**Capstone Project on Movie Rental Analyst**

**MECE Breakdown**

1. **Customer and Sales Analysis:**

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| **Revenue** | **Payment Method** | **Segments** |
| Identify Sales revenue Vary By Month | Distribution of sales by various payments methods | Generating the highest sales by each customers segements. |

1. **Inventory and Film Analysis:**

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| **Duration** | **Rating** | **Language** |
| Distibution of films by rental duration. | Identify inventory vary by films rating. | Distribution of each films by language. |

1. **Staff and Store Analysis:**

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| **Employment Duration** | **Rental Duration** |
| Distribution of staff by employment duration. | Average rental duration by staff member. |

1. **Demographic Analysis:**

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| **Performance** | **Customer Distribution** | **Revenue** | **Rating** |
| Store Performance varies by month. | Distribution of customers across different cities. | The rental revenue vary by country. | Identify which location have the highest and lowest customer rating. |

1. **Categories Analysis:**

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| **Inventory** | **Rental Rates** | **Rental Duration** |
| The breakdown of film categories in the inventory. | Which film categories have the highest rental rates. | The average rental duration vary by film category. |