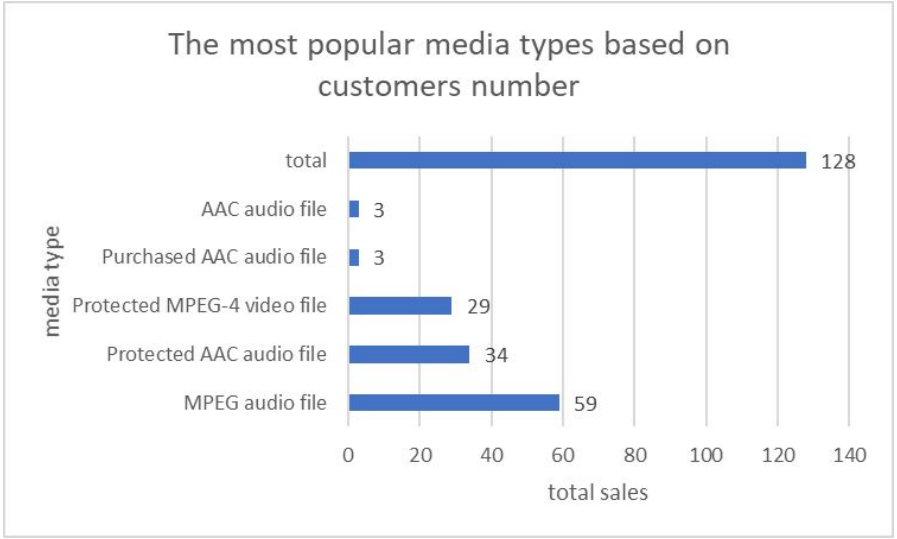
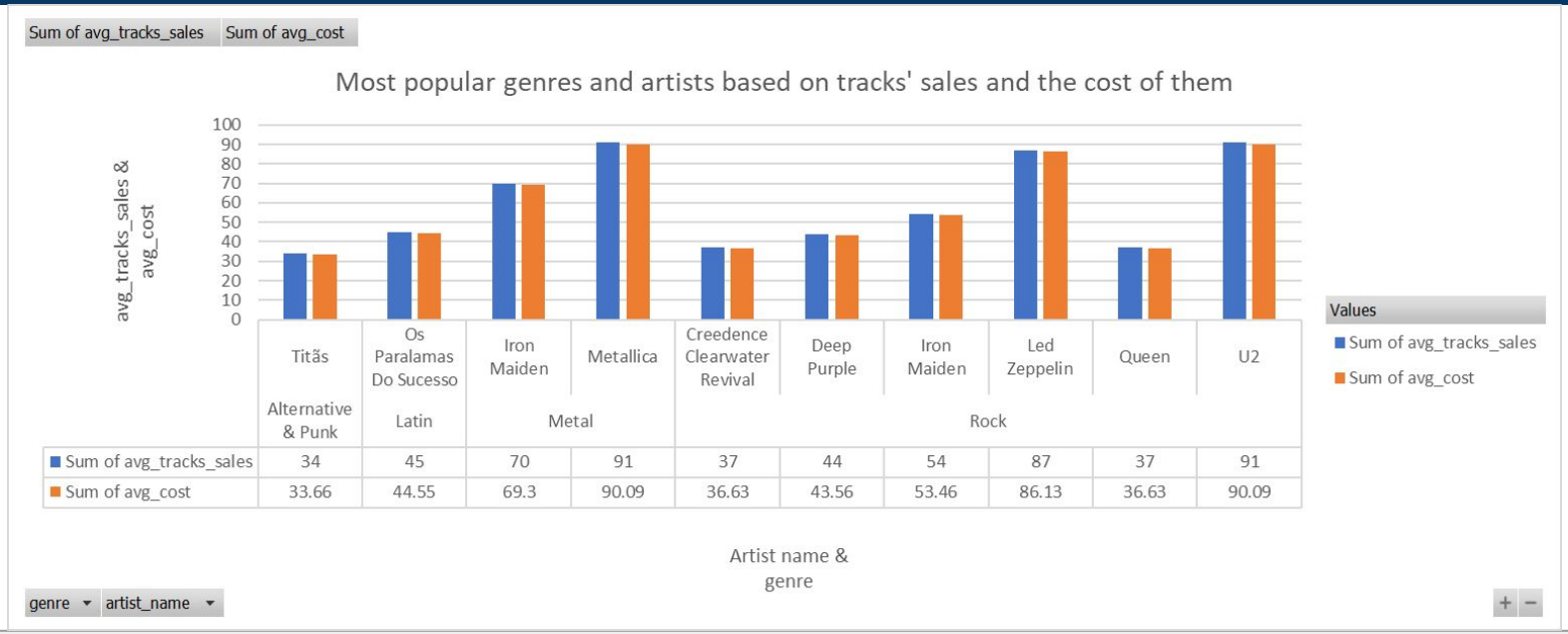
The most popular media types based on customers number



MPEG audio file has the highest sales from total_sales, followed by Protected AAC audio file.

AAC audio file has the lowest sales from total_sales

Most popular genres and artists based on tracks' sales and the cost of them

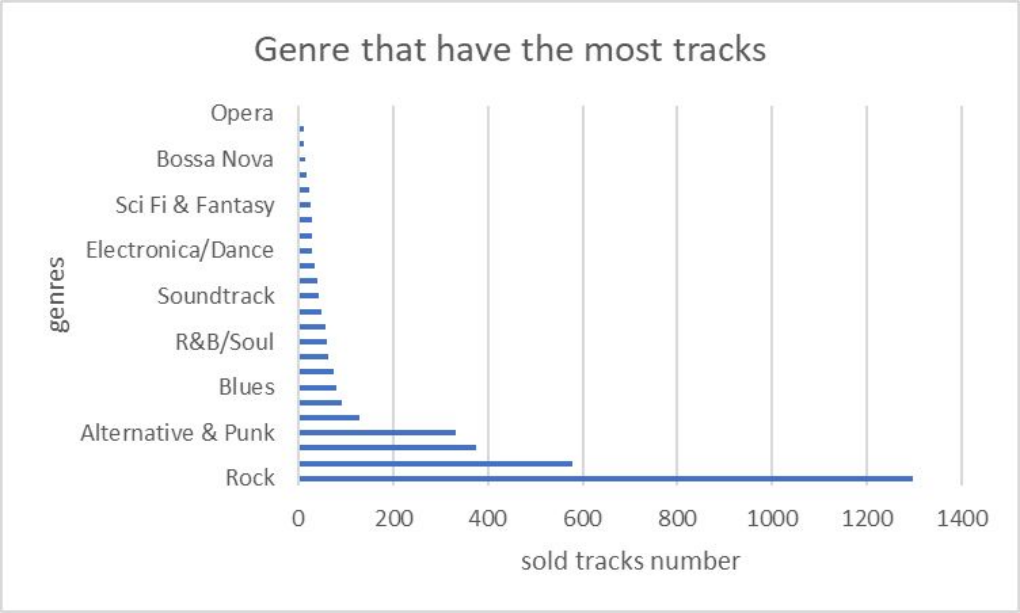


	Titãs	Os Paralamas Do Sucesso	Iron Maiden	Metallica	Creedence Clearwater Revival	Deep Purple	Iron Maiden	Led Zeppelin	Queen	U2
	Alternative & Punk	Latin	Metal		Rock					
Sum of avg_tracks_sales	34	45	70	91	37	44	54	87	37	91
Sum of avg_cost	33.66	44.55	69.3	90.09	36.63	43.56	53.46	86.13	36.63	90.09

Rock genre by U2 artist & Metal genre by Metallica are the most popular genres and artists based on costs and tracks' sales of them, followed by rock genre by Led Zeppelin.

I can guess that there is a relation between tracks' sales and cost of them.

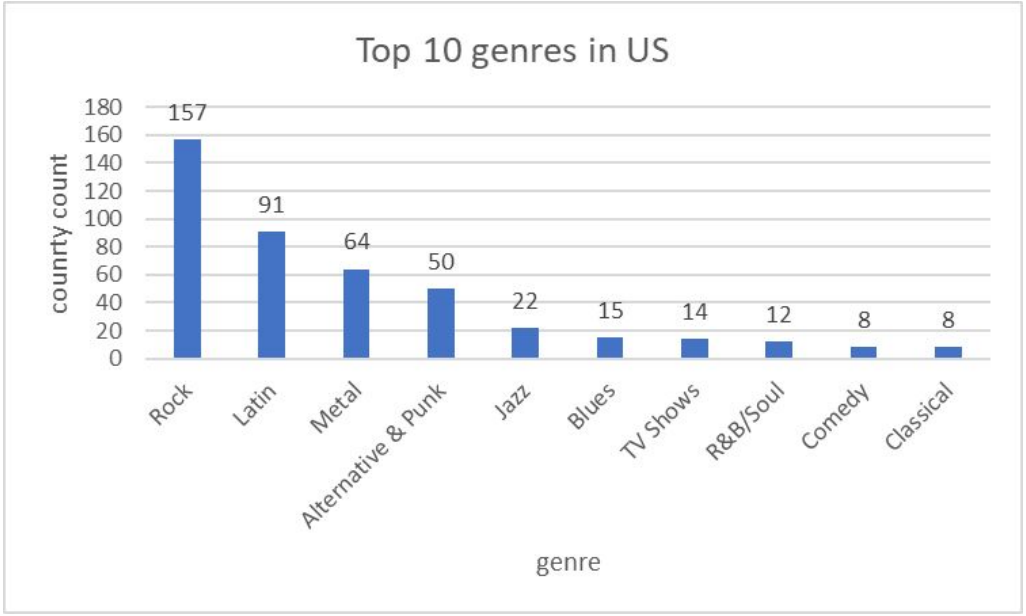
Genre that have the most tracks



Rock is also have the most tracks.

I can clearly notice that Rock is the most successful genre around all the world's countries.

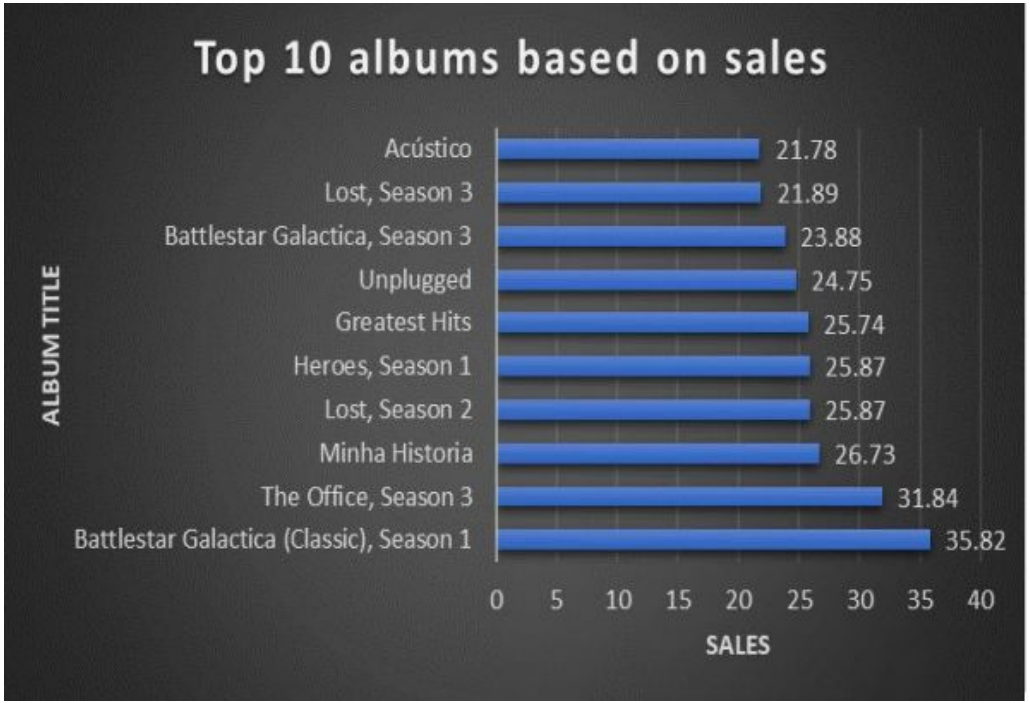
Top 10 genres in US



Rock is the the most popular genre in US, followed by latin.

Classical and comedy genres recorded the lowest sales of total sales.

Top 10 sold albums

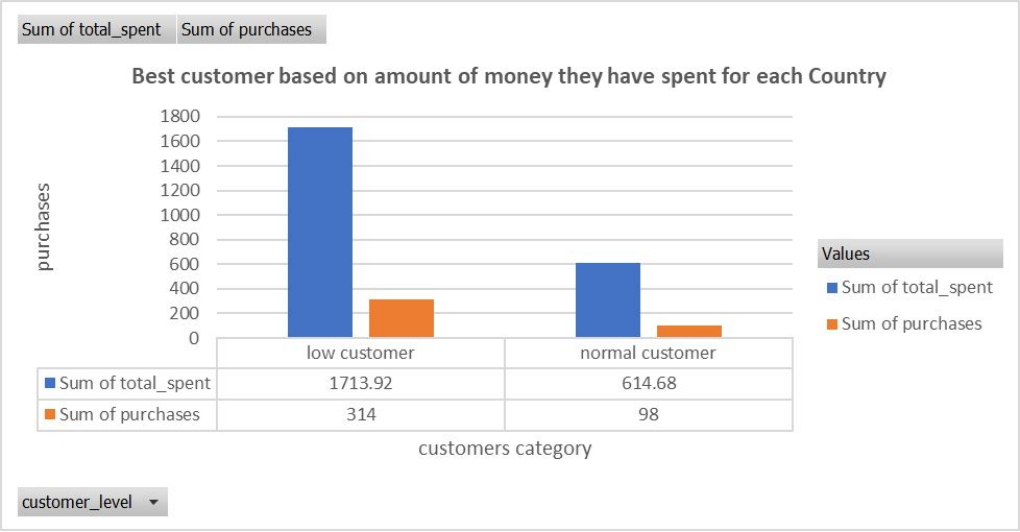


Battlestar Galactica (Classic) Season 1 by Battlestar Galactica is the top album with sales $35.82, followed by The Office Season 3 by The Office with sales $26.73.

Minha Historia, Heroes, and Season 1, Greatest Hits have very similar sales.

Others are closes matches.

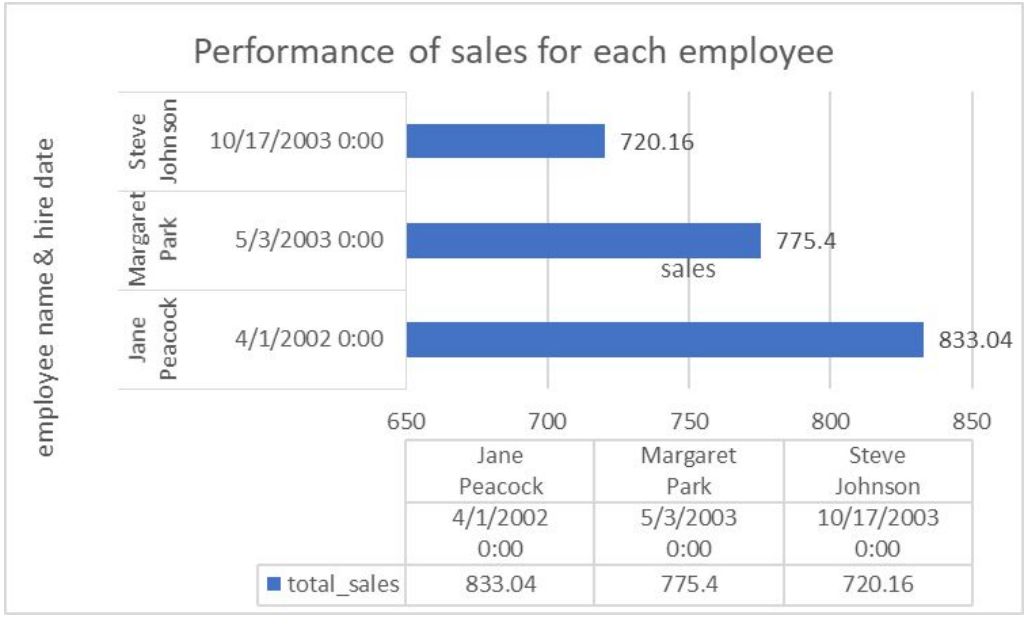
Best customer based on amount of money they have spent for each Country



Most of customers are in low category that spent about $50 dollars.

I believe that we can increase sales by sending special offers to low category customers, and encourage normal category customers by another type of offers.

Performance of sales for each employee



Jane has recorded the most sales in the three employees, followed by margaret, then steve, but also I can see that Jane has the earliest hire date. This can drive us to notice that the more time employees spend time in the agency, the better sales they can make.