**Capstone Project on Movie Rental Analysis.**

**MECE Breakdown.**

**(Mutually Exclusive Collective Exhaustive)**

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) 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.

3) Revenue Analysis.

* **Revenue Trends:** Examine Revenue variation by countries & by Film Categories.
* **Revenue:** Examine Revenue by Rental Duration.
* **Distribution:** Inventory wise Revenue Distribution.

4) Film Analysis.

* **Film Popularity:** 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.

5) Location Analysis.

* **Revenue:** Analyse Country wise Revenue.
* **Rating:** Country wise Rental Rate & Rental Duration.
* **Distribution:** Customer Distribution by Country.

6) Actor analysis.

* **Appearance:** Identify actors who appear in the most-rented films.
* **Performance:** Which actor has a greater number of popular films & contributing more Revenue.
* **Variation:** Actor wise Rental Rate Variation.