**A.** Genre-Based Analysis

* *Total Number of Films Rented in each category*
* *The top 5 genres in terms of revenue and frequency*
* *The most popular genre in each store in terms of revenue and frequency*

**B. Film-Based Analysis**

* *The top 5 films in each category in terms of frequency and revenue*
* *The top 5 films for each rating (rating: PG, PG14 etc)*
* *The top 5 movies in terms of language (revenue and frequency)*
* *For each actor calculate the count of the number of movies he was cast in*.

**C. Store-Based Analysis**

* *How many rented films were returned on time, late, or early?*
* *Revenue is generated by each store.*

**D. Country-Based Analysis**

* *Revenue generated by each country*
* *Count metrics like (Number of cities, Number of customers, frequency of films rented and revenue generated) for each country*

**E. Film Recommendation**

* *Recommend movies for each customer to rent on the basis of his/her favourite genre excluding movies he/she has already bought*