Movie Rental Analytics MECE Approach

Staffs and Stores Analysis

Getting the customers reviews and feedback to improve the service.

Analysing the staff who are top performers and consistent in their work.

Analysing the stores revenue and sales to estimate the stores performance over time.

Inventory and film analysis

Tracking the performance of films over time and identifying the trends in rental, popularity etc.

Analysing overall film inventory management having total no. of films in stock, stock turnover time and inventory levels.

Analysing the film performance based on different genres or categories (e.g. action, comedy, drama), which focuses on rentals and returns.

Analyse film performance, including rental frequency, customer ratings, and profitability.

Identify sales patterns and correlations between customer behaviour and sales performance.

Track sales trends, revenue, and rental duration.

Analyse customer demographics (age, gender, location) and preferences (favourite genres).

Customer and Sales analysis

Estimating revenue generated by the rental store, analysing both sales and other revenue sources based on Customer segments

Movie Rental Analytics

Analysing the staff’s performance and how to make them work efficiently to optimize the profits.

Analysing the staff who are top performers and consistent in their work.

Staffs and Sales Analysis

Analysing the stores revenue and sales to estimate the stores performance over time.

How many rental films were returned on time, late or early?

Movie Rental Analysis

Demographic

Use demographic insights to target marketing campaigns effectively and tailor inventory.

Segment and analyse customers based on demographic data, including age, gender, and location.

Analysing the customer age groups to understand the distribution of customers across different age groups.

Understand how different demographics impact rental preferences and behaviours.

Category and Language Analysis

Estimate the language preferences of customers to ensure a diverse film collection.

Movie Rental Analysis

Recommend movies for each customer to rent on the basis of his genre excluding movies that has been bought.

Determine which film categories generate the highest revenue.

Analyse the popularity of film categories, both at a store and overall level.

Film recommendation

Track the languages available for films in the inventory

Ensure the inventory reflects the language diversity of the customer base.