

Chinook Music Sales Analysis

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Introduction and Objectives

Established in the late '90s, Chinook Music Service has been the World's number-one source of music albums in the physical music market. With a vast collection spanning various genres, from classical to contemporary, Chinook Music Service offers music enthusiasts an unparalleled selection of albums. Their commitment to quality and customer satisfaction has made them a trusted name for collectors and casual listeners alike, ensuring that every music lover finds something to enjoy.

As a data analyst by Chinook where the team is looking for the analysis of music record sales data to gain insights and make recommendations for the company strategy in the physical music market.



About Chinook Music Service

At Chinook Music Service, our vision is to be the ultimate destination for physical music enthusiasts worldwide, celebrating the rich, tangible experience of music in all its forms. We aim to continuously expand our diverse catalog, embrace new technologies, and adapt to evolving trends while preserving the timeless appeal of vinyl and CD collections. By fostering a vibrant community of music lovers and collectors, we aspire to enrich lives through the power of music, ensuring that every album we offer resonates with passion, quality, and exceptional service.



Data Overview

Chinook Music Service operates in multiple countries around the globe but for this data, it operates for customers from 24 countries, 25 states and 53 cities.

8 employees are working from 1 state and 3 different cities in Canada.

The total invoice created is 614 and the total revenue is \$4709.

There are 14 playlists which range from Classical, Brazilian, Heavy Metal Classics to 90's music, etc.

There are 275 artists with 25 genres which range from Rock to Opera, having 346 albums and 3503 tracks.

It has 5 media types - MPEG audio file, Protected AAC audio file, Protected MPEG-4 video file, Purchased AAC audio file and AAC audio file.



Analytical Approach

- Data Cleaning: Removed Duplicates to ensure data accuracy by checking the count of primary keys. Identified the missing values by checking the null values and filling them with the required details.
- Basic Analysis: Used WHERE, Wildcards (LIKE, %) Logical operators (AND, OR), comparison operators, CASE-WHEN, and Joins (Left, Right, Self, Full).
- Aggregation and Data Handling: GroupBy and Having Aggregation, Numerical - COUNT, SUM, AVG, MAX, MIN, ABS String - CONCAT, LOWER, UPPER, SUBSTR, TRIM, Date-time
- Data Enrichment: Enhanced the dataset with additional Subquery/CTE and Views, Window Functions (Rank and Frames).
- Visualization: Created dynamic charts and dashboards for data representation, enabling interactive data exploration.

Insights from Objective Questions

Countries

- The maximum sales are from the USA whereas other countries like Australia, Denmark, France, Germany, Hungary, Netherlands, etc have less sales.
- The top-selling artist from the USA is **Cake** and his famous track is **War Pigs**.
- Other Countries like Brazil and Canada have the highest sales after the USA.
- If we consider the customer count then the Czech Republic is highest with 276, and Ireland with 116 other than the USA.
- **Top selling** cities are Prague, Mountain View, London, Berlin, Paris and so on.
- Rock is the top-selling genre in the USA, accounting for 53% of total sales.
- Van Halen, The Rolling Stone and Nirwana are the artists who have the highest sales in the USA for the genre Rock.

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Insights from Objective Questions

Customer purchasing behaviour

- The frequency of purchases by the customers, the total revenue generated by each customer, and the average order value for each customer determine the purchasing behaviour of the customer.
- The average order value for each customer ranges from 11.11 to 5.
- The purchase frequency shows that on Thursday and Friday, there are slightly high purchases but no such pattern is there.
- Customer_id 5,6,46,58,1,13,34 has made a total purchase of above \$100+ other than the remaining 52 customers.
- The majority of the purchases are from the year 2017 to 2020.

Insights from Objective Questions

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Churn Rate

- Churn rate, also known as attrition rate, measures the percentage of customers or subscribers who stop using a service over a specific period.
- It's commonly used in business and marketing to gauge customer retention and loyalty.
- A high churn rate indicates that a company is losing customers quickly, which could signal issues with customer satisfaction, product quality, or competitive pressures.
- The churn rate of Chinook is 1.6949 which is average as compared to the standard market churn rate.
- Usually, the churn rate differs for different geographical locations and customers but for this data set, the churn rate is almost the same for all locations.

Insights from Subjective Questions 01

- Recommended three albums from the new record label that should be prioritised for advertising and promotion in the USA based on genre sales analysis are From The Muddy Banks Of The Wishkah [live], Are You Experienced? , The Doors, Seek and Seek And Shall Find: More Of The Best (1963-1981) and The Cream of the Clapton.
- We found out these by the total genre sales and Dense_Rank() to rank the different genres in the USA.
- When we consider the commonalities for the total genre sales in the USA vs the other countries then we find that Rock is the most liked genre from all over the world.
- Artists who have created albums in the Rock genre tend to give more sales hence it's recommended to push this genre in the marketing for the growth of revenue.

Insights from Subjective Questions 02

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- Two types of customers which are long-term customers and short-term customers help us to check the loyalty and retention strategies.
- Those are long-term customers who have made frequent purchases in the past four quarters whereas short-term customers are those who purchased in the last two months only.
- Considering this our long-term customers are also from the top-selling countries like USA, Canada and Brazil.
- These customers play an important role in strategising the marketing campaign for different genres.
- The purchases made by the long-term customers create a basket size and recommendations for the Sales and Marketing team.

Insights from Subjective Questions 03

- Sales performance analysis and Customer analysis are co-related to each other.
- If the Customer analysis is done in-depth then it helps us to increase the sales and understand the market and regional analysis better.
- Strategic insights and recommendations based on the Total sales, Average sale value and Customer demographic prove invaluable for optimizing product offerings and enhancing customer engagement.
- By leveraging detailed customer analysis, we can identify trends, forecast demand, and address specific needs within different market segments. This, in turn, enables more effective targeting, and improved customer satisfaction, and ultimately drives higher sales performance and sustained business growth.

Strategic Recommendations

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- To create unique and demographic-specific music preferences to retain short-term customers.
- Organise live concerts to understand the choices of the offline customers, and check the sales done pre and post-the-live concerts to understand the impact of marketing strategies.
- Give personalised discounts and offers to both short-term and long-term customers to increase the customer base in specific countries.
- Use existing data to form a combo of Artists, Albums and Genres considering multiple countries and cities to boost sales.
- Study the churn rate and emphasise to know the reduction of the customer base.
- Regularly review and adjust strategies based on data-driven findings to stay ahead of market changes.
- Train sales and customer service teams to better understand and address customer needs.



Conclusion

- Focusing on high-revenue regions and reducing competition will enhance customer retention and satisfaction for Chinook Music Service.
- Improving the UI and implementing targeted loyalty programs will drive repeat business and foster loyalty.
- Regular monitoring and adaptation of strategies based on performance metrics and market trends will ensure continued relevance and competitiveness.

