**PROJECT TITLE: ANALYSIS OF U.S RECORDED MUSIC REVENUE BY FORMAT.**

**COMPANY:**

**UNIVERSAL MUSIC ANALYTICS.**

**REPORTS:**

* **Insights.**
* **Conclusion**
* **Recommendations.**

**INSIGHTS**

1. **Vinyl Records :**

* **1970s: Dominated the market with high-fidelity sound and collectability.**
* **2010: Saw a resurgence due to renewed interest in analog sounds.**

1. **Cassette Tape :**

* **1980s : Popular for portability.**
* **1990s : Decline with the rise of CDs.**

**3. Compact Disc (CD) :**

* **1990s : Leading format, significant revenue growth.**
* **2000s : Declined due to digital downloads.**

**4. Digital Downloads :**

* **Rise in the Early 2000s : Revolutionalized music consumption , major revenue contributor.**

1. **Streaming Services :**

**2010: Dominated revenue source,surpassed physical and digital sales**

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**CONCLUSION**

**Over the years from 1973 to 2018 , the U.S music industry has witnessed a major shift from physical formats to digital and streaming services. This transition from Vinyl,Cassettes, DVD Audio and CD Singles , to digital downloads and streaming has redefined the landscape of music consumption.**

**Streaming services have emerged as the dominant revenue source ,driving growth accessability. To continue thriving in this dynamic environment , the industry must embrace innovation ,diversify revenue streams and support artists. By leveraging data insights and investing in new technologies, the industry can sustain its growth and remain resilent in the face of future challenges.**

**RECOMMENDATION**

* **Invest in digital platform and streaming services.**
* **Promote and provide platforms for independent artists.**
* **Explore and invest in new innovative music formats to maintain competitiveness.**
* **Create personalized recommendation and interactive content to foster loyalty and increase revenue.**
* **Continuously enhance the user interface and experience on digital platform to ensure customer satisfaction and retention.**