

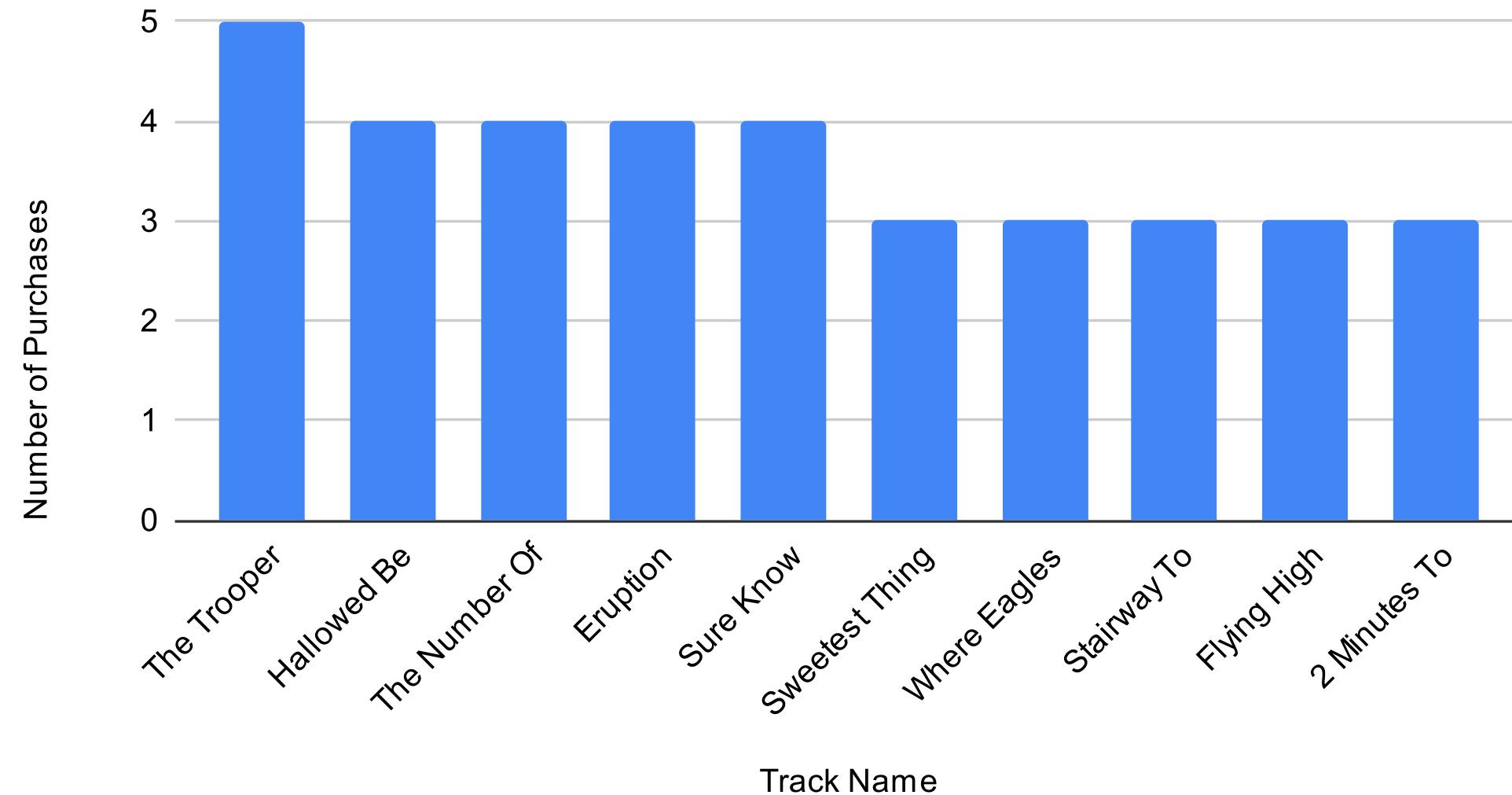
Business Analytics Nanodegree

Project 3:
Query a Digital Music Store Database

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Insight 1: Top 10 best-seller tracks:

Number of Purchases vs. Tracks



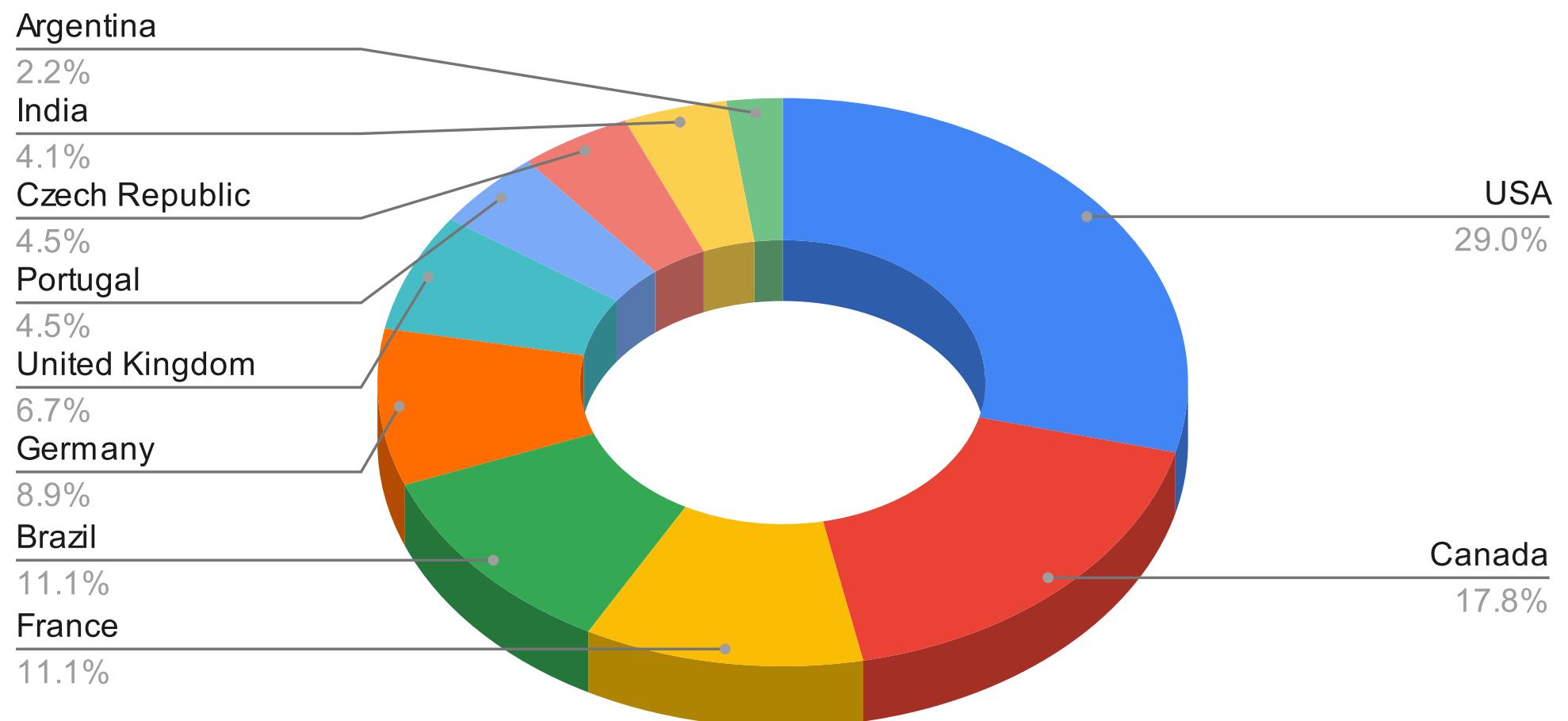
As shown in the bar chart, we're comparing the number of purchases with tracks to conclude which the best-seller tracks are in Chinook store.

"The Trooper" being number 1 best-seller with total of 5 purchases, then we can see the rest of tracks having similar numbers ranging from 4 to 3 purchases per track.

Insight 2: Top 10 countries with the most purchases:

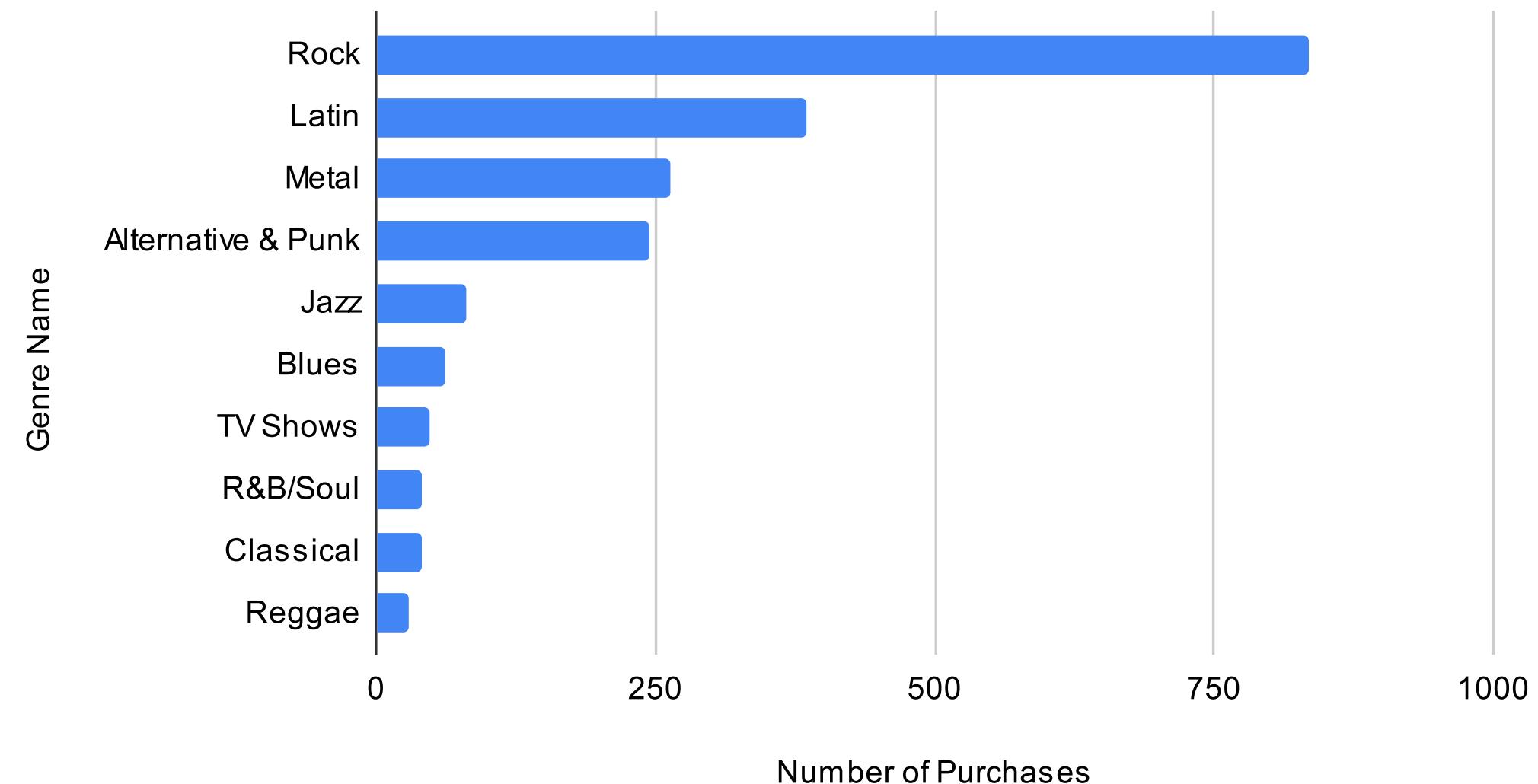
We created this 3D pie chart to convey the number of purchases in Chinook store for each country. We see countries like "USA", "Canada", "France" and "Brazil" having the most paying customers, thus more purchases. Customer in these mentioned countries make %69 of our customers.

Number of Purchases Per Country



Insight 3: Top 10 most popular genres:

Number of Purchases vs. Genre



As conveyed in the bar chart, we're comparing the number of purchases against the genre of songs. We can clearly tell that "Rock" is the most popular with 835 purchases. "Latin", "Metal" and "Alternative & punk" coming next in terms of popularity after "Rock". Genres such as "Classical" and "Reggae" being the least popular in the Chinook store.

Insight 4: Which sales agent made the most number of sales?

In the following bar chart, we're looking for sales agents who achieved the highest number of sales in Chinook store. We can see that "Jane Peacock" has made the most sales in the store, with total of 146 sales. "Margaret Park" comes next with total of 140 sales, and finally "Steve Johnson" with total of 126 sales.

Number of Sales vs. Sales Agent

