## Booking Trends

| Popular Genres | Cancellation Rates | Lead Time | Seasonality | Rental Duration |
|---|---|---|---|---|
| Identify the most rented genres using a frequency table or Pivot Table. | Calculate cancellations per genre and the overall cancellation rate. | Determine the average time between booking and rental, and compare across customer types. | Analyze peak and off-season rental periods by grouping rentals by month. | Calculate the average rental period and compare it by location. |

## Customer Demographics

| Demographic Breakdown | Genre Preference |
|---|---|
| Analyze customer age, gender, and location preferences. | Compare movie preferences across different demographic groups. |

## Movie Preferences

| Most Rented Movies | Ratings vs. Popularity |
|---|---|
| Rank top movie titles based on rental frequency. | Check if highly-rated movies are rented more frequently. |

**Pubs Movie Rental Analysis Report**

## Financial Insights

| Average Rental Fee | Late Fees | Payment Methods |
|---|---|---|
| Calculate the average payment per rental. | Analyze the impact of late fees on total revenue. | Determine the most used payment methods (e.g., credit card, cash). |

## Country-Wise Analysis

| Top Countries | Preferences by Country |
|---|---|
| Find the countries with the most rentals. | Analyze genre preferences across different regions. |