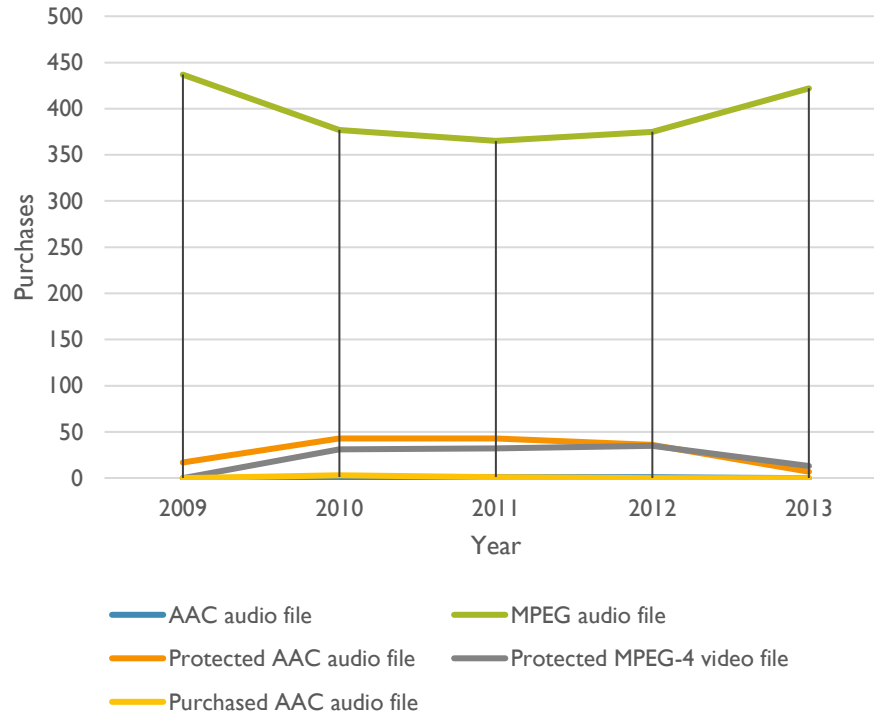


The background of the image is a dark, moody photograph of a vinyl record spinning on a turntable. The record is in the foreground, slightly out of focus, with its grooves visible. The background is filled with numerous out-of-focus light circles (bokeh) in warm, golden-brown tones, creating a sense of depth and atmosphere. The overall color palette is dark with warm highlights.

DIGITAL MUSIC STORE DATABASE

BY NATHANIEL MARTINA

Purchases per audio format



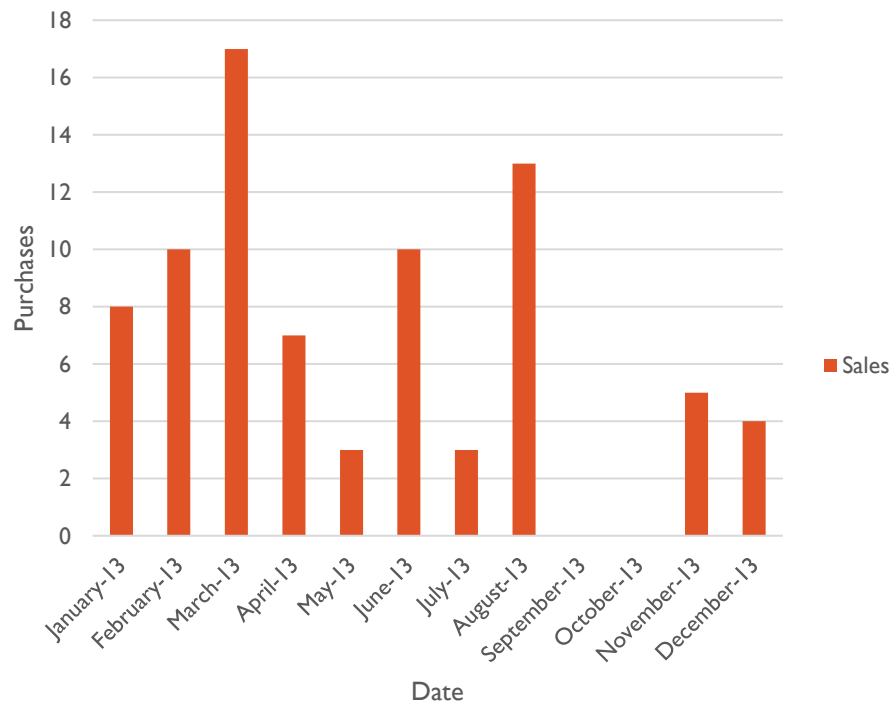
QUESTION 1

What is the purchase (based on quantity) trend of the audio format throughout the years?

From 2009 till 2013, the most purchased audio format was the MPEG audio file. On a closer look we see that there is a big difference between the quantity purchased of MPEG audio compared to the other formats.

Additionally, the purchase trend of the MPEG files seems to have an inverted relationship with other formats (except the Purchased AAC audio file which has zero sales.)

2013 Latin Music Purchases

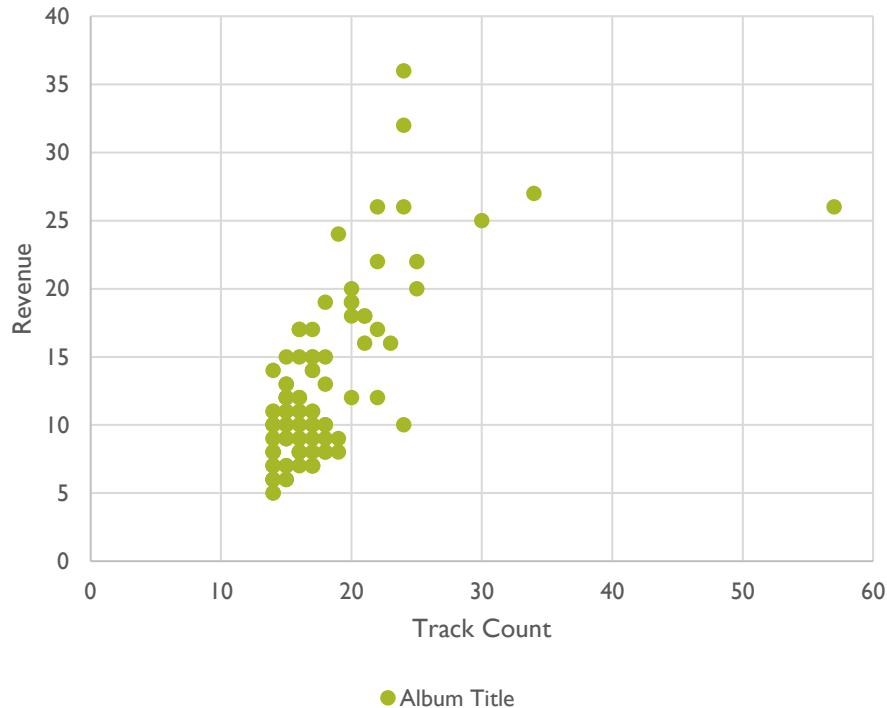


QUESTION 2

How was the sales in quantity for Latin music throughout 2013?

We can see that March was the best month for Latin music sales purchases. While after Augustus, the purchases had its lowest period between September till October, as there were zero purchases made.

Track Count Vs Revenue

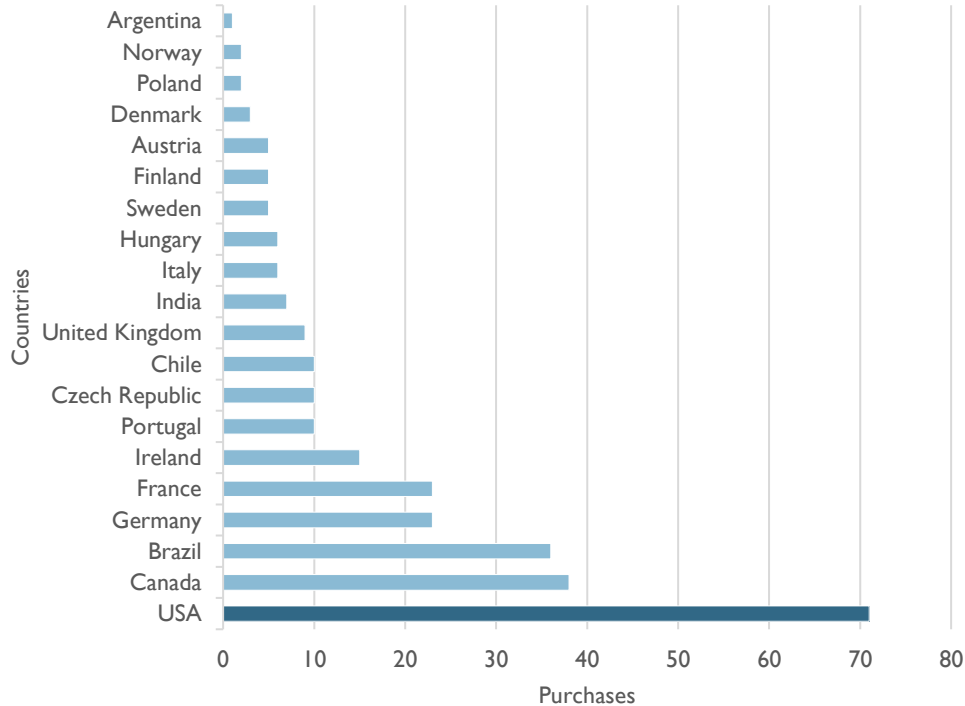


QUESTION 3

Is there a relationship between the top 100 albums with the most tracks and revenue?

There seems to be some increase in album revenue if there are more tracks on an album. Yet there seems to be a high degree of variation in revenue with more tracks on an album.

Trend followers



QUESTION 4

Which countries bought frequently a song from an artist who is a top 10 artist based on playlists mentions? (Excluding Rock, metal, Alternative & Punk Genres)

Based on the figures USA customers have bought more frequently songs from a top 10 artist. Which could indicate they prefer buying songs from these artists.

On the other hand, Argentina customers have bought the least.