|  |  |  |
| --- | --- | --- |
| Preferences | Behaviours | Characteristics |
| Customer Involvement and Tendencies | Identifying Repetitive Buyers, Elevating Loyal Customer, Acknowledge top customers | Analysing customers characteristics like location etc. |
| Category | Sales Performance | Rental Rate & Duration |
| analysing films based on genre, ratings, special feature, language | Analysing sales trends, top selling movies | Analysing rental rates with time, sales from rentals |
| Availability | Inventory Status | Rental Frequency |
| Analysing weekly available copies of film | Checking status of films in inventory and ensure availability | Analysing weekly rentals and revenue generated from it |
| Performance | Strategies | Traffic Analysis |
| Analysing sales to find out top performing stores | Analysing top rented movies genre for better purchase of movies | Identifying top selling hours for staff requirement |
| Analysing the most viewed actor, and most viewed genre of acting done by actor | | |
| Performance of staff by sales done by them, to increase productivity | | |

**Staff Analysis**

**Actor Analysis**

**Store Analysis**

**Film Analysis**

**Inventory Analysis**

**Customer** **Analysis**