

MECE

Main Analysis Area	Sub-Category 1	Sub-Category 2	Sub-Category 3
Film & Inventory Management	Content Portfolio Analysis	Performance & Profitability	Stock & Availability
	Analyze film characteristics (genres, languages, ratings, duration) and their distribution within the collection.	Identify top-performing and most profitable films/categories, considering rental rates, demand, and replacement costs.	Assess physical inventory levels, distribution by film attributes, and their impact on rentals and customer choice.
Customer Behavior & Segmentation	Customer Demographics & Reach	Loyalty & Value	Content Preferences
	Understand customer distribution by location and general characteristics (e.g., customer tenure).	Segment customers by rental frequency and lifetime spend to identify high-value and repeat customers.	Analyze customer preferences for film categories, languages, and MPAA ratings.
Sales & Revenue Performance	Revenue Trends & Seasonality	Revenue Drivers	Transaction Analysis
	Analyze overall sales patterns over time (monthly, seasonal) and identify growth or decline.	Investigate the contribution of different films, categories, or customer segments to total revenue.	Evaluate average rental value per transaction.
Store & Staff Operations	Geographical Performance	Operational Efficiency	Workforce Distribution
	Assess sales and customer distribution across different store locations to identify market strengths.	Identify peak rental hours/days and analyze staff efficiency metrics (e.g., average film return time).	Understand staff distribution by store location and active status.