorkShift ● Afternoon ● Morning ● Night
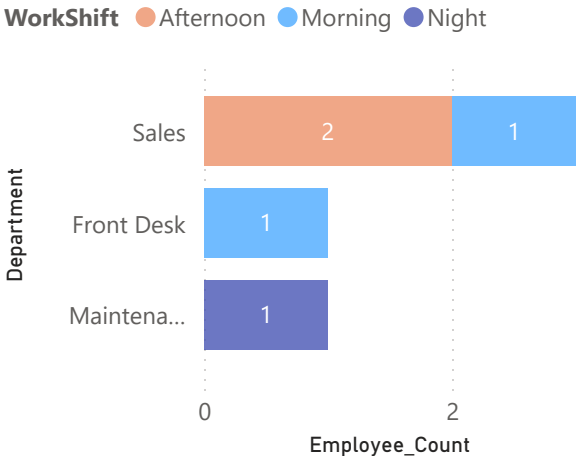
Vehicle Utilization Rate

Vehicle type Utilization Rate and Rental Days

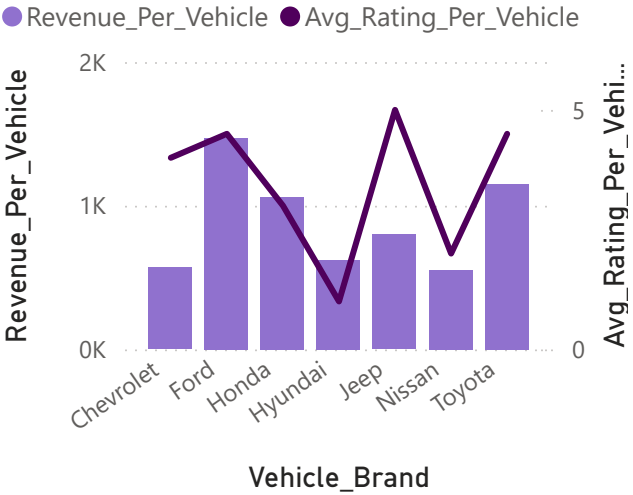| Vehicle_Type	Total_Rental_Days	Average_Utilization_Rate ▲
⊟ **SED**	**25**	**16.67**
⊞ Chevrolet	5	16.67
⊞ Ford	5	16.67
⊞ Honda	5	16.67
⊞ Nissan	5	16.67
⊞ Toyota	5	16.67
⊞ **SUV**	**25**	**16.67**
Total	**50**	**16.67**

Maintenance Cost Analysis

Maintenance Costs by Vehicle

Booking Trends Over Time

Revenue and Average Rating Per Vehicle

Profitability by Vehicle

Profit Per Vehicle by Vehicle Type