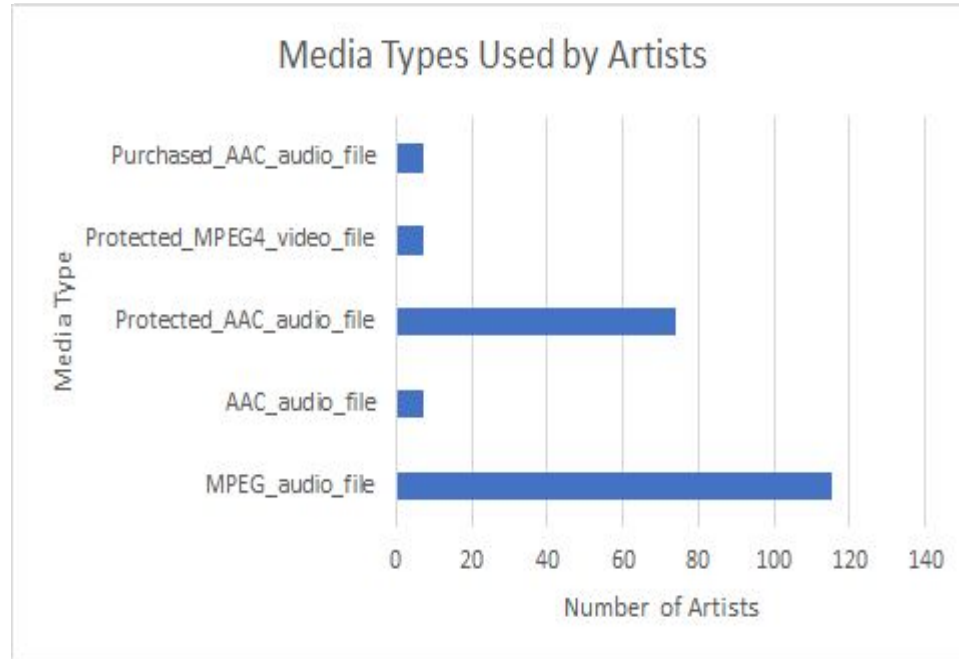# Chinook Database Project

By: Hunter Tarman

Questions:

1. Which media type is used the most by artists?
2. How many times have customers needed assistance by a Sales Support Agent? Which Sales Support Agent has the most assistances?
3. What is the average revenue earned per TV Show?
4. What is the total revenue and the total number of transactions for each country? From this, what is the average spending per transaction for each country? What can we pull from this information?

Which media type is used the most by artists?

Media Types Used by Artists

We can see that the majority of artists use either the protected AAC audio files or the MPEG audio files for recording their music. MPEG audio files take the lead, however, at 115 uses by individual artists.

*Of 275 artists, only 210 artists where pulled to of have used a media type. This suggests that some artists either produced and recorded their music on a media type not provided in the database or that some artists have not recorded any music at this point.
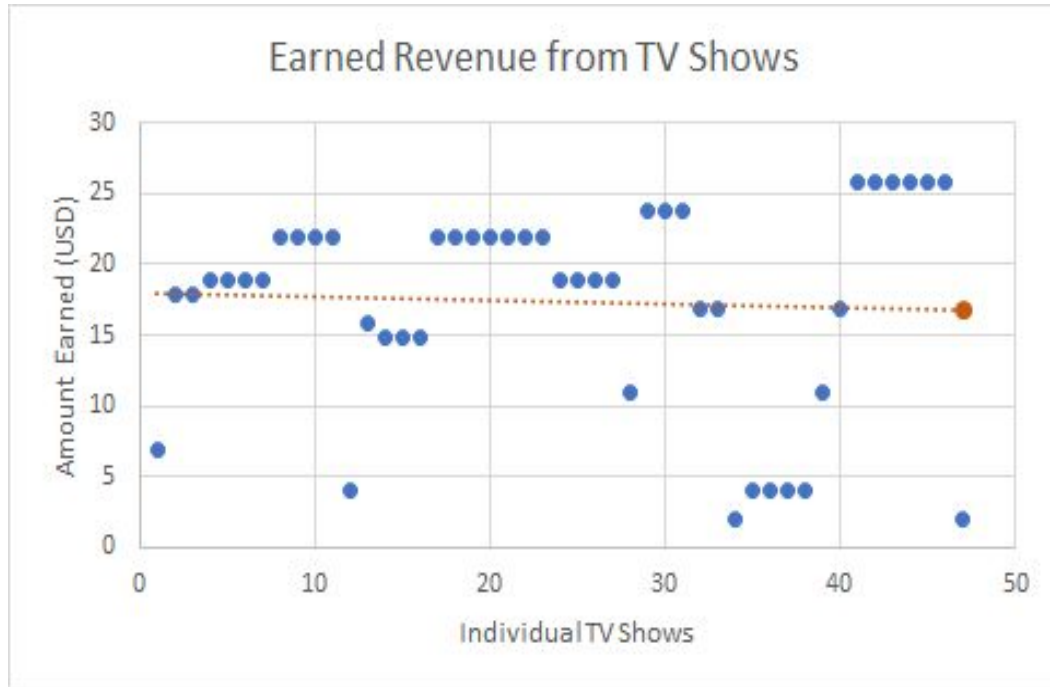
How many times have customers needed assistance by a Sales Support Agent? Which Sales Support Agent has the most assistances?

Sales Support Agent Assistances

The Chinook Database provides three Sales Support Agents as seen here by their last names; Peacock, Park and Johnson. With a total of 412 assistance events from the Sales Support team, Peacock is leading the team with 146.

*An assistance event occurs when an agent directly assists a customer with a need. This is an implied event given from the amount of times each agent matches with a customer in the database. Although there are only 59 customer IDs, many if not all customers have needed assistance on several occasions resulting in a total of 412 assistance events.
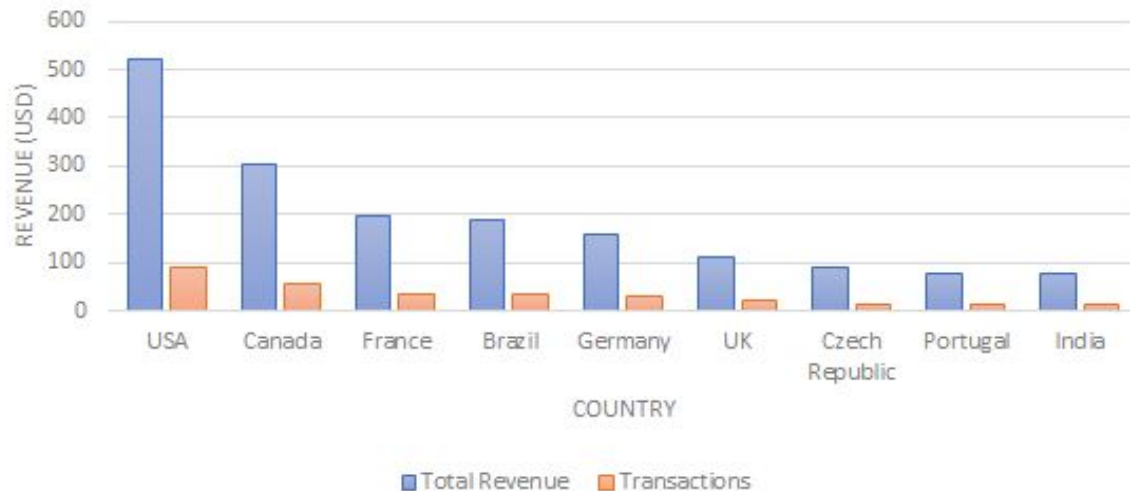
What is the average revenue earned per TV Show?

Earned Revenue from TV Shows

Each one of the 47 points on the scatter plot represents the total amount earned in USD from a given TV Show. The end point on the trend line provided in orange represents the average amount earned from all TV Shows, which is $17.40 per show.

Top 10 Countries: Revenue & Transactions

AVERAGE REVENUE PER TRANSACTION

From the visual on the left, we can see that the U.S. holds the lead in terms of revenue earned and transactions incurred. The visual on the right is a circle diagram that presents value through the amount of space that is taken up by a given category (countries), similar to a pie chart. The average size of a transaction for each country is approximately $6.00, and because each country's average is so similar, their respected space on the diagram is similar as well. This tells us that the sizes of individual transactions amongst countries are similar but the volume of total transactions is not.