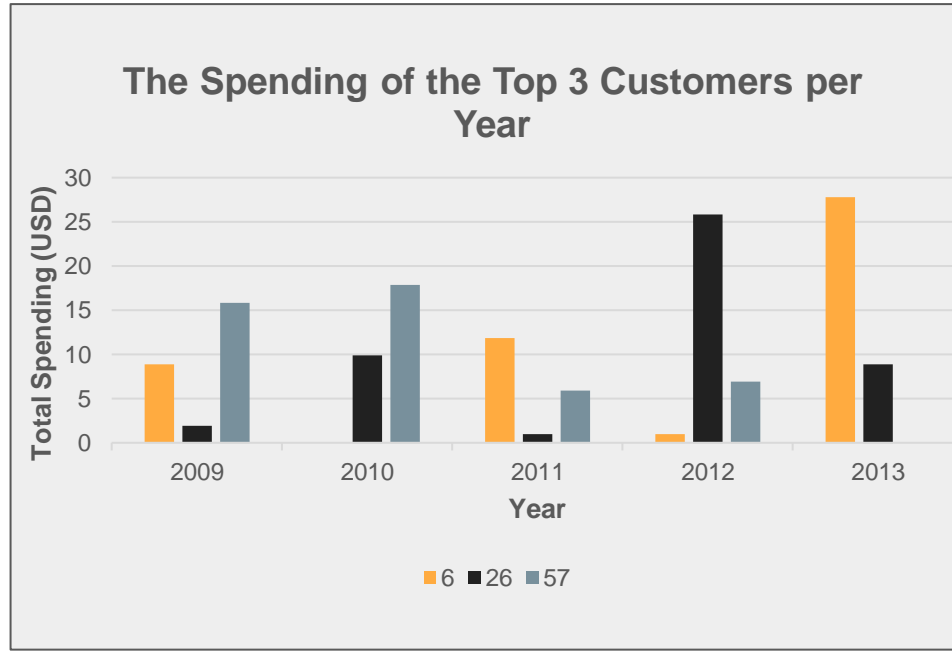


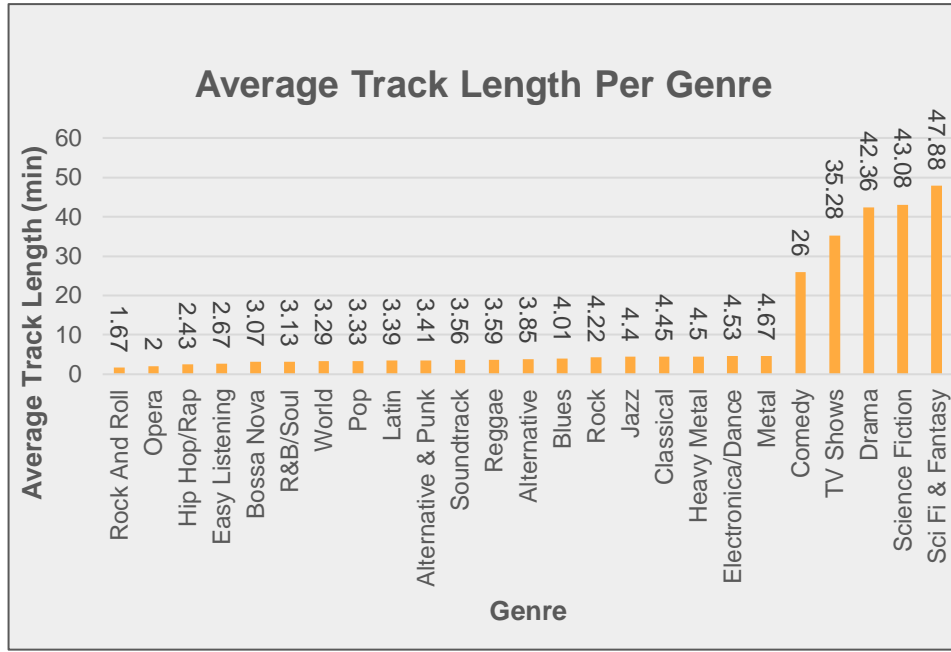
# 1. What was the spending behavior of the top 3 spending customers from 2009 to 2013?



The spending of customers 6 and 26 tends to fluctuate from one year to another. Customer 57 increased from 2009 to 2010 but then decreased until there was no spending in 2013.

The spending of 2 out of the 3 top customers decreased in 2013. Management should pay attention to this.

## 2. What is the average track length in minutes per genre?

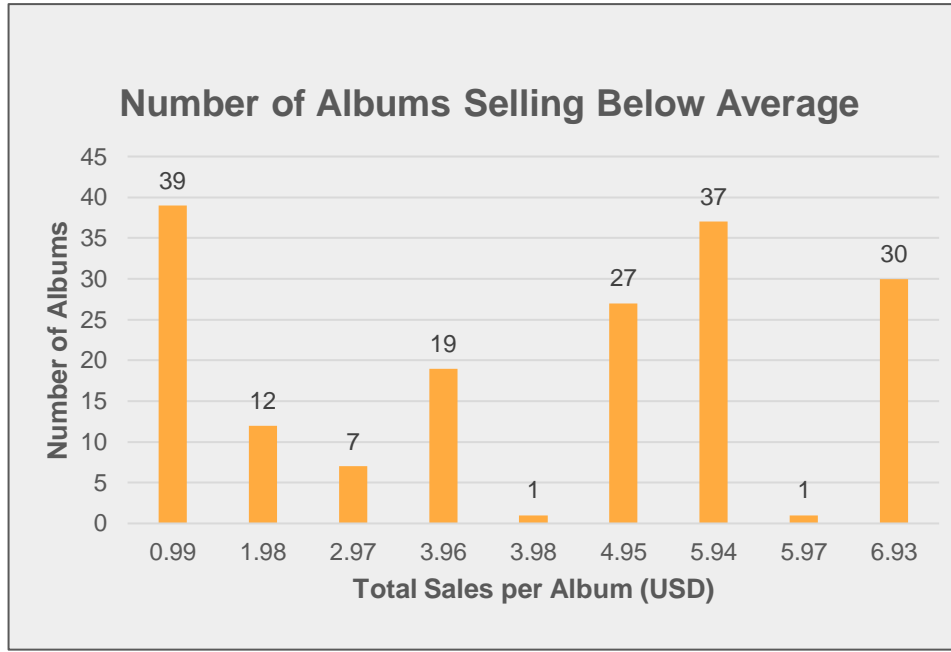


The genre with the lowest average track length is Rock & Roll with a 1.67 minutes.

The genre with the highest average track length is Sci-Fi & Fantasy with a 47.88 minutes.

80% of the genres have an average track length less than 5 minutes.

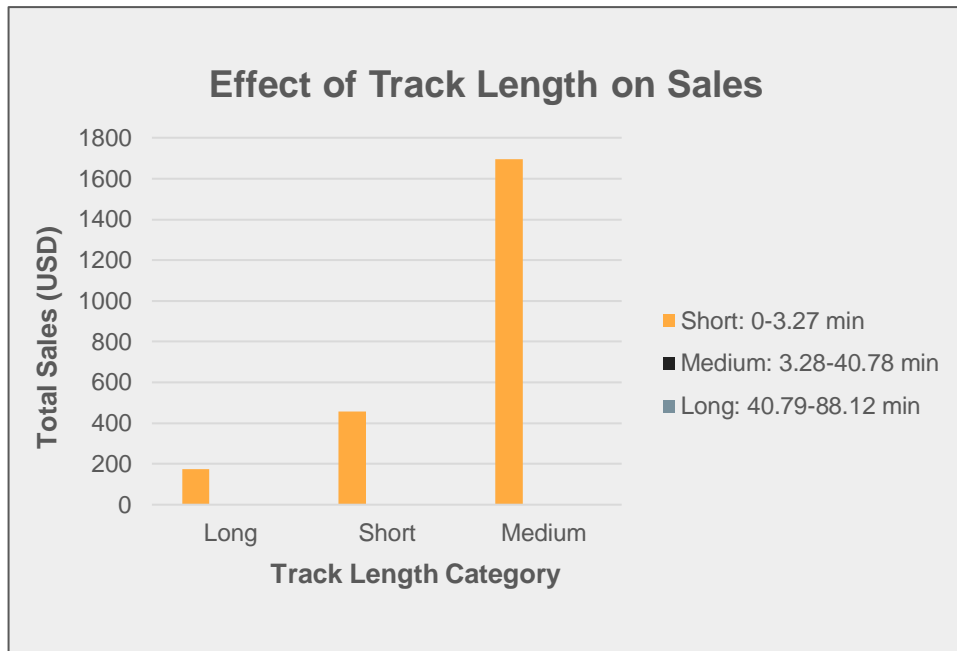
### 3. How many albums are selling below average?



There are 173 albums selling below average out of the total 347 albums available on the store.

This means almost 50% of the albums are selling below average. These albums can be placed on sale to increase their sales.

## 4. What is the effect of track length on sales?



Medium length tracks are selling higher than the other two categories.