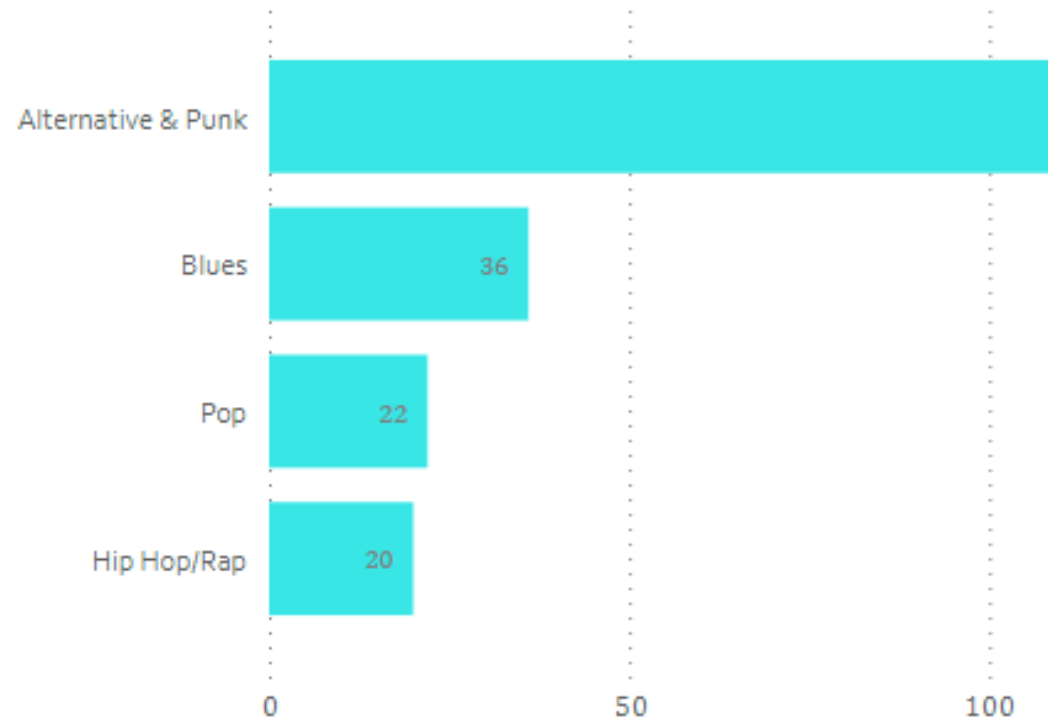


CHINOOK RECORD STORE

Sales Record in USA

A LOOK AT TOTAL SALES BY GENRE



Following the result above, Punk is the most purchased genre out of the genres provided with a total of 130 units sold. Blues came next with sales of 36 units sold and Pop with a total of 22 units sold. This implies that three (3) genres are the most purchased genres out of the provided genres, therefore, it is safe to recommend to Chinook Record Store to buy the albums of the 3 genres.

• Q.1 Top Genre in USA

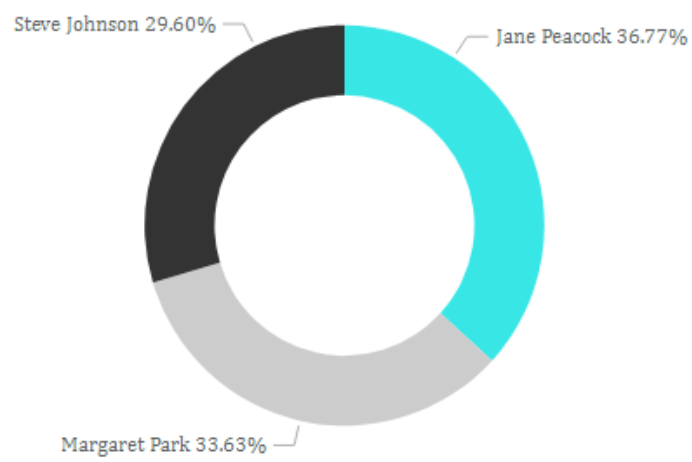
Chinook record store is about to purchase four albums from a recording label in USA which contains the following genres (Hip-Hop, Blues, Punk, Pop). The question is to specify the genres that customers from USA are purchasing.

Using the hire date as a factor for judging each employee's performance; 'Jane Peacock' is the oldest sales support agent having being employed on April 1st, 2017, who also happen to have the highest sales out of all sales support agent with a total sales of \$1,731.51. The same pattern is also repeated for 'Margaret Park' - the second oldest employee; employed on May 3rd, 2017, with a total sales of \$1,584.00. The last employee on the list is 'Steve Johnson', also the last employee to be employed. Employed on October 10th, 2017; Steve Johnson made a total sales of \$1,393.92.

Is this sufficient to conclude Steve Johnson is performing worse? I believe the answer is NO. Despite being the last employee on the list and a difference of 5-6 months apart from other sales support agents, Steve Johnson is only 8% away from achieving the sales amount made by 'Jane Peacock' - the sales support agent with the highest sales.

Sales Support Agents' Performance Ratings

A LOOK AT TOTAL SALES BY EMPLOYEE



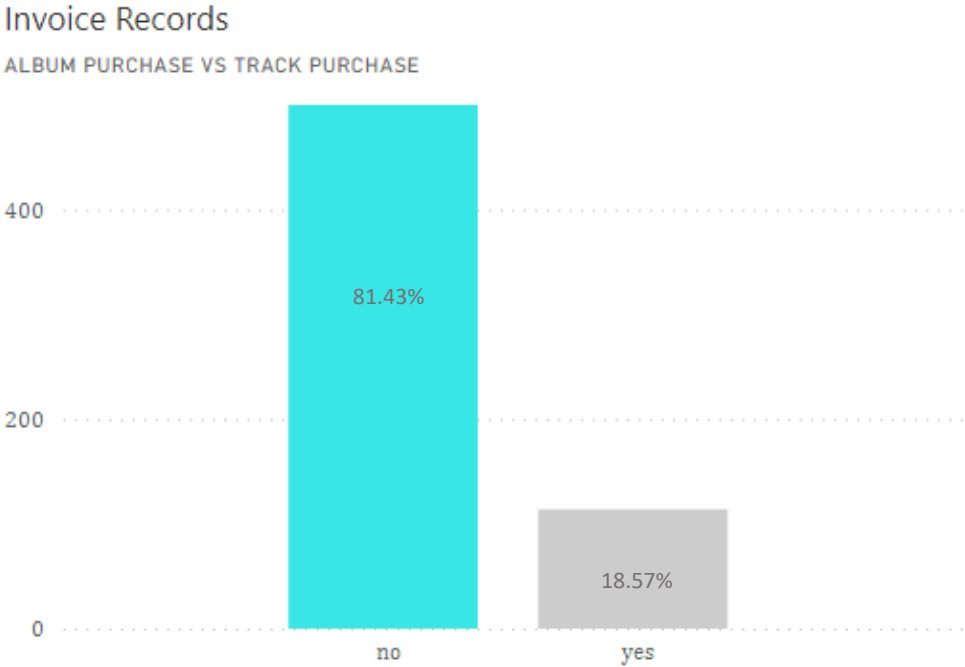
• **Q.2 Sales Support Agents' Performance**

Chinook Record Store asked to rate the performance of the sales support agents to ascertain who is performing better or worse and the possible factor affecting their performance

Album purchases made up one-fifth of the total revenue earned by Chinook record store over the year. I will therefore advise against purchasing only individual tracks on albums from record labels. This is ideal as purchasing only individual tracks can cause Chinook to lose 18.6% of its revenue.

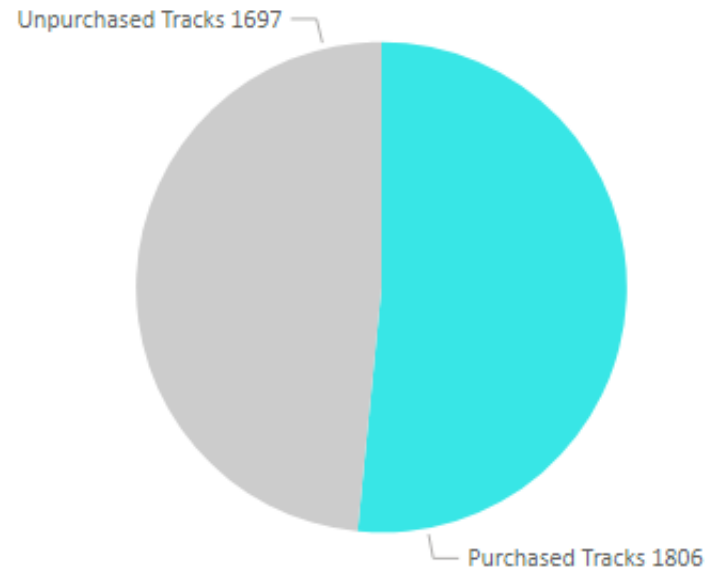
- Q.3 Album Purchase vs Track Purchase**

Another area of concern for Chinook Record Store is the purchasing of a whole album from Recording labels or individual tracks. The record store would like to compare both scenarios to aid in deciding if they are to continue with purchasing whole albums from Recording labels.



Record of Track Sales

TRACKS SOLD VS TRACKS YET TO BE SOLD



The result clearly shows that there are 7 genres with zero sales so far and they include the following (Bossa Nova, Comedy, Opera, Rock and Roll, Sci Fi & Fantasy, Science Fiction and World)

I would recommend that Chinook record store currently put on hold any additional purchase order for these genres, increase the marketing and exposure for each of them, and see if this trend will continue. If yes, Chinook record store is therefore advised to put an end to purchases of tracks or albums on each of these genres.

• Q.4 Record of Track Sales

Chinook Record Store would like to know the count of track that has been sold, the count of tracks that are yet to be sold and identify the genres with these tracks.

Despite having low number of customers, the following countries appeared to have the highest number of average value of sales per customer includes Czech Republic, India and United Kingdom

This implies that there are more profit-making opportunities in these countries. However, it is important to mention that the amount of data used for this analysis is relatively low. Chinook should be cautious about embarking on a huge marketing campaigns in these countries. I would recommend smaller marketing campaigns are carried out first in order to collect and analyse data about new customers and see if this trend will continue to hold with new customers.

• **Q.5 Customer Value by Country**

The last question is to identify the countries with customers of high value and tap into this opportunity of getting more customers from such countries.

