**Customer Analysis**

Behaviour

Preferences

Demographics

Analyze customer demographics,such as age,gender and location.

Evaluate the customer engagement, preferences.

Identify repeat customers, increase loyal customer, and top customer.

**Inventory Analysis**

Frequency of Rentals

Inventory

Inventory Health

Investigate the current health of inventory of different films and ensure the availability.

Analuze weekly available copies of films.

Analyze weekly rentals and the revenue generated from those rentals.

**Film Analysis**

Rental Rate & Duration

Sales Performance

Genre

Evaluate rental rate strategies and contribution of orders and sales from them.

Identify top-selling films and analyze sales trend.

Analyze films based upon genre,rating and special features of films.

**Staff Analysis**

Orders &Duration

Productivity

Performance

Valuate repeat customer and contribution in offering highest rental rate films.

Evaluate the staff productivity.

Analyze total orders generated,processed,and total revenue.

**Store Analysis**

Strategies

Store Performance

Traffic Analysis

Analyze weekly orders and staff requirement during peak hours.

Analuze sales data to identify top-performing stores.

Evaluate the various rental store strategies and initiatives.