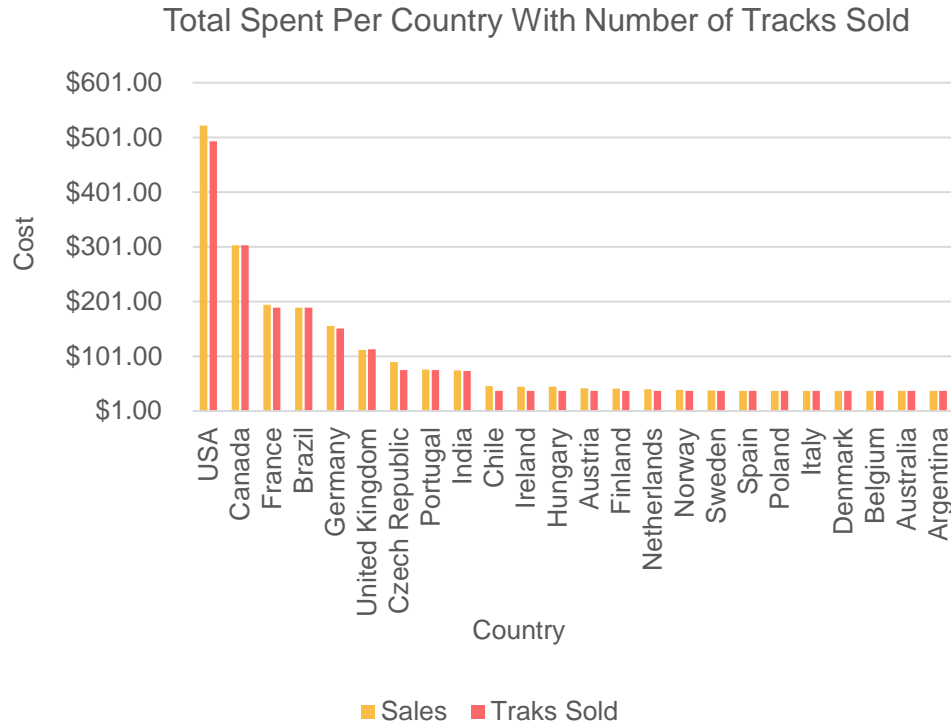




Digital Music Store Database

Business Analytics

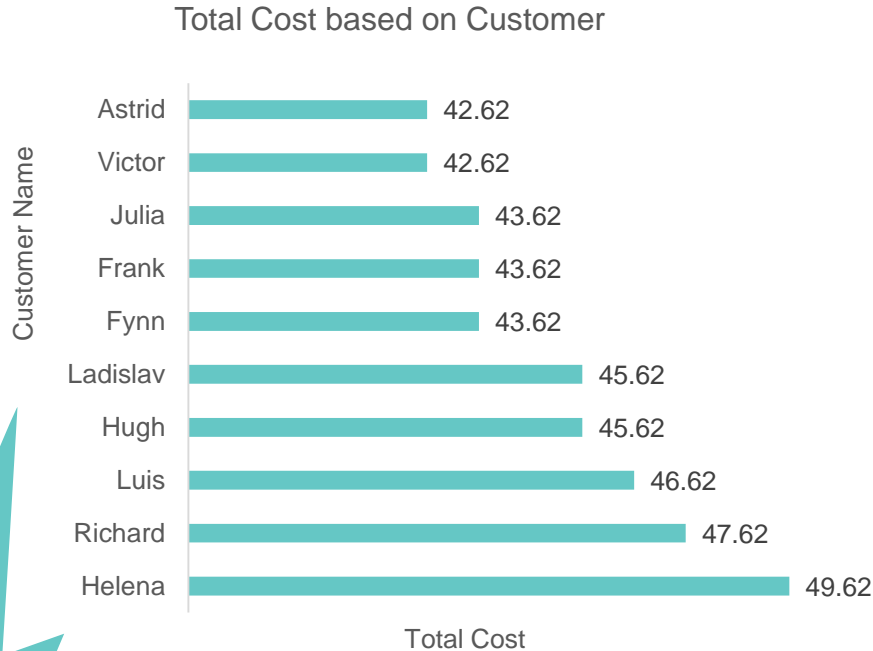
Which Countries Spent more Sales with Tracks?



The bar chart illustrates that the USA was the largest spender in terms of tracks sold to people with a roughly 500 tracks whereas around 10 countries which are shown in the graph sold less than 10 tracks each.



Top 10 customers

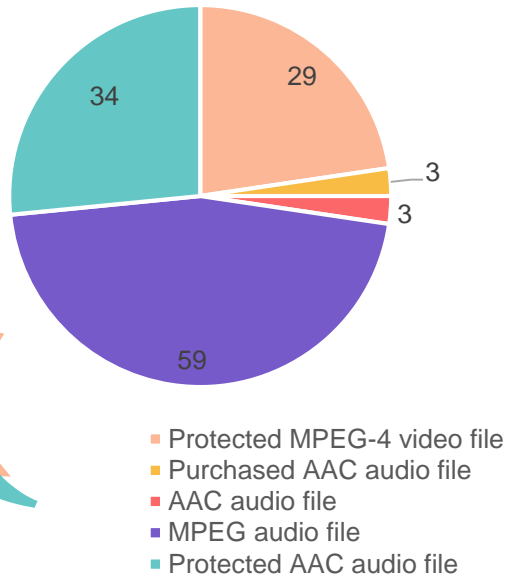


Helena is the highest spender thus, she spent the most with approximately \$50, while Astrid and Victor were the least consumers with a spending total of around \$43 each.



Which MediaType is Top seller?

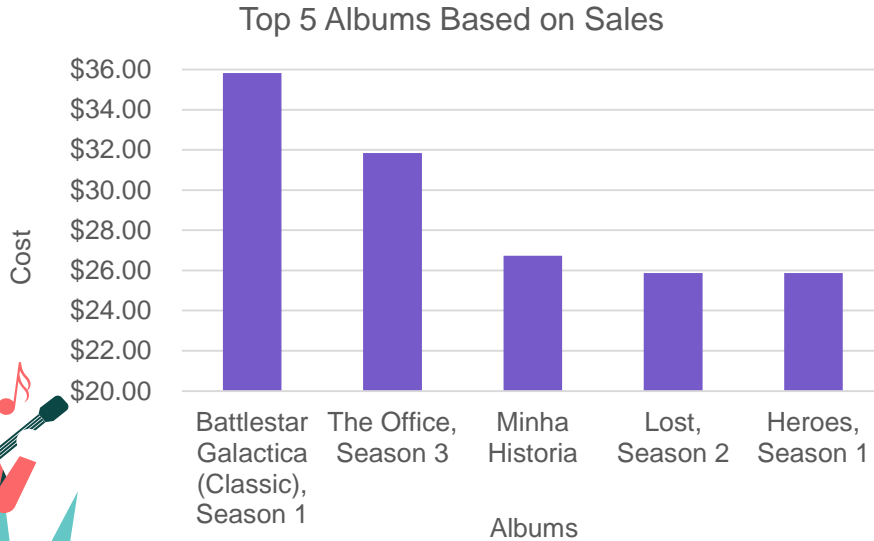
Media Type based on customers



Looking carefully to the data shown, it is clear that MPEG audio file had the biggest market share with 59%. Purchased AAC audio file and AAC audio file accounted only for 6% in total.



Which Top 5 Albums Based on Sales?



The bar chart shows the top 5 albums based on sales. The best album was Battlestar Galactica (Classic) with sales exceeding \$34 per copy. The second place went to the Office Season3 \$4 less than Battlestar Galactica (Classic), while Minha Historia secured the third place with roughly \$26 per copy. Lost Season-2 and Heroes Season-1 were the last, around \$26 per copy each.

