Chinook Database Analysis

Monthly Sales Trends

(Top Albums by Total Sales)

Album	Total Sales
Minha Historia	27
Greatest Hits	26
Unplugged	25
Acústico	22
Greatest Kiss	20

Revenue by Country

- Germany 11.4%
- Brazil 13.9%
- France 14.3%
- USA 38.2%
- Canada 22.2%
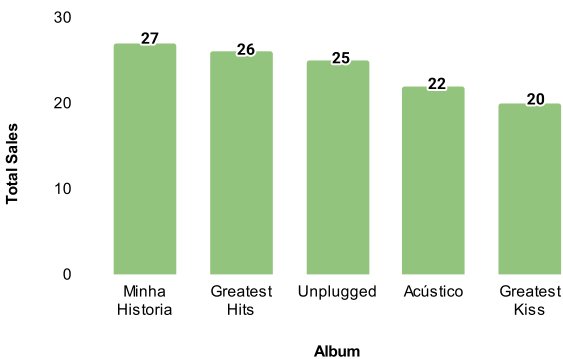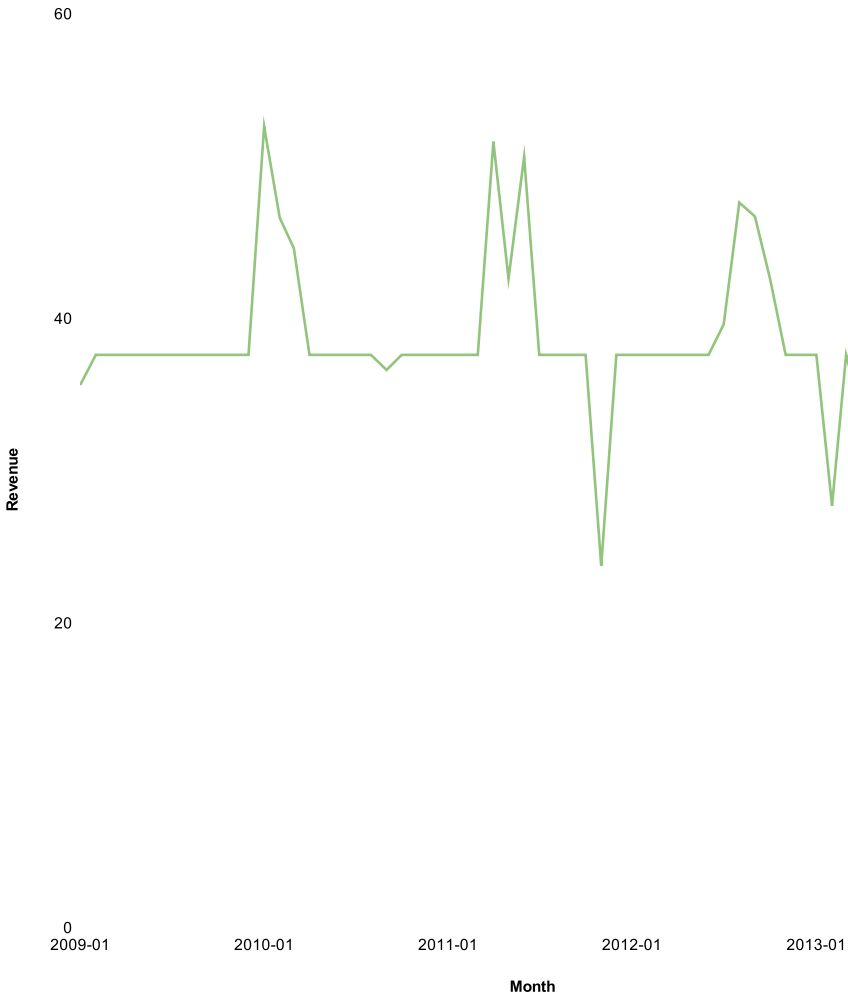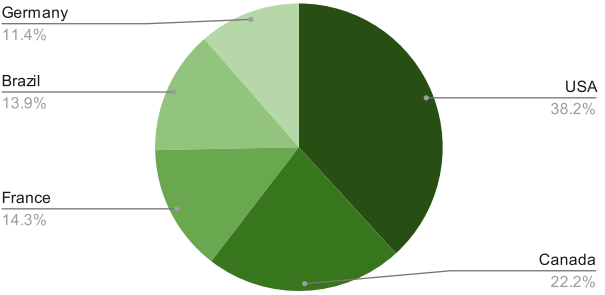
Customer Lifetime Value Distribution

Total Purchase   Lifetime Value

Customer Name	Total Purchase	Lifetime Value
Helena Holý	7	49.62
Richard Cunningham	7	47.62
Luis Rojas	7	46.62
Ladislav Kovács	7	45.62
Hugh O'Reilly	7	45.62