**Maven Movies: Rental Trends & Film Popularity Analysis**

**1. Monthly Rental Trends**

**Data Summary**:

* The number of rentals increased steadily from May to July 2005, peaking in July before slightly decreasing in August.
  + ***May 2005****: 1156 rentals*
  + ***June 2005****: 2311 rentals*
  + ***July 2005****: 6709 rentals*
  + ***August 2005****: 5686 rentals*

**Insights**:

* **Growth Trend**: There was a significant increase in rentals from May to July, indicating a possible seasonal demand or effective marketing strategies during these months.
* **Peak Month**: July had the highest number of rentals, suggesting it could be the most profitable month. The slight drop in August still shows strong performance.

**Recommendations**:

* **Focus Marketing in Quarter2 - Quarter3**: Increase promotional activities and inventory in Q2 and Q3, particularly from May to August, to capitalize on peak rental periods.
* **Analyse July for Special Events**: Investigate if specific promotions, releases, or external factors contributed to the July spike and replicate successful strategies.

**2. Peak Rental Hours**

**Data Summary**:

* The top rental times are dispersed throughout the day, with the highest number of rentals occurring at 3:00 PM (887 rentals).
  + **Top 5 Peak Times**:
    1. 3:00 PM: 887 rentals
    2. 8:00 AM: 696 rentals
    3. 12:00 AM: 694 rentals
    4. 6:00 PM: 688 rentals
    5. 3:00 AM: 684 rentals

**Insights**:

* **Afternoon Peak**: 3:00 PM appears to be the most popular rental time, possibly due to customers renting after work or college.
* **Evening and Late Night**: Rentals are also high during late-night hours (12:00 AM, 3:00 AM) and evening times (6:00 PM, 7:00 PM).

**Recommendations**:

* **Promotions During Peak Times**: Run promotions or special offers during busy times of the day to boost the number of rentals.
* **Late-Night Specials**: Consider offering late-night specials to capitalize on the high demand during these times.

**3. Popular Films by Rental Count**

**Top 10 Most Rented Films by Rental Count:**

* **BUCKET BROTHERHOOD**: 34 rentals
* **ROCKETEER MOTHER:** 33 rentals
* **RIDGEMONT SUBMARINE**: 32 rentals
* **GRIT CLOCKWORK:** 32 rentals
* **SCALAWAG DUCK:** 32 rentals
* **JUGGLER HARDLY:** 32 rentals
* **FORWARD TEMPLE**: 32 rentals
* **HOBBIT ALIEN**: 31 rentals
* **ROBBERS JOON:** 31 rentals
* **ZORRO ARK**: 31 rentals

**Film Category**

**Top Film Category by Rental Count:**

* **Sports:** 1179 rentals
* **Animation:** 1166 rentals
* **Action:** 1112 rentals
* **Sci-Fi:** 1101 rentals
* **Family:** 1096 rentals
* **Drama:** 1060 rentals
* **Documentary:** 1050 rentals
* **Foreign:** 1033 rentals
* **Games:** 969 rentals
* **Children:** 945 rentals
* **Comedy:** 941 rentals
* **New Releases:** 940 rentals
* **Classics:** 939 rentals
* **Horror**: 846 rentals
* **Travel:** 837 rentals
* **Music:** 830 rentals

**Insights**:

* **Diverse Interests**: Customers have diverse tastes, with strong interest in Sports, Animation, and Action genres.
* **High Performers**: Films like "BUCKET BROTHERHOOD" and "ROCKETEER MOTHER" should be prominently featured due to their high rental counts.

**Recommendations**:

* **Stock Popular Genres**: Ensure that inventory is well-stocked with titles from popular genres, particularly Sports and Animation.
* **Feature High-Rentals**: Promote top-rented films in-store and online to attract more customers.

**4. Store and Staff Performance**

**Data Summary**:

* **Store 2** generated a total revenue of $33,881.94.
* **Top Performing Staff**:
  + **Mike Hillyer**: 8,040 rentals
  + **Jon Stephens**: 8,004 rentals

**Insights**:

* **Strong Store Performance**: Store 2 is performing well, with considerable revenue.
* **Efficient Staff**: Both Mike Hillyer and Jon Stephens have high rental counts, indicating strong performance and customer engagement.

**Recommendations**:

* **Incentivize Top Performers**: Consider offering bonuses or other incentives to top-performing staff like Mike and Jon.
* **Replicate Best Practices**: Analyse what makes Store 2 successful and replicate those strategies in other locations.

**Overall Recommendations**

1. **Seasonal Promotions**: Focus on Q2-Q3 for promotions, leveraging the peak rental periods.
2. **Inventory Management**: Prioritize stocking and promoting popular categories and films to maximize rentals.