* **Revenue Metrics:**
* **Total store revenue**
* **Revenue by day/hour**
* **Peak hours and days of operations**
* **Rental trends**
* **Monthly rental trends**
* **Seasonal variations**
* **Impact of promotions on rentals**
* **Transaction Handling:**
* **Number of rentals processed by each staff member**
* **Average transaction time**
* **Customer interactions and feedback**
* **Productivity Metrics:**
* **Number of returns processed**
* **Efficiency in handling customer inquiries**
* **Staff training needs identified**

**Store Operations Analysis**

**Staff Performance**

* **Film categories:**
* **Categorization by genre: Comedy, drama, action**
* **Popularity within each category**
* **Revenue generated by each category**
* **Inventory turnover:**
* **Analysis of high-demand films**
* **Identification of slow-moving inventory**
* **Recommendations for restocking or discounting**

**Film inventory management**

**Movie Rental analytics**

**Customer Behavior analysis**

* **Customer Segmentation:**
* **Demographic Segmentation: age, gender**
* **Geographic Segmentation: location, city, country**
* **Behavioral Segmentation: Rental frequency, total spending**
* **Payment Patterns:**
* **Payment methods: Credit card, cash**
* **Trends in payment frequency**
* **Late Payment analysis**