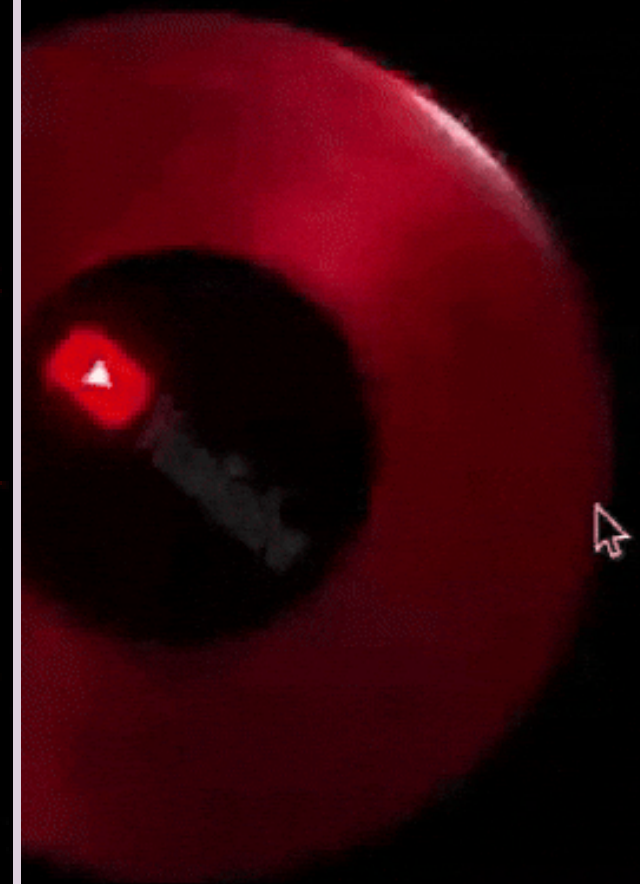


# YouTube Music Merchandise Insights

Data Scientist Portfolio Project



Digital Music Streaming Services:

Revenue Streams

Daniel Rodriguez III

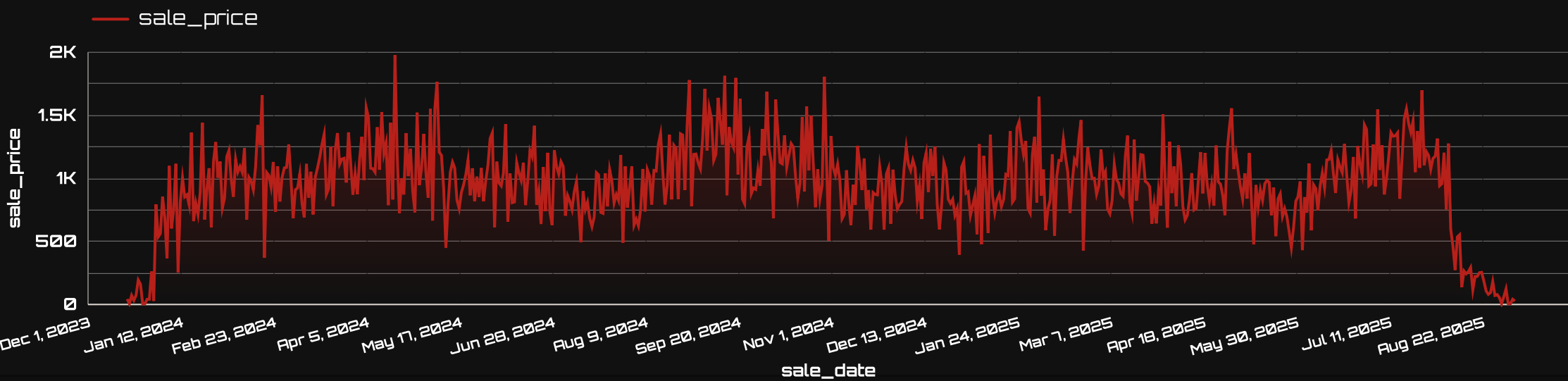
08 August 2025

# Executive Summary

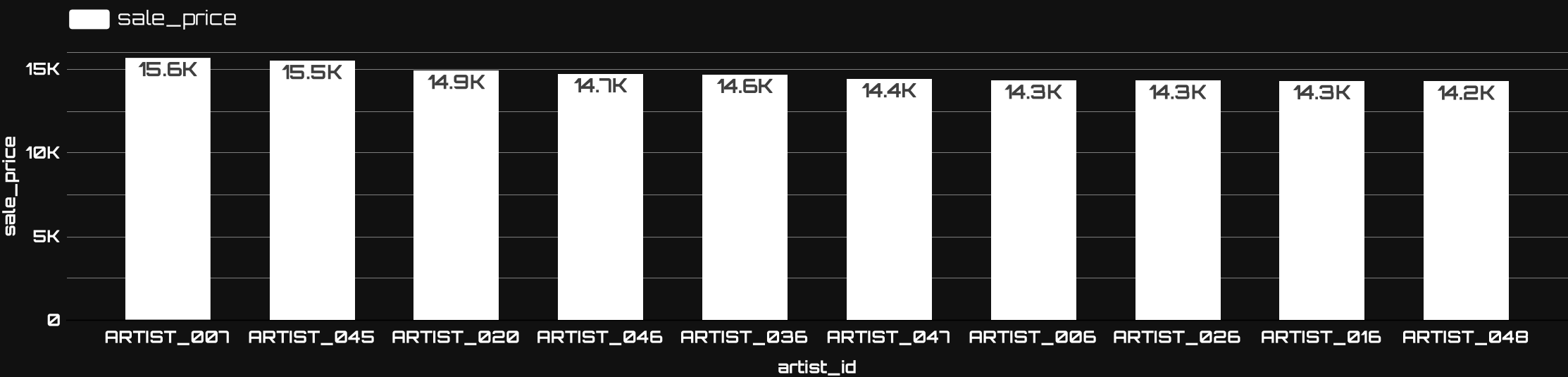
Dec 1, 2023 - Sep 30, 2025

Total Sales	Total Revenue	Unique Artists	Unique Users
\$13,176.00	\$596,945.39	44	7,361

## Daily Sales Trend



## Top 10 Artists by Total Revenue



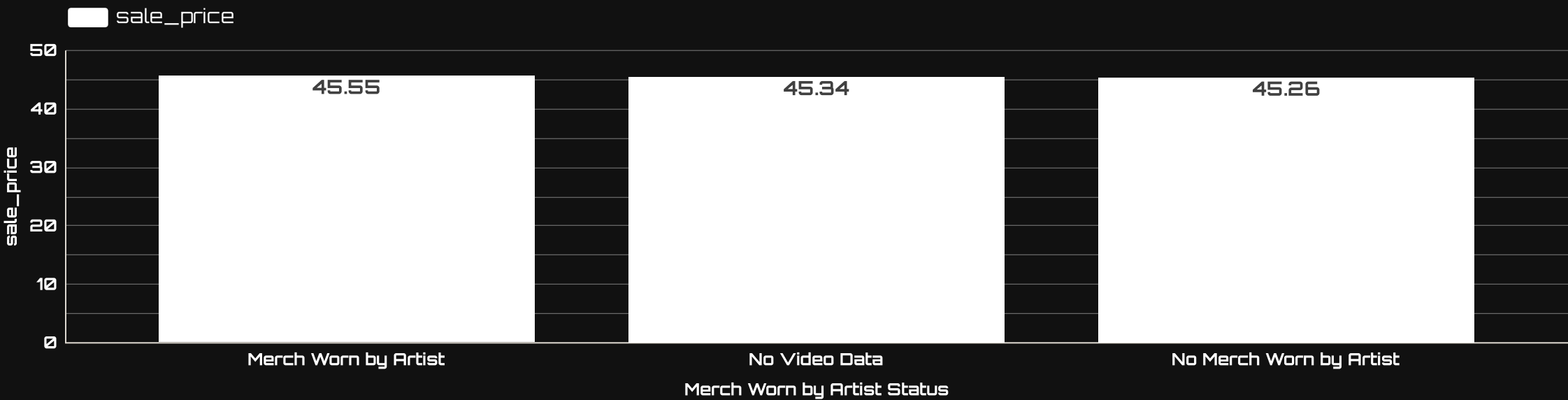
# Video & Tour Performance

Dec 1, 2023 - Sep 30, 2025

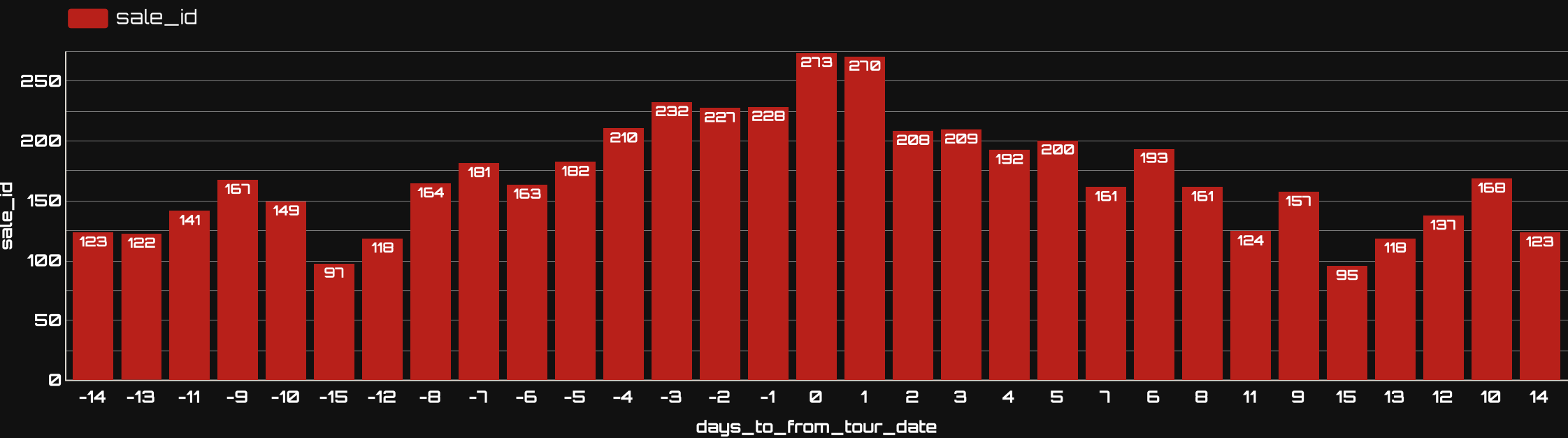
video\_id

artist\_id

## Average Sales Price by Merchandise Presence in Video



## Sales Volume Around Tour Dates



# Fan Segment Analysis

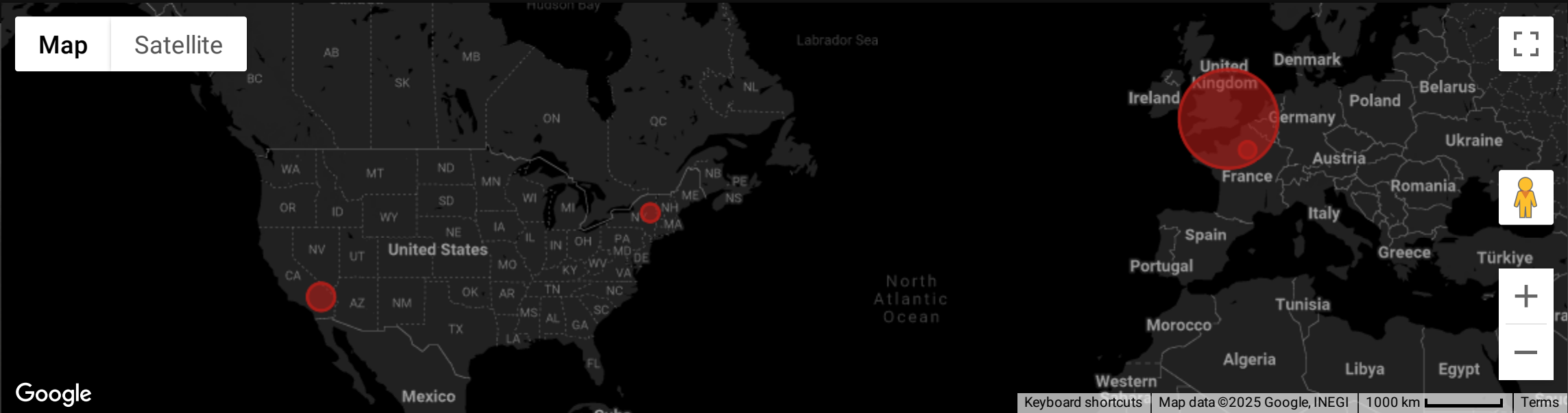
Dec 1, 2023 - Sep 30, 2025

user\_location

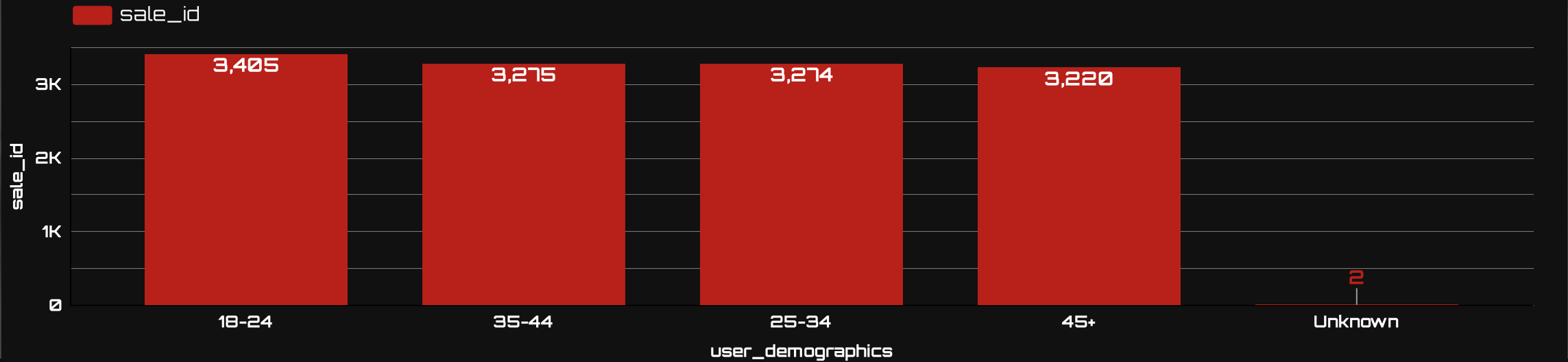
artist\_id

user\_demographics

## Total Sales by User Location



## Sales by User Demographics



# YouTube Music Merchandise Insights

Data Scientist Portfolio Project



Digital Music Streaming Services:

Revenue Streams

Daniel Rodriguez III

08 August 2025