* Data analysis – movie that are most popular
* Data interpretation & data strategy which increase movie rental profitability.
* Generate a list of possible options and solution.
* Prioritize the important
* Identify and segment target audience.
* Stay up to date with movie trends and analysis on rental payment.
* SWOT analysis on the market trends.
* Estimate the size of the movie rental market and its growth rate along with increasing profitability.

Movie Rental Analysis

* Satisfied the Demand side and provide durable rental time period.
* Target the different type of audience according to the movie taste of customers.
* Pricing sensitivity and targeting new upcoming movie and make availability of Famous actor’s movie.
* Count number of staffs and increase as per required.
* Provides training on inventory managements and restocking.
* Train the staff in dealing with target customers.
* Categories films into genre, release year, duration of rent, language & review ratings
* Utilize past rental data and market trends based on popular actor and movie.
* Film performance and demand based stocks
* Analysis of film category, rental rate, rating and duration.
* Analysis customers prefer long term or short term.
* Types and genre of the movie that popular and Actors on high demand among them.
* Customers ratings and reviews. (+/-)
* Promotion of rental pricing and behavior
* Availability of store Location for customers

Film Inventory Management

Staff Performance

Store Operations

Market Analysis & Campaign

Data driven & Decision Making

Customer Behavior