**MECE Breakdown of the Sakila DVD Rental Store Database**

**CUSTOMER SATISFACTION ANALYSIS**

**Customer Demographics**

*Understands the customer demographics such as age, gender, and location, and identify the most common customer segments to target for marketing campaigns.*

**SALES TREND ANALYSIS**

**CUSTOMER SEGMENTATION ANALYSIS**

**Proper Feedbacks from Customers**

*These feedbacks can be used to identify areas where the rental store can improve its customer service and overall customer experience*.

**Customer Retention**

*Calculate the customer retention rate*

*Create Strategies to retain the customers*

**Revenue Trends**

*Examine the revenue trends over time, including monthly and yearly trend.*

*Identify Peak and non-peak time*

**Purchase History of Customer**

1. ***Analyze customer purchase history to identify high-value customers.***
2. ***Segment customers based on their spending patterns.***

**CUSTOMER BEHAVIOR ANALYSIS**

**Most Popular Films**

*Fetch the Top Performing Films in terms of revenue.*

*Promote these Films and purchase more copies.*

**PEAK-RENTAL HOURS AND CUSTOMER TRAFFIC ANALYSIS**

**STORE REVENUE AND PROFITABILITY**

**ANALYSIS**

**STORE OPERATION ANALYSIS**

*Analyze the peak and non-peak rental hours.*

*Analyze the Customer Traffic Pattern at which time customers is renting the film most.*

*Evaluate the overall Store’s Revenue and Profit in Order to analyze the growth of the Store.*

*Identify the Factors which influencing the Profit, Cost and sales.*

*Track staff productivity and identify the areas for improvement* *of staff*

*Review customer feedback and ratings for the staff performance.*

*Provide proper training to staff members.*

*Review the staff performance either they are doing well or not.*

*If Staff Members are doing good make sure to provide rewards / incentives to staff members to motivate them.*

*Motivate the staff members who are not able to provide results, provide proper training to upskill them.*

**PERFORMACE COMPARISON ANALYSIS**

**Rented and Return Rate**

*Calculate the rate at which the films are rented and returned.*

*Optimize the inventory space in order to reduce the overall carrying cost.*

**INVENTORY TURNOVER ANALYSIS**

**STAFF PERFORMANCE ANALYSIS**

**STAFF PRODUCTIVITY ANALYSIS**

**Film Collection on the basis of different factors**

*The film collection insights can be used to identify the new films to acquire based on factors such as customer demand, profitability and genre diversity.*

**FILM INVENTORY MANAGEMENT**

**FILM COLLECTION ANALYSIS**

**Least Popular Films**

*Identify the poorly performing films.*

*Remove those Films from Inventory.*

**FILM PERFORMANCE ANALYSIS**