* **Movie Categorization**: Genres, Age, Language
* **Stock levels:** Adequate or not per demand.
* New releases vs Classics, Movies based on the public demand and movies’ performance.
* Relationship with Supplier.
* **Customer interaction:** Cust Service efficiency, knowledge of staff about movies and approachability.
* **Training/Development:** Employee training programs, knowledge about campaigns and promotions.
* Upselling and Cross-selling.
* **Customer Profiles:** Age groups, Gender, Location.
* **Membership Demographics:** Demographics of loyalty program members, trends on rental frequency.
* **Local community analysis:** Understanding preferences, adjusting inventory and promotions accordingly.
* **Customer Type**: New, Regular, Premium.
* **Genre Preferences:** Most rented genres, seasonal variations in preferences, Movie formats (DVD, Blu-Ray, SD/HD/4k).
* **Customer Ratings & Reviews**:

CSAT (1-5), detailed feedback.

* **Market Analysis:** Competitor analysis, identifying trends and industry changes.
* **Campaigns:** Promotional events, Referral Program, Rewards for loyalty, Discounts and offers around significant events.

**Market Analysis & Campaign**

**Customer Behavior**

**Demographics**

**Inventory Management**

**Movie Rental Analysis**

**Staff Performance**