SCI FI & FANTASY GENRE TOP CUSTOMERS

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Purchase Amount vs Customer Name chart showing:
- JULIA BARNETT: 7.96
- TERHI HÄMÄLÄINEN: 7.96
- JOHANNES VAN DER BERG: 5.97
- LUÃS GONÃ§ALVES: 3.98
- WYATT GIRARD: 3.98
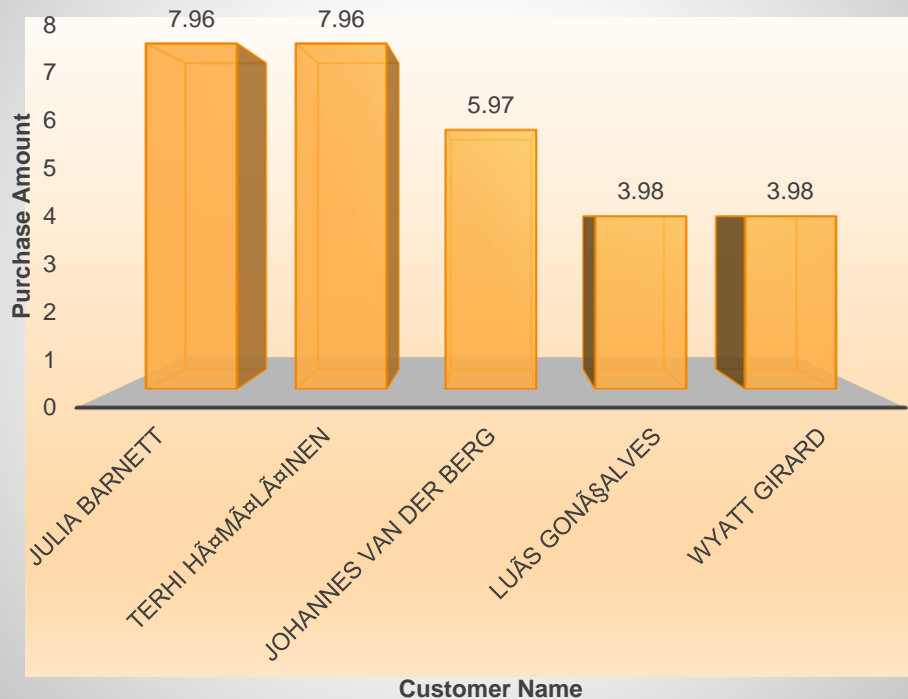
Here we see the most amount spent on Sci Fi & Fantasy videos is 7.96.

This amount was spent by two customers: Julia Barnett and Terhi HÃ¤mÃ¤lÃ¤inen.

We can also see other top spending customers including, Johannes Van der Berg, LuÃs GonÃ§alves, and Wyatt Girard.

The query for this analysis generated a ranking of customers purchases for each genre.

It will help the sales reps to identify customers that enjoy a certain genre for follow-up and targeted advertisement.

SALES – REP'S PERFORMANCE

Sales_Rep Sale Average Amount Per Customer
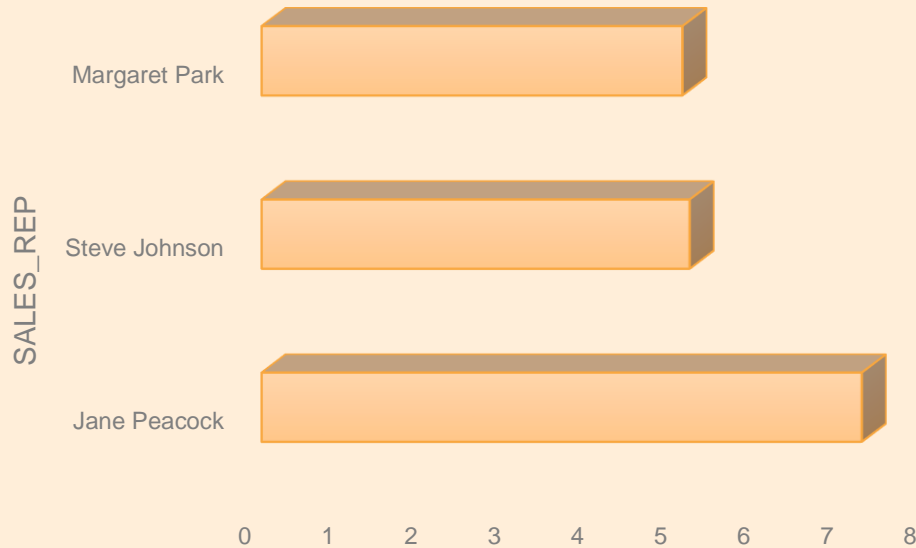
	Jane Peacock	Steve Johnson	Margaret Park
Avg_invoice_amount	7.205	5.135625	5.049

AVG_SALES PER CUSTOMER

The Best Performing Sales_Rep is Jane Peacock with her Average Amount generated per customer to be 7.205.
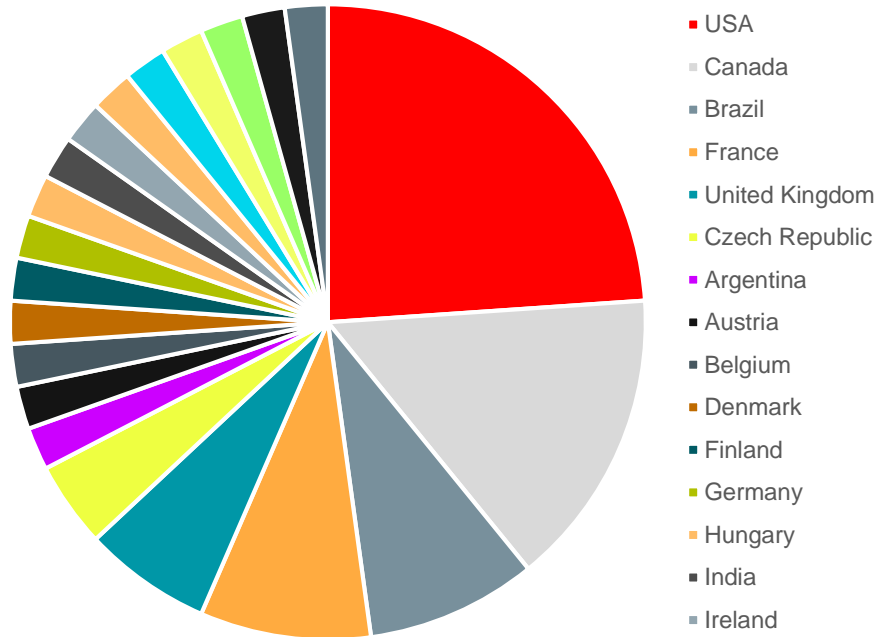
Average Total invoice was used and not SUM because all Sales-Reps do not have the same number of customers.

This analysis will enable the Management to make recommendation for promotions, awards and delegation of duties.

The query can also provide a ranking for least or top performing sales rep at a glance.

COUNTRY WITH NEWEST CUSTOMERS (JOINED IN 2013)

Count_of_New_Customers

- USA
- Canada
- Brazil
- France
- United Kingdom
- Czech Republic
- Argentina
- Austria
- Belgium
- Denmark
- Finland
- Germany
- Hungary
- India
- Ireland

Here we see that the USA had 11 customers making their first purchases in 2013. This is 24% share of the total new customers acquired in 2013.

We can also see the acquisitions from other countries, such as Canada with a total of 7 new customers.

This analysis can help the marketing team make better decisions on countries to channel their adverts to acquire more customers and get more sales.

TOP SELLING ARTISTS

CATEGORISATION OF ARTISTS BY NUMBER OF SALES
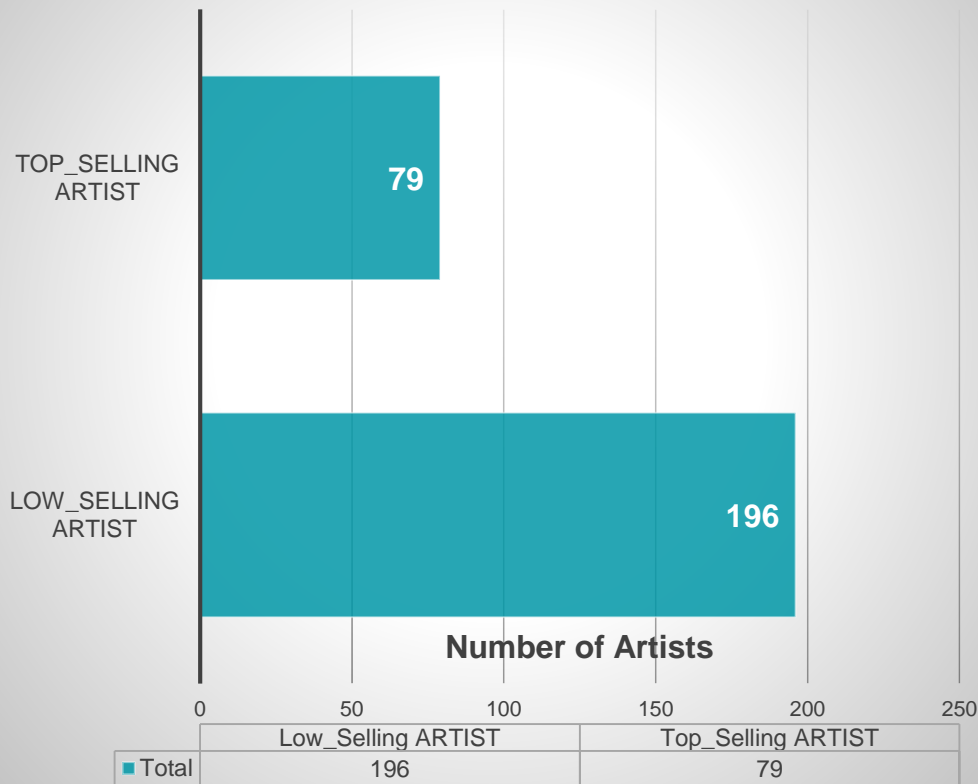
This visualization shows that there are 79 top selling artists and 196 low-selling artists in the database.

The distribution of artist is based on criteria stated in the query.

This analysis will help the manager make better decision of what tracks to acquire based on artists selling power.

They can also declutter their database based on this classification.