T. Y. B. Tech Computer Engineering
2024-2025
Pursued in Department of Computer Engineering Faculty of Science & Technology
Vishwakarma University, Pune-411048

NAME	**Swanand Mangesh Garge**
YEAR	**3RD YEAR**
DIV	**D**
BATCH	**D2**
ROLL NO	**39**
SRN NO	**202201589**
PRN NO	**2280030433**
COURSE NAME	**DATAWAREHOUSE & DATAMINING LAB**
COURSE CODE	**BTECHCE22509**
COURSE TEACHER NAME	**Prof. Rahul Papalkar**

ASSIGNMENT NO:01

Q. Study a project for a chain of home entertainment rental stores and identify different analytical questions that need to be answered for the given case study.

Case Study: Home Entertainment Rental Stores

Background:

Home entertainment rental stores have been a popular source for renting movies, games, and other media. However, with the advent of digital streaming services, these stores face significant challenges. Despite the decline in physical rentals, some stores have adapted by incorporating digital rental options and focusing on niche markets. This case study examines the operations, customer base, and market conditions of home entertainment rental stores to identify opportunities and strategies for sustainable growth.

Analytical Questions

Certainly! Here are analytical questions for each category:

A. Customer Analysis

1. Who are our most frequent customers?

2. What is the demographic breakdown of our customer base?

3. What rental patterns exist among different customer segments?

4. How often do customers rent from us on average?

5. What genres or types of entertainment are most popular among different customer groups?

6. How satisfied are our customers with their rental experience?

7. What is the average rental duration for our customers?

8. How often do customers return rented items late?

9. What factors influence customer loyalty and repeat rentals?

10. What are the peak rental times for our customers?

B. Inventory Management

1. What is the current status of our inventory (in stock, rented out, under maintenance)?

2. Which items are rented out most frequently?

3. What is the average turnover rate for each item in our inventory?

4. How often do items need to be replaced or repaired?

5. What is the optimal number of copies for each item to meet demand?

6. Are there any seasonal trends in inventory demand?

7. How does the availability of items affect rental patterns?

8. Which items are rarely rented out and should potentially be removed from inventory?

9. What is the cost of maintaining our inventory versus the revenue it generates?

10. How efficient is our inventory tracking system?

C. Sales and Revenue

1. What is our total revenue from rentals over the past year?

2. How does revenue vary by month or season?

3. What is the average revenue per customer?

4. Which items generate the most revenue?

5. What is the impact of late fees on our revenue?

6. How does the pricing strategy affect our sales and revenue?

7. What are our top-performing rental packages or bundles?

8. How does the length of the rental period impact our revenue?

9. What is the revenue distribution among different customer segments?

10. How has our revenue changed over time and what are the contributing factors?

D. Marketing Effectiveness

1. Which marketing channels are driving the most rentals?

2. What is the return on investment (ROI) for each marketing campaign?

3. How does customer acquisition cost vary by marketing channel?

4. Which promotions or discounts are most effective in driving rentals?

5. How aware are customers of our brand and offerings?

6. What is the conversion rate from marketing leads to actual rentals?

7. How does our marketing performance compare to industry benchmarks?

8. What is the customer lifetime value (CLV) and how can it be improved through marketing?

9. Which customer segments respond best to our marketing efforts?

10. How can we optimize our marketing budget for better results?

Conclusion

Based on the analysis of home entertainment rental stores, several key insights and strategies emerge:

1. Customer Retention and Loyalty:

   - Focusing on personalized recommendations and loyalty programs can enhance customer satisfaction and retention.

   - Understanding rental patterns and preferences can help tailor inventory and promotions to meet customer needs.

2. Operational Efficiency:

   - Streamlining inventory management and adopting advanced analytics can reduce costs and improve turnaround times.

   - Emphasizing efficient stock management to ensure popular titles are available can increase rental volumes.

3. Market Adaptation:

   - Diversifying services, such as offering more digital rentals and exclusive in-store events, can attract different customer segments.

   - Keeping up with technological trends and incorporating innovative solutions, like mobile apps and VR experiences, can enhance competitiveness.

4. Financial Sustainability:

   - Focusing on high-margin products and services, such as exclusive releases and merchandise sales, can boost profitability.

   - Regularly assessing financial performance and identifying cost-saving opportunities can mitigate financial risks.

5. Strategic Initiatives:

   - Strategic partnerships with content creators and distributors can provide access to exclusive titles and early releases.

   - Expanding marketing efforts through social media and online advertising can increase

visibility and attract new customers.

By addressing these areas, home entertainment rental stores can strengthen their market position, improve customer satisfaction, and achieve sustainable growth in a competitive and evolving industry.