**Project on Movie Rental Analysis.**

**MECE Breakdown.**

1) Customer Analysis.

* **Demographics:** Categorize customers by gender, location(city/country).
* **Language:** Which language movies are mostly preferred by customers.
* **Status:** Identify number of Active or Inactive customers.

2) Actor analysis.

* **Appearance:** Identify actors who appear in the most-rented films.
* **Performance:** Which actor has a greater number of popular films.

3) Film Performance.

* **Film Populariity:** Identify most & least rented films.
* **Rating Analysis:** Identify how film ratings relate to rentals.
* **Special Feature:**  Identify which special features are most frequently used in films.
* **Film Length**: Study customer viewing habits and rental choices related to film length.

4) Rental Analysis.

* **Rental Trends**: Examine Rental duration & returning times of customers.
* **How many times**: Examine how frequently individual customers rent films.

**film rented**.

* **Rental Returned**: Track the return dates of rentals, to check if they are late or on time.

5) Category Analysis.

* **Category Preferred**: Which category is mostly preferred by Customer.
* **Seasonal preference**: Analyse whether certain categories are more popular during specific seasons.
* **Ratings**: How Film Ratings vary with respect to movie category.

6) Payment Analysis.

* **Payment Trends**: Examine payment history for individual customers.
* **Payment Dates**: Examine the distribution of payment dates.
* **Replacement Cost:** How replacement costs impact the financial aspects of rental store.