**MECE BREAKDOWN OF MOVIE RENTAL ANALYTICS**

**Customer segments generating the highest sales**

**Distribution of customers across different cities**

**Impact of customer loyalty on sales revenue over time**

**Purchasing patterns of new customers versus repeat customers**

How Many Countries In Dataset And What Are Their Names

**Customer Behavior Analysis**

**Seasonal trends in customer behavior across different locations**

**Cultural or demographic factors influencing customer preferences in different locations**

**Locations with the highest and lowest customer ratings**

**Rental revenue distribution by country**

**Geographic Analysis**

**Movie Rental Analytics Dataset**

**Variation of average rental duration by film category**

**Film categories with the highest rental rates**

**Distribution of films by film rating**

**Distribution of films by language**

**Film Analysis**

**Revenue Analysis**

**Distribution of Revenue by payment method**

**Revenue variation by month**

**Identify the genres in which each actor predominantly appears**

**Determine the number of films each actor has appeared**

**Analyze the revenue generated by films featuring each actor**

**Assess the revenue contribution of each actor within different film genres**

**Actor Analysis**

**Analyze the number of rentals over time**

**Average rental duration by film category**

**Films with the highest rental rates and demand**

**Distribution of films by rental duration**

**Rental Analysis**