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| Customers and Sales |
| Deciding the customer segments by dividing customers into a few broad segments based on common criteria such as age, location ,etc. |
| Estimate revenue generated by the rental store, considering both sales and other revenue sources based on customer segments. |
| Identifying high-value customers, who contribute significantly to the store’s revenue, and understanding their preferences and purchasing behavior |
| Customer retention- the store’s ability to retain its existing customers. Proportion of customers who continue to do business with rental store over a specific period |
| Sales performance trend by tracking the seasonal or periodic trends |

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| Staffs and stores |
| Analysis of staff productivity and efficiency to optimize staff allocation and resources management. |
| Analysis of store revenue and sales data to understand store performance and identify trends over time. |
| Identification of top-performing stores based on revenue, customer satisfaction, and other performance metrics. |
| Focuses on evaluating customer service quality through customer satisfaction rating and feedback. |

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| Demographics, categories, and language |
| Analysis of customer age groups to understand the distribution of customers across different age ranges. |
| Understanding how customer preferences vary based on age and gender to tailor marketing strategies and film selections. |
| Analysis of customer locations to identify the store’s reach and target areas for potential expansion or marketing efforts. |
| Focuses on understanding the language preferences of customers to ensure a diverse film collection. |
| Tracking demographic and film preference trends over different seasons or time periods to identify patterns and adjust marketing strategies accordingly. |

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| Inventory and Films |
| Metrics related to the overall film inventory management, including the total number of films in stock, stock turnover time, and inventory levels. |
| Analysis of film performance based on genres or categories (e.g., action, comedy, drama), focusing on rentals and returns. |
| Ensuring popular and high-demand films are readily available for customers to rent. |
| Understanding customer preferences and maintaining a diverse and appealing film collection. |
| Tracking the performance of films over time, identifying trends in rentals, returns, and popularity. |

Movie Rental Analysis MECE Breakdown