**MECE Framework for Movie Rental Dashboard**

**1. Sales & Revenue Analysis**

* **Revenue Trends →** Total revenue over time (daily, monthly, yearly)
* **Payment Insights →** Mode of payments, avg. rental fee per customer
* **Store-wise Comparison →** Revenue contribution across stores
* **Top Revenue Drivers →** High-performing films, categories, and customers

**2. Customer Analysis**

* **Customer Segmentation →** By region, rental frequency, or spend level
* **High-Value Customers** → CLV, repeat rentals, and retention insights
* **Churn Identification** → Inactive customers and rental drop-offs
* **Behavior Patterns →** Preferences by city, category, and rental trends

**3. Film & Inventory Analysis**

* **Film Performance →** Most rented and highest revenue films
* **Category Insights** → Rentals and revenue by genre
* **Language Trends** → Popular films by language/original language
* **Inventory Utilization →** Stock availability and rental frequency per copy

**4. Staff & Operations Analysis**

* **Staff Productivity →** Rentals processed and revenue contribution
* **Order Fulfillment →** Avg. rental duration, late returns, and return rates
* **Store Efficiency** → Performance Comparison across stores
* **Employee KPIs** → Orders handled, customer service, upselling success

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**Sales & Revenue Analysis**

**Customer Analysis**

**Film & Inventory Analysis**

**Staff & Operations Analysis**

**Movie Rental Analysis**

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