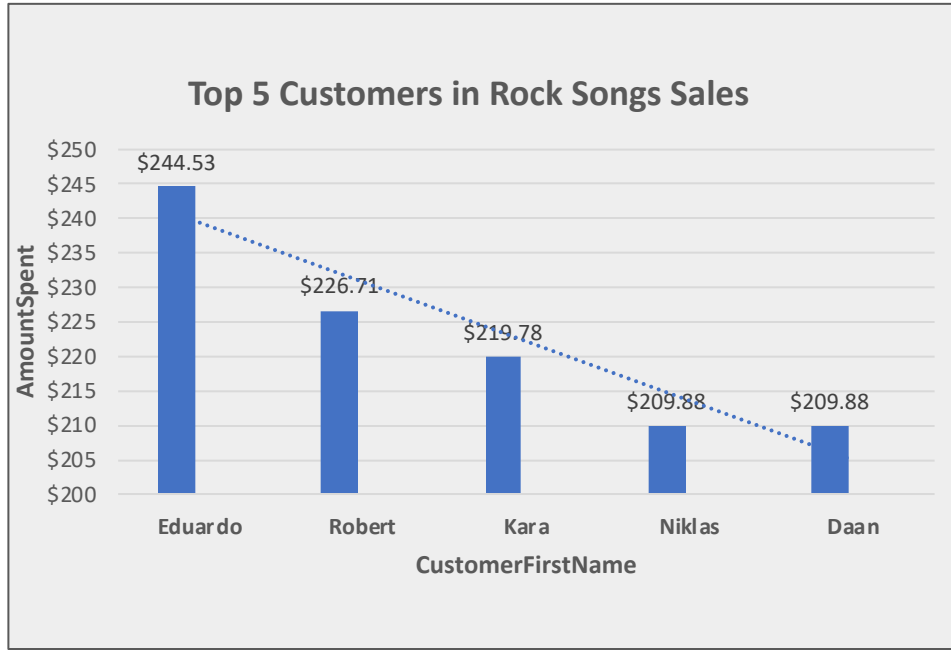


# <Top 5 Customers in Terms of Sales>



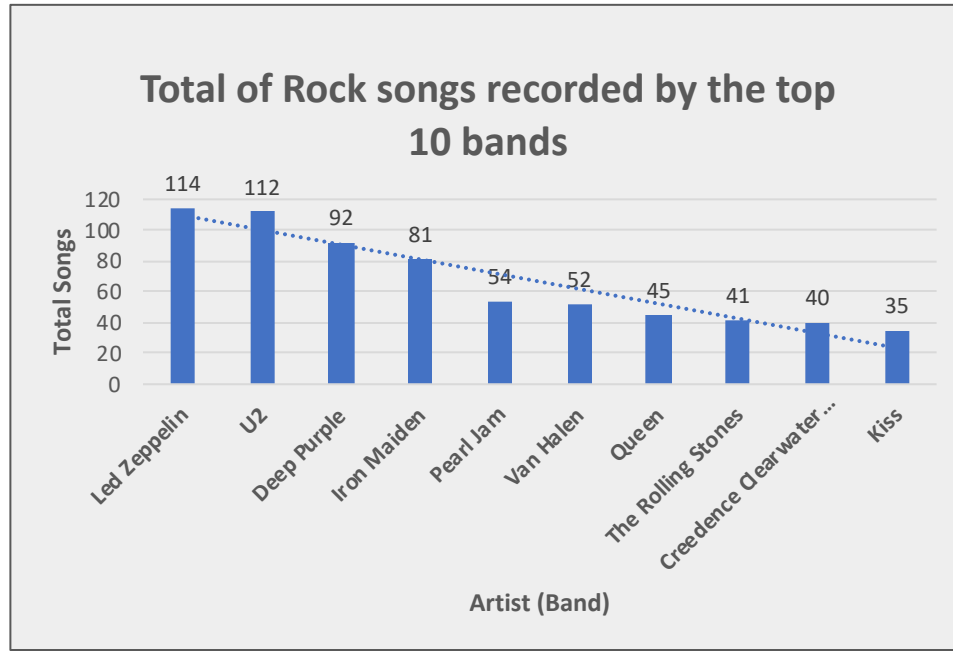
We can see that the top 5 Customers in terms of sales according to invoices and the best customer who spent the most is **"Helena Holy"** who spent **49.62\$** on purchases. We can focus on these customers it may become potential loyalty customers.

# <Top 5 Customers in Rock Songs Sales >



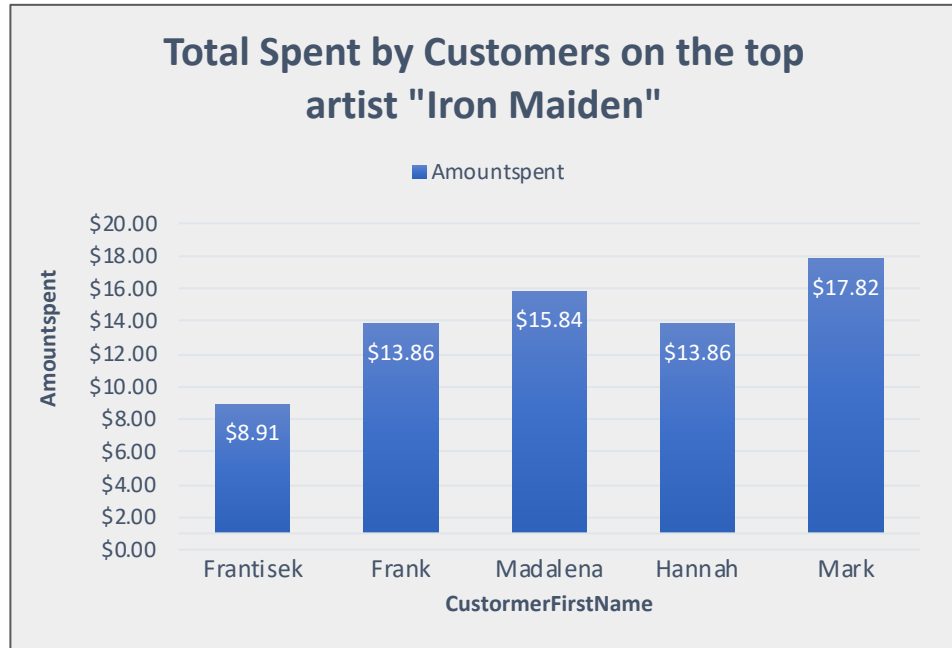
We can see that the top 5 Customers in Rock Songs Sales according to invoices and the best customer who spent the most is “**Eduardo Martins**” who spent **244.53\$** on purchases of Rock Songs. So, we can target these Customers with the new rock songs advertisings.

# <Total of Rock songs recorded by the top 10 bands>



We can see that the Artist who have written the most rock songs is **Led Zeppelin** who written **114** rock songs. So, we can add this Artist into the potential invitee artists list to play at the concert.

# <Total Spent by Customers on the top artist "Iron Maiden">



we can see that the top artist who the customers like to listen to him is "**Iron Maiden**" according to customers' invoices amounts, and we can see that the customer with the highest total invoice amount is "**Mark Taylor**" who spent **17.82\$**. So, we can target him with the new "Iron Maiden" songs advertisings.