Movie Rental Analytics MECE Breakdown

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| Customers and Sales Analysis |
| Identify customers who contribute significantly to the store’s revenue or who visit the store frequently, understand their preferences and purchasing behavior. |
| Retention of customers- The stores ability to retain it’s existing customers and those customer continue to do business with rental store over a specific period. |
| Analysing the customer segment based on certain common criteria such as age,location,gender, etc. |
| Estimating revenue generated by the rental store, analyzing both sales and other revenue sources based on Customer segments. |
| Tracking the sales performance based on seasonal or periodic trends. |

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| Inventory and Films Analysis |
| Analysing the film performance based on different genres or categories(e.g. action,comedy,drama), which focuses on rentals and returns. |
| Ensuring popular and high-demand films are easily available for customers to rent. |
| Tracking the performance of films over time and identifying the trends in rental,popularity etc. |
| Identifying and promoting higher grossrer movies in terms of revenue and sales. |
| Analysing overall film inventory management having total no. of films in stock,stock turnover time and inventory levels. |

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| Staffs and Stores Analysis |
| How many rental films were returned on time, late or early? |
| Analysing the staffs performance and how to make them work efficiently to optimize the profits. |
| Analysing the stores revenue and sales to estimate the stores performance over time. |
| Getting the customers reviews and feedback to improve the service. |
| Analysing the staff who are top performers and consistent in their work. |

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| Demographics,Category and Language Analysis |
| Analysing the customer age groups to understand the distribution of customers across different age groups. |
| Estimate the language preferences of customers to ensure a diverse film collection. |
| Identify the customer locations and target the areas having the potential expansion of stores. |
| Identify the number of cities,customers,films rented and revenue generated for each country or location. |
| Revenue generated by each country and which category has higher sales and in which language. |

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