



ENHANCING CHINOOK MUSIC STORE PERFORMANCE

Exploratory Data Analysis (EDA)

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INTRODUCTION

The Chinook music store contains information about the artists, songs, and albums, as well as information on the shop's employees, customers, and the customers purchases. I'll assist the Chinook team in understanding the media in their shop, their customers and employees, and their invoice information.

DATASET

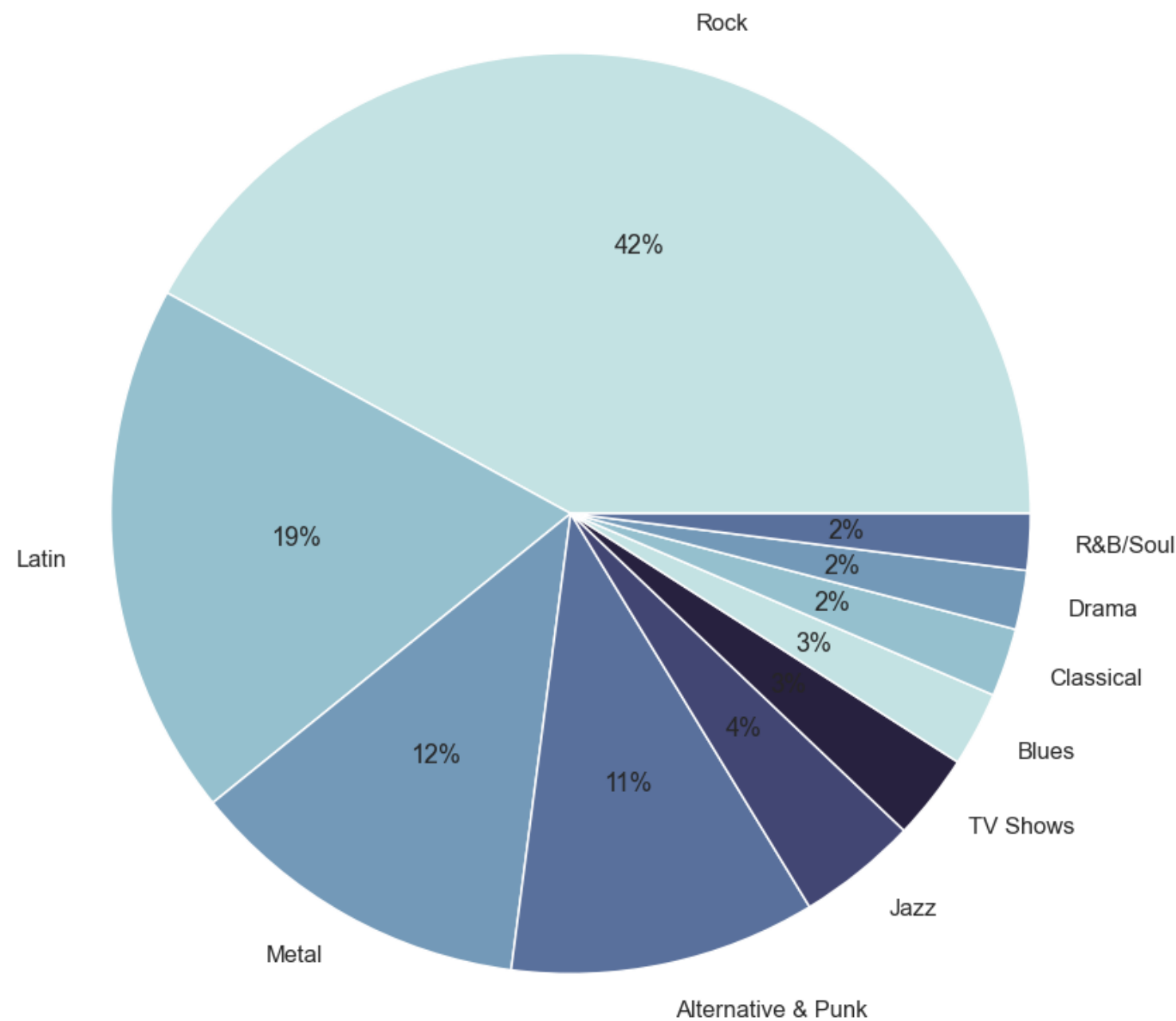
- The database contains 11 tables which are: Album, Artist, Customer, Employee, Genre, Invoice, InvoiceLine, MediaType, Playlist, PlaylistTrack, Track
- There are no null and duplicate values.
- Data Source: Kaggle

TOOLS



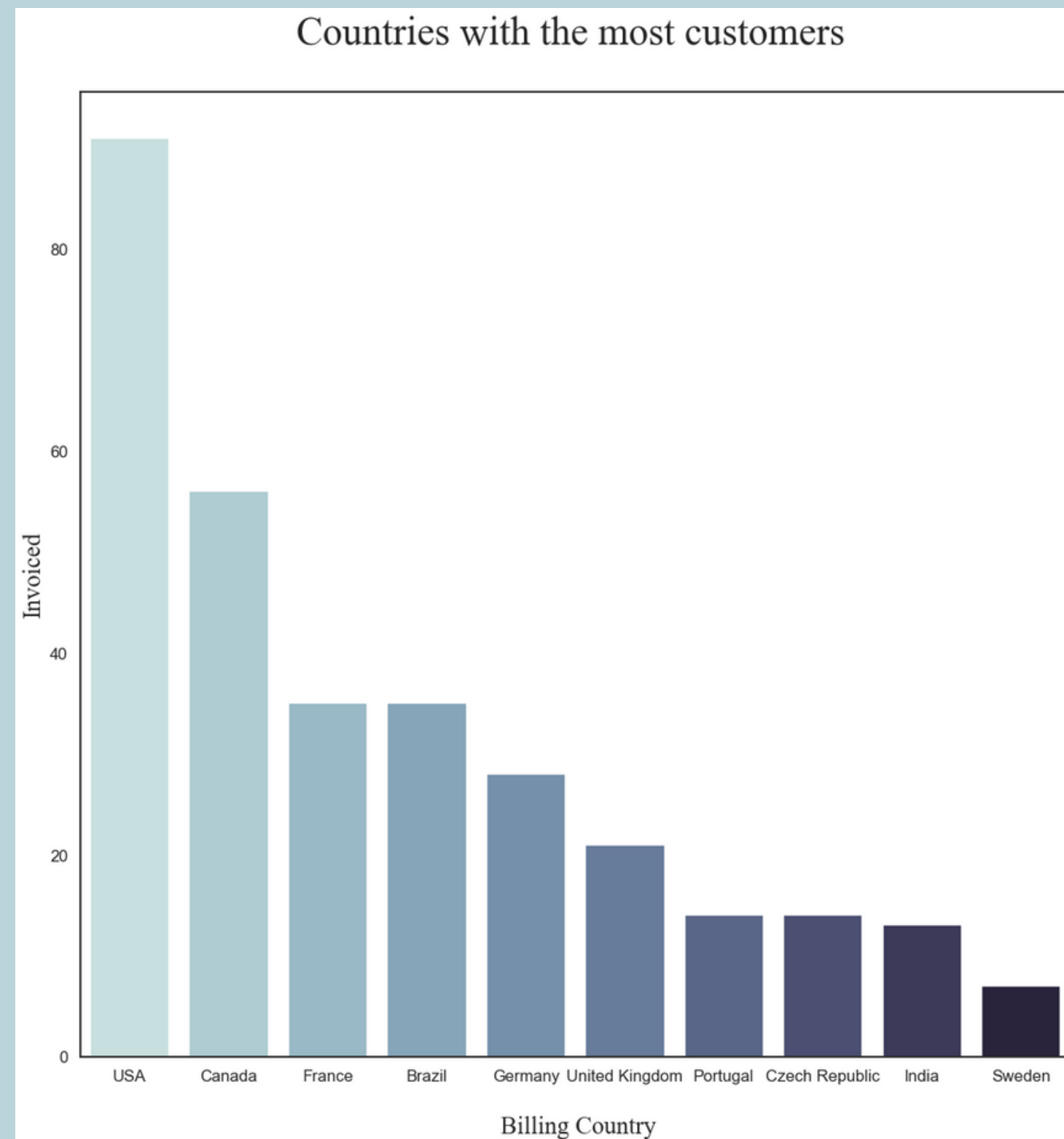
WHAT ARE THE TOP 10 GENRES IN THE SHOP?

Top 10 Genres of Songs



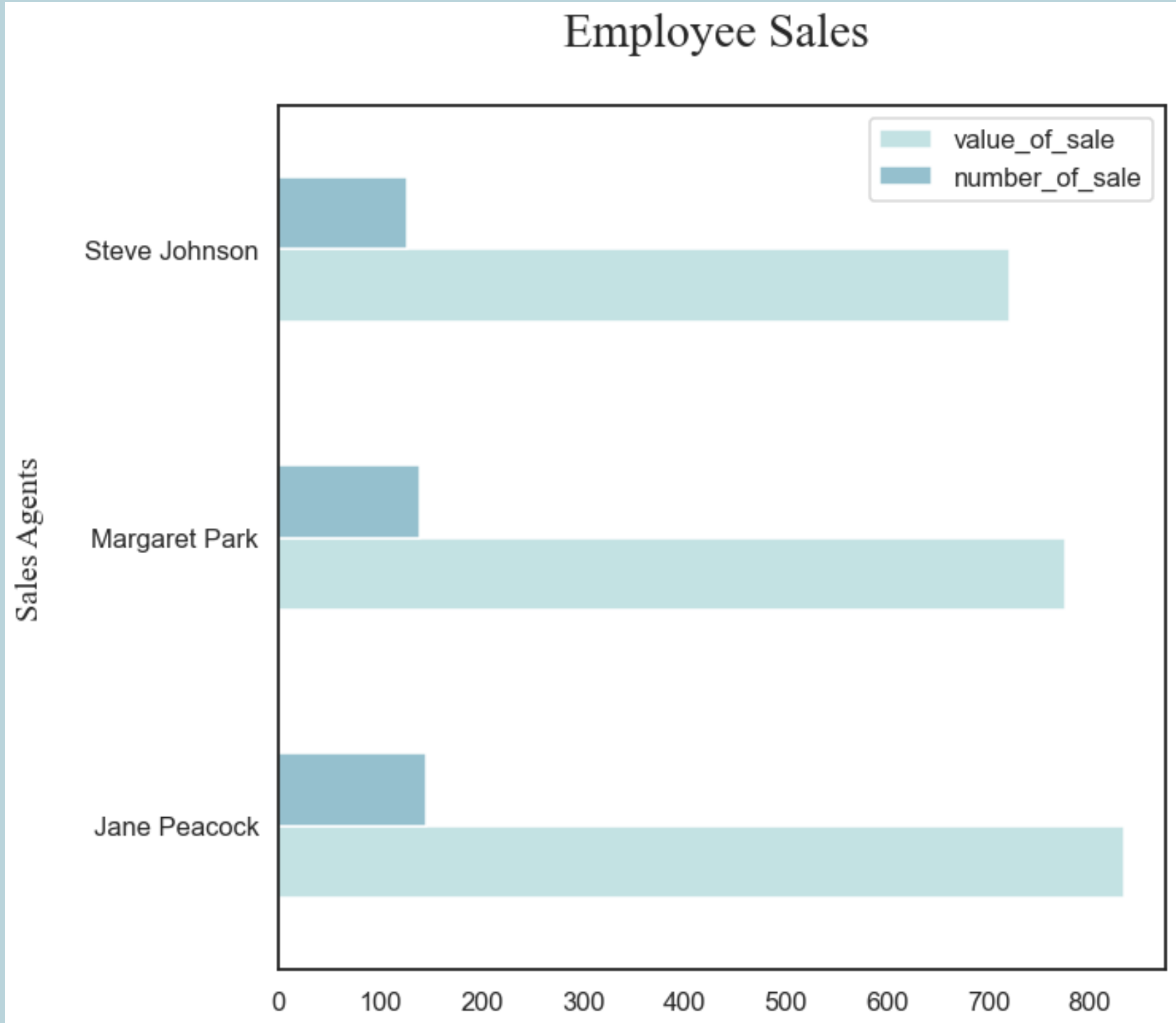
The store offers 24 different music genres, with Rock Next, Latin, Metal, Alternative, and Punk being the most popular. More tracks from various genres should be available in the store to improve sales.

WHAT ARE THE COUNTRIES WITH THE MOST CUSTOMERS?



With 91 customers, the USA is the largest market, followed by Canada, France, and Brazil. These countries have a lot of promise as the next investment option to maximize earnings.

WHO IS THE EMPLOYEE WITH THE BEST SALES PERFORMANCE?



EMPLOYEE
NAME HIRE DATE

Jane Peacock 2002-04-01
Margaret Park 2003-05-03
Steve Johnson 2003-10-17

While there is a sales differential between Jane and Steve, it closely correlates to their hire dates. Due to data restrictions, it's difficult to arrive at any additional conclusions.

THANK YOU