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| Analysis Category | Key Focus Areas | Metrics/Insights | Business Impact |
| Customer Behavior | Segmentation, rental frequency, location | Customer lifetime value, frequent renters, location-based patterns | Targeted marketing campaigns, improved retention strategies |
| Film Performance | Top-rated films, category popularity, rental demand | Rentals per film, category-wise performance, return rates | Optimize film inventory, enhance film collection offerings |
| Staff Productivity | Transactions handled, customer service | Rentals processed per staff, revenue per staff, activity heatmaps | Improve training, reward high-performing staff |
| Store Operations | Revenue by store, rentals per day/week | Total revenue, busy hours, return delays | Streamline operations, adjust staffing and inventory levels |
| Inventory Management | Film availability, damaged/lost inventory | Inventory turnover rate, film circulation, lost/damaged reports | Reduce stockouts, manage inventory efficiently |
| Payment Analysis | Payment types, amount trends | Total revenue, average payment value, payment mode share | Improve payment systems and identify high-value customers |