LocalHost ACADEMY

RENTAL STORE BUSINESS ANALYSIS

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CONTEXT

GlobalFlix Rentals operates as a rental business with stores located in multiple cities. The company rents DVDs to customers and offers digital rentals via an online platform. Customers can rent movies in various genres, and the business generates revenue through rental fees paid by the later. The company also tracks its employees' performance and store efficiency to ensure high-quality service.

BUSINESS DESCRIPTION

Customers of GlobalFlix Rentals can rent DVD films at any given store of the company. Physical copies of DVD films rented by stores are kept as inventories. Each time a customer rents a film he/she pays a rental fee and obtains a physical copy of the film (inventory) for a given period of time. GlobalFlix runs with data from each of its stores, i.e. staff, rentals, payments, films, inventories, customers etc.

PROBLEM

GlobalFlix encounters a lot of challenges to analyze its business, due to the nature of its data, The objective is to develop a Decision Support System that enables GlobalFlix Rentals to analyze and improve key business areas, such as rental trends, customer behavior, store performance, inventory management, and revenue generation.

KEY FEATURES OF THE DSS

- Store Performance
  - Evaluate store efficiency in rentals, returns.
  - Compare revenue generated across different stores.
- Film Performance Analytics
  - Identify top-performing movies by revenue and rentals.
  - Analyze genre popularity over time
- Customer Analysis
  - Identify top customers by rental frequency and revenue
  - Analyze how customers return DVDs i.e. early and late customers with respect to customer demographics (address, city, country)
  - Analyze rental trends by customers demographics, (e.g. address, city, country)

- Inventory management
    - Identify underperforming inventories
- Revenue Insights
    - Analyze monthly and yearly revenue trends