**Visualizing Music Store Sales**

This tutorial is intended to introduce you to the basics of data visualisation by exploring a fictional music store's online sales from 2008 to 2012.

This data set was adapted from the Chinook database offered at codeplex (http://chinookdatabase.codeplex.com/). This data set was adjusted for purposes of visualising using Tableau and is based on the introductory tutorials provided by Tableau: <https://public.tableau.com/profile/tableau.on.campus#!/vizhome/IntroductiontoTableau-MusicSales-TfT_312/Introduction>

When you go through the exercises in this tutorial, you will acquire skills and familiarity that you can use when visualising other data sets.

1. **Which genre sells the most?**

To help determine next year's budget, you are asked to create a visualisation to determine which genre sells the most to customers in Europe and Asia.

Comment on the visualisation.

1 - Rock was the most popular Genre.

Within Asia & Europe, Rock music seems to be the most popular at 1271.16 records, followed by Latin at 467. This shows that it would be better to use the budget to invest in new rock music for these areas.

1. **Which artists sell the most?**

Now that you know the most popular genres in Europe and Asia, you now need to determine which artists sell the most. You are also asked to show if the artists produced tracks only on one genre, or if they have music across multiple genres.

Comment on the visualisation.

Iron Maiden has the most sales, with multiple genres.

These genes are Blues, Heavy Metal, Metal & Rock.

The second highest selling artist in Europe and Asia is U2, with the 2 genres Pop and Rock.

**3. How do the region sales compare to each other?**

Produce a treemap comparing Sales per region.

Comment on the visualisation.

The treemap shows a break down of each area of Europe, American, asia etc and the number of sales in each region.

**4. What does the geographic sales distribution look like?**

If you want to expand sales to more countries, you need to know first what sales looks like in the countries currently being catered for.

Comment on the visualisation.

Europe has a lot of sales in different regions (3.20K), with North America also having a lot of sales (2.38K) with Asia having (210.91), Oceania having (73.26) and South America having (766.59)

**5. How does the sales trend of Rock tracks compare against Alternative and Heavy Metal tracks?**

Examine the sales trend of Rock, Alternative and Heavy Metal tracks.

Comment on the visualisation.

There are a total of 823.68 sales for these 3 genre’s, with a trend line showing a small decline over time.

