**Assignment 7**

Name: Arun Adhikari  
TY G  
SRN: 202100406

Course: DWDM

**Study a project for a chain of home entertainment rental stores and identify different analytical questions needed to be answered for the given case study.**

1. What are the total sales and rental revenues for each store?
2. Which store locations generate the highest revenue?
3. Who are the most frequent customers, and what are their preferences?
4. Which titles or products are rented the most and the least?
5. Which marketing channels bring the most customers to rent or buy?
6. What are the common customer complaints or feedback trends?
7. What are the most popular genres or categories rented by customers?
8. How does the rental store chain perform compared to competitors?
9. Which stores are underperforming, and why?
10. What is the cost vs. revenue of each product category?
11. What is the rate of lost or stolen inventory, and how does it vary across stores?