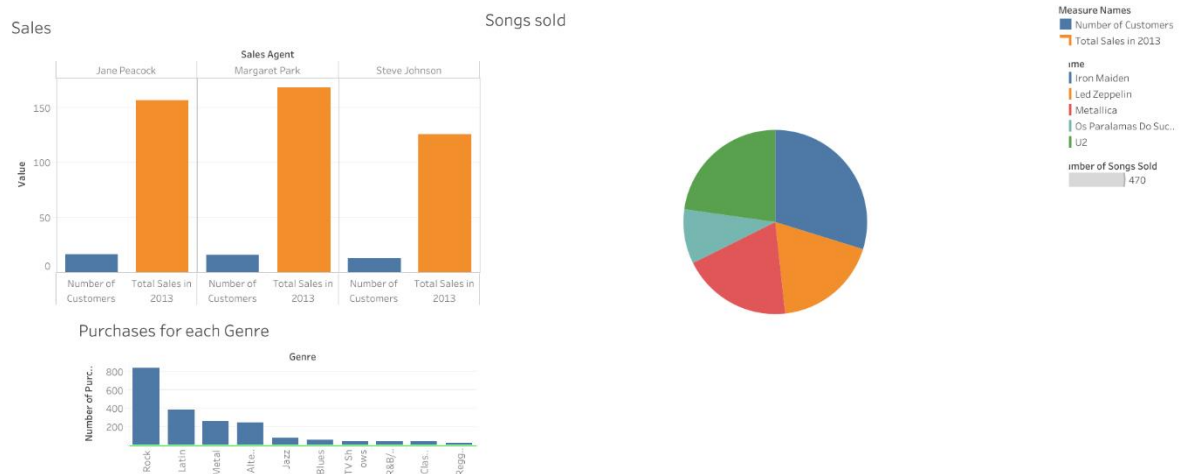


# 1<sup>ST</sup> Viz: Sales, Genre and Songs

## Dashboard:



## Link:

<https://public.tableau.com/app/profile/chaitnya.rohilla/viz/MusicDashboard1/MusicDashboard1>

## Summary:

For this dashboard, I have created three visualizations: two bar charts and a pie chart.

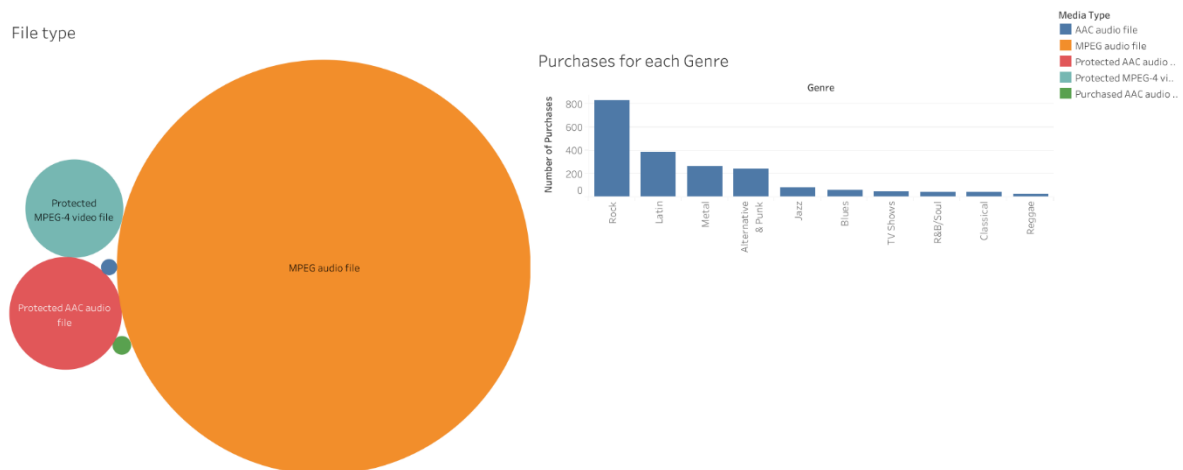
In the first bar chart, while the sales agent "Jane" attracted the most customers in 2013, she did not generate the highest revenue. That distinction goes to "Margaret," who earned the most for the company. On the other hand, "Steve" had the poorest performance, bringing in the lowest revenue and securing the fewest customers.

The second bar chart highlights the best-selling music genres. "Rock" led the way with over 800 sales, followed by "Latin" with just under 400 sales. Both "Metal" and "Alternative & Punk" showed similar sales numbers, each with around 250 purchases. The remaining genres underperformed, each selling fewer than 100 units.

The pie chart displays the top 5 most popular songs among customers. This information is crucial for the administration, as it provides insight into why these songs were top sellers. The administration can use this data to inform future song production decisions.

## 2<sup>nd</sup> Viz: Media Type and Sales per Country

### Dashboard:



### Link:

<https://public.tableau.com/app/profile/chaitnya.rohilla/viz/MusicDashboard2/MusicDashboard2?publish=yes>

### Summary:

For this dashboard, I have created two visualizations: a bar graph and a packed bubble graph.

The first packed bubble chart clearly highlights customer preferences for song media types. With the MPEG format being the most favored, the music store can leverage this insight to ensure that future releases are available in this format. It's also worth noting that all AAC formats show significantly lower popularity compared to the MPEG format.

In the bar graph, in terms of total sales, the majority of the music store's customers are from North America (USA and Canada). This indicates a potential opportunity to create more songs tailored to the preferences of audiences in these two countries. Additionally, the chart suggests investigating why large markets, such as India, have significantly lower sales.