

Apple iTunes Music Analysis – Overview

\$4.56K

Total Revenue

59

Total Customers

593

Total Invoices

Select Country

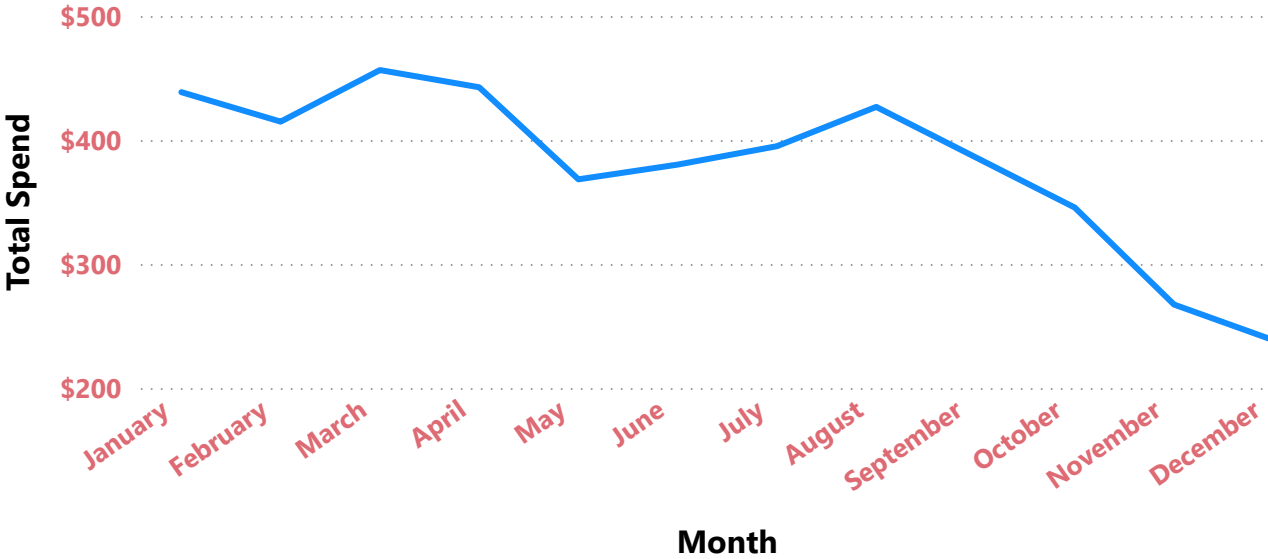
All

Select Date

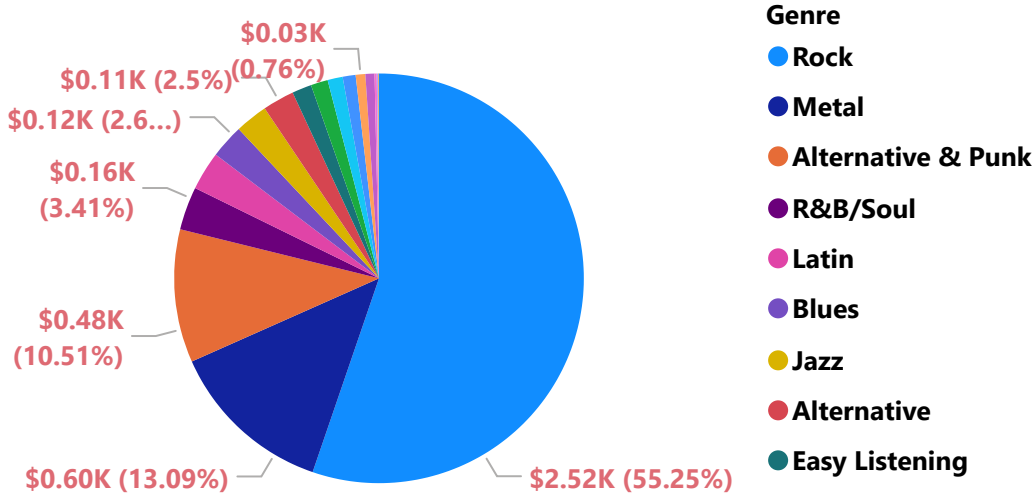
03-01-2017

23-11-2020

Monthly Revenue



Revenue by Genre



Customer Insights & Behaviour

František Wichterlová

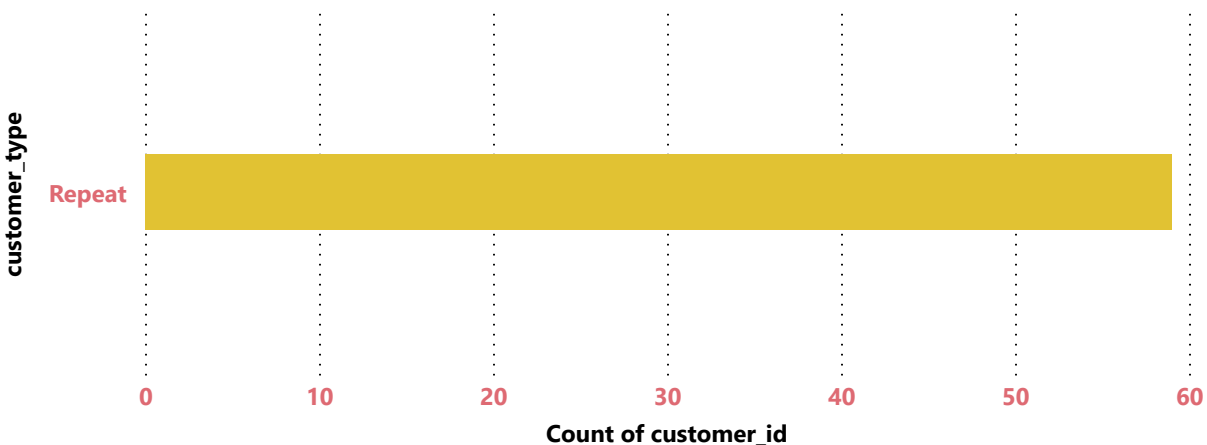
(\$0.14K)

Best Customer with Spend

Inactive Customers (Last 6 Months)

full_name	country	Last Purchase Date
Wyatt Girard	France	30-12-2020
Victor Stevens	USA	30-12-2020
Tim Goyer	USA	30-12-2020
Terhi Hämäläinen	Finland	30-12-2020
Steve Murray	United Kingdom	30-12-2020
Stanisław Wójcik	Poland	30-12-2020
Roberto Almeida	Brazil	30-12-2020
Robert Brown	Canada	30-12-2020
Rishabh Mishra	India	30-12-2020
Richard Cunningham	USA	30-12-2020
Phil Hughes	United Kingdom	30-12-2020
Patrick Gray	USA	30-12-2020
Niklas Schröder	Germany	30-12-2020
Michelle Brooks	USA	30-12-2020
Martha Silk	Canada	30-12-2020
Mark Taylor	Australia	30-12-2020
Mark Philips	Canada	30-12-2020

Repeat vs One-Time Customers

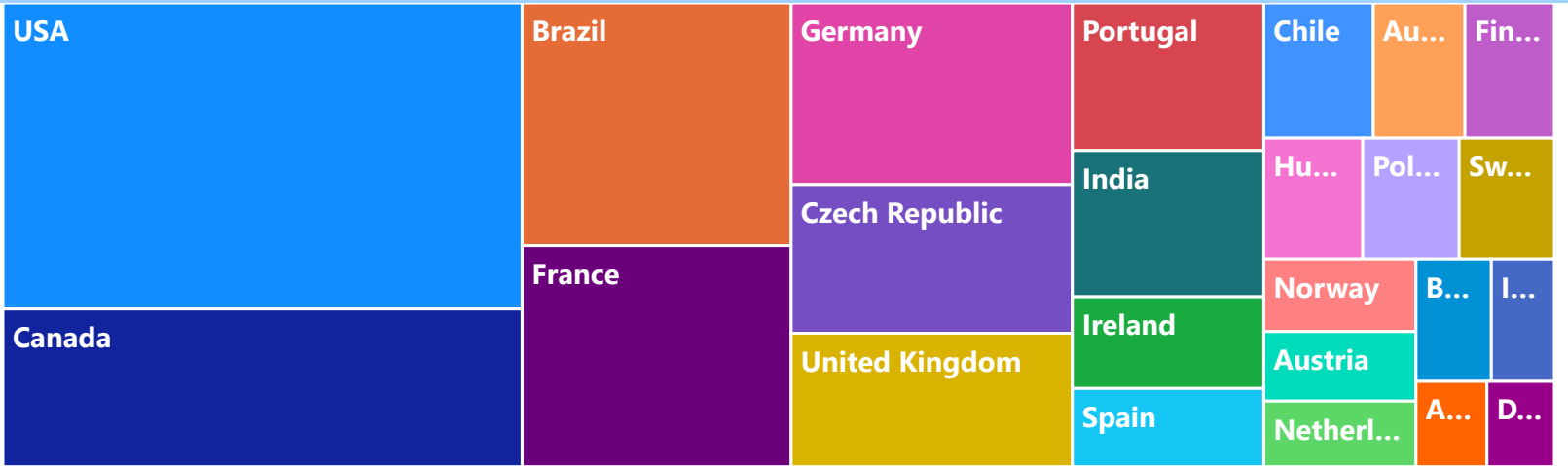


Select City

All



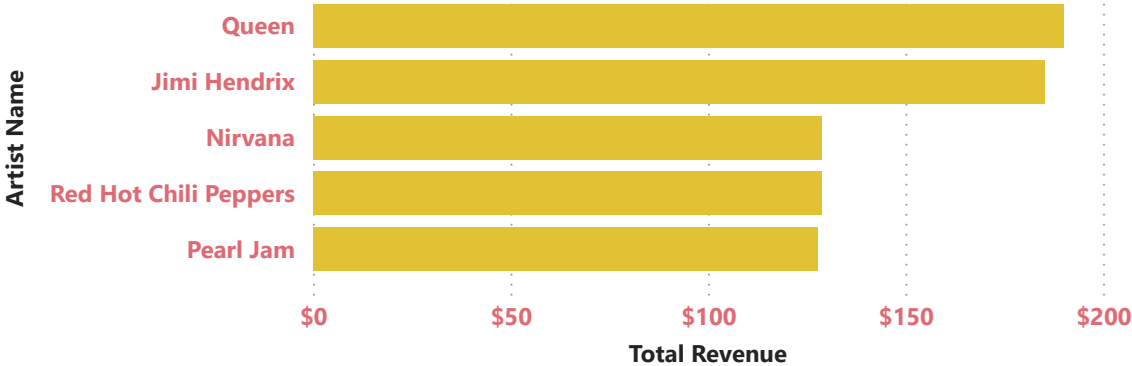
Total Revenue by country



Music & Artist Performance

Rock (2,635 purchases)
Most Purchased Genre with Count

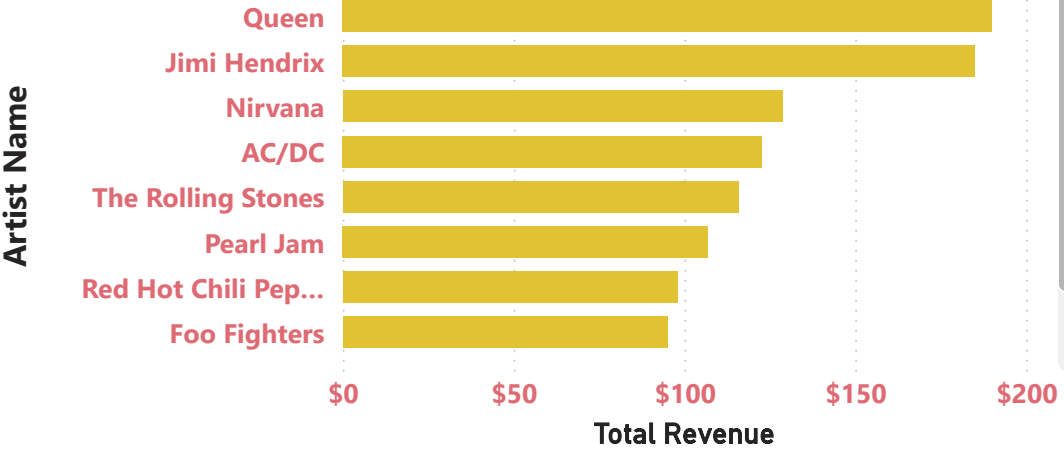
Top 5 Artist by Revenue



Select Genre

All

Top 10 Rock Artists



Most Popular Songs

