Sakila DVD Rental Store

Customer Analysis

- Analyzing customer retention period over year.
- Analyzing city vise market penetration of customer for each store.
- Average number of movie rental by customer over a year.
- Analyzing customer according to movie category.
- Analyzing customer selection of movie according to release year.
- Analyzing customer according to Language.

Sales Analysis

- Analyzing top sales city wise.
- Average sales by each store quarter wise.
- Analyzing sales growth and de-growth quarterly for each store.
- Analyzing peak and non-peak months of the year.
- Analyzing sales according country wise.
- Top sales according to category.
- Analyzing top sales according to Language.
- Analyzing sales according to release year.
- Analyzing top sales with rental rate.

Film Analysis

- Analyzing special feature films.
- Average films per language.
- Analyzing top film category with rental rate.
- Analyzing films according to actor.
- Analyzing film category with countries.
- Analyzing top films according to language & country wise.
- Analyzing film with time duration.

Staff Analysis

- Analyzing productivity of each staff store wise.
- Average movie rental by each staff.
- Film Category wise staff analysis.
- Analyzing country and city wise staff rental lead.
- Strong area of film category for each staff.

Store Revenue

- Analyzing top category revenue for stores.
- Average revenue for language store wise.
- Analyzing growth and de growth revenue Quarterly.
- Analyzing top revenue months of the year
- Analyzing revenue according country wise
- Top revenue according to category, Actor & language with store wise.
- Analyzing revenue according to release year & rental duration.
- Total revenue generated by each store with individual inventory.