EDA Solution

1.What are the purchasing patterns of new customers versus repeat customers?

Ans: Analysing the purchasing patterns of new customers versus repeat customers in the Sakila DVD Rental Store Database can provide valuable insights into customer behaviour and help the business make data-driven decisions. To perform this analysis, you can follow these general steps:

1. **Identify New and Repeat Customers**
2. **Calculate Key Metrics**
3. **Analyse Purchase Behaviour**
4. **Recommendations and Actions**:
5. **Visualization**

2. Which films have the highest rental rates and are most in demand?

Ans: To determine the films with the highest rental rates and those that are most in demand, we'll need to analyse the "film" and "rental" tables in the Sakila DVD Rental Store Database. The rental rate can be obtained directly from the "film" table, while the demand for a film can be approximated based on the number of times it has been rented.

3. Are there correlations between staff performance and customer satisfaction?

Ans: Analysing correlations between staff performance and customer satisfaction is essential for improving service quality in businesses like the Sakila DVD Rental Store. However, to determine such correlations, you would typically need access to data related to staff performance and customer satisfaction, including customer feedback and performance metrics for staff members.

4. Are there seasonal trends in customer behaviour across different locations?

Ans: Yes, there are often seasonal trends in customer behaviour across different locations, and these trends can vary significantly depending on factors such as climate, cultural events, holidays, and regional traditions. Understanding and leveraging these seasonal trends can be crucial for businesses and organizations in various industries.

5.Are certain language films more popular among specific customer segments?
Ans: Yes, certain language films can be more popular among specific customer segments based on various factors, including demographics, cultural background, and personal preferences. Understanding these preferences and tailoring your film selection and

marketing strategies accordingly can be essential for movie rental stores, streaming platforms, and cinemas.

6.How does customer loyalty impact sales revenue over time?

Ans: Customer loyalty has a significant impact on sales revenue over time and is a crucial factor in the long-term success and profitability of a business. It's essential to note that building and maintaining customer loyalty requires ongoing effort, excellent customer service, personalized experiences, and a focus on meeting customer needs and expectations. Businesses that prioritize customer loyalty strategies are more likely to see a positive impact on their sales revenue, profitability, and overall success in the long term.

7.Are certain film categories more popular in specific locations?

Ans: Yes, certain film categories or genres can be more popular in specific locations or regions due to cultural, social, and demographic factors. Movie preferences can vary significantly from one region to another, and understanding these regional preferences is essential for film distribution, marketing, and programming

8.How does the availability and knowledge of staff affect customer ratings?

Ans: The availability and knowledge of staff can have a significant impact on customer ratings and overall customer satisfaction in various industries, especially those that involve direct customer interaction. Here's how staff availability and knowledge can influence customer ratings Customer Service Experience, Assistance and Guidance, Problem Resolution, Personalization, Empathy and Engagement.

9.How does the proximity of stores to customers impact rental frequency?

Ans: The proximity of stores to customers can have a significant impact on rental frequency for businesses such as movie rental stores, retail outlets, and other brick-and-mortar locations.

10.Do specific film categories attract different age groups of customers?

Ans: Yes, specific film categories or genres often attract different age groups of customers due to variations in taste, interests, and life stages. Different generations and age groups may have distinct preferences when it comes to the types of films they enjoy.

11.What are the demographics and preferences of the highest-spending customers?

Ans: The demographics and preferences of the highest-spending customers can vary depending on the industry, product or service, and business model. However, there are some common trends and characteristics often associated with high-spending customers.

12.How does the availability of inventory impact customer satisfaction and repeat business?

Ans: The availability of inventory has a direct and significant impact on customer satisfaction and repeat business in various industries.

13.What are the busiest hours or days for each store location, and how does it impact staffing requirements?

Ans: Determining the busiest hours or days for each store location is crucial for effective staffing and resource allocation. The impact of this information on staffing requirements can vary depending on the type of business and its specific operational needs.

14.What are the cultural or demographic factors that influence customer preferences in different locations?

Ans: Customer preferences are influenced by a wide range of cultural and demographic factors that vary from one location to another. These factors play a significant role in shaping consumer behaviour and impacting buying decisions.

15.How does the availability of films in different languages impact customer satisfaction and rental frequency?

Ans: The availability of films in different languages can have a substantial impact on customer satisfaction and rental frequency, particularly for movie rental stores, streaming platforms, and cinemas with diverse customer bases