What are the top-selling products in terms of quantity or revenue?

TotalQuantity and TotalRevenue

Legend: TotalQuantity, TotalRevenue

ProductName (top to bottom):
- Minha Historia
- Greatest Hits
- Unplugged
- Acústico
- Greatest Kiss
- 'Chronicle Vol. 2'
- My Generation - The Very Best Of The…
- Prenda Minha
- 'Battlestar Galactica (Classic) Season 1'
- Acústico MTV

X-axis: 0, 10, 20, 30, 40
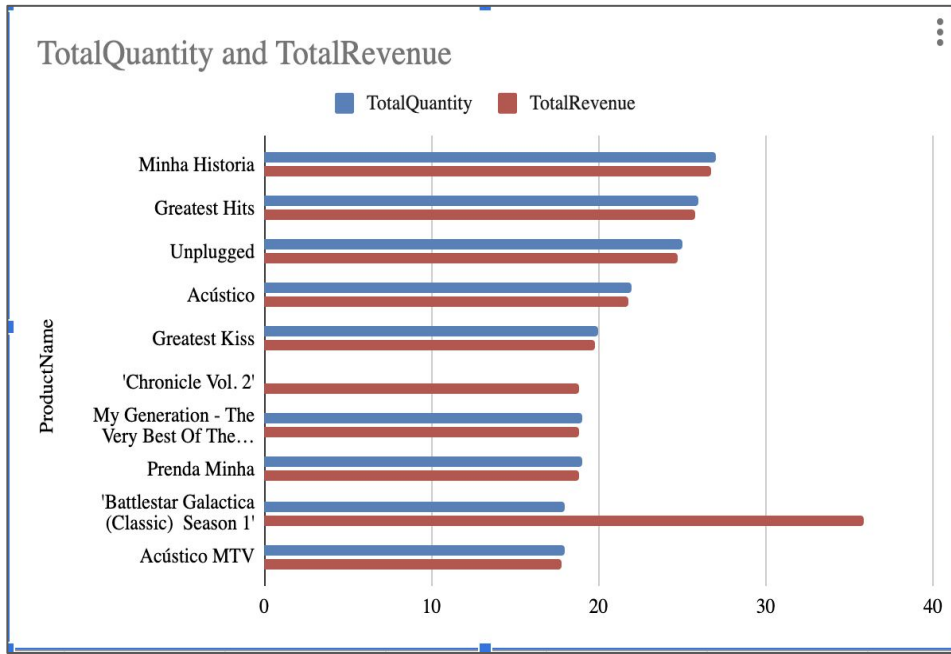
The best selling product in terms of quantity sold is **Minha Historia** which sold 27 units. However, the product that had the highest revenue was **Battlestar Galactica (Classic), Season 1.** Right behind Minaha Historia was Greatest Hits which sold 26 units.

How does customer behavior vary across different regions or countries?

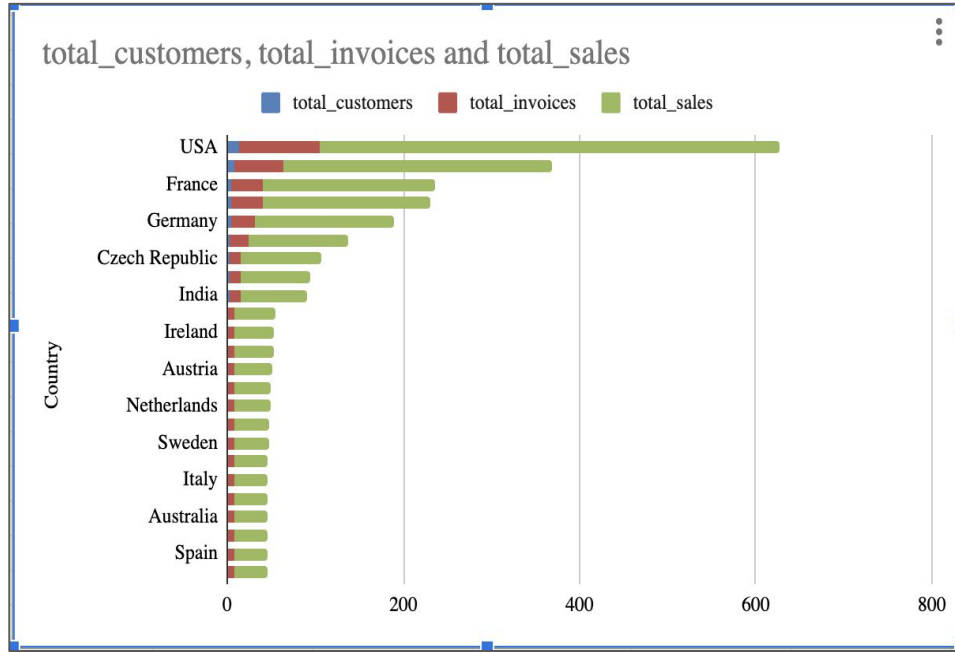TotalCustomers, TotalSales and AverageSale
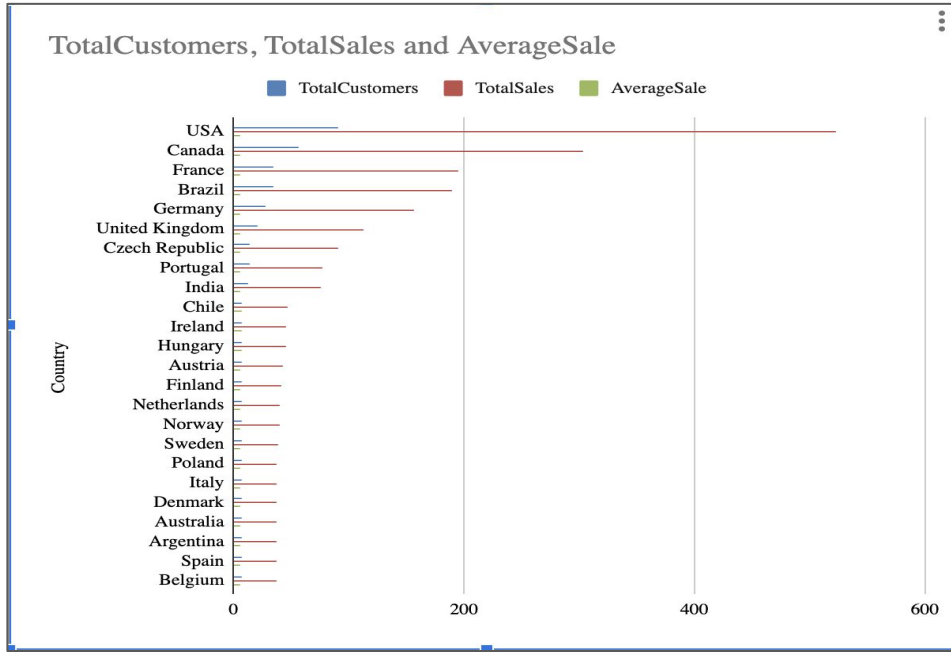
The United states has about 562 customers and the largest amount of total sales. Canada is second in terms of total sales and has the second largest amount of customers. The average sale is 5 which was consistent across all countries.

What is the trend in sales over time?


TotalSales vs. YearMonth
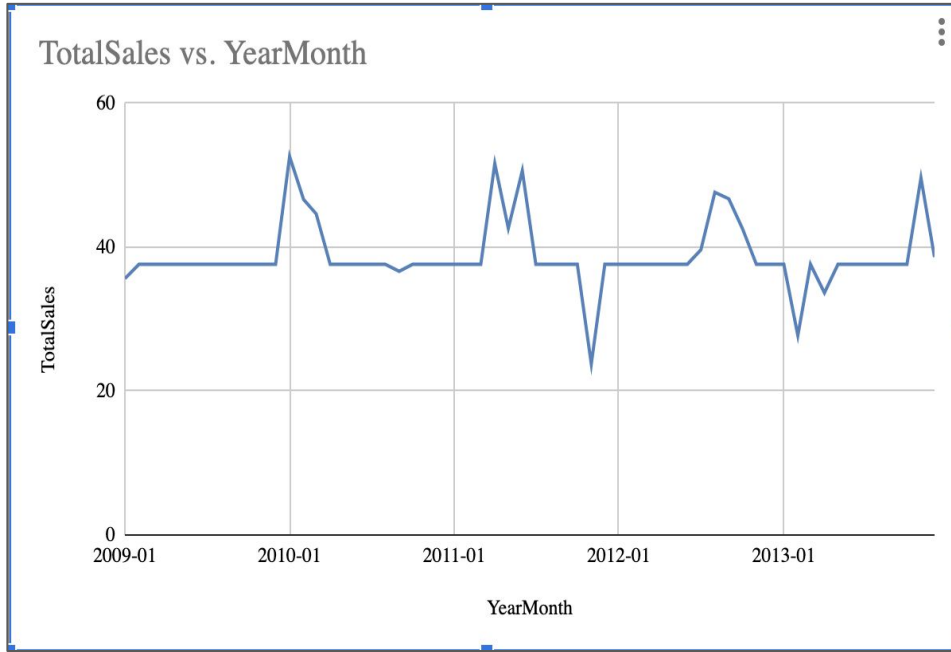
Here we have sale trends for years 2010 through 2013. Total sales year over year were mostly the same averaging around 38 sales per month. January 2010 had the highest number of sales around 53 total sales. The lowest performing month November 2011 which only had about 24 sales.

Are there any correlations between customer demographics and purchasing behavior?

Here we see the purchases and spending totals made by country. United States has the highest total sales and customers. Canada ranked second highest country in total sales and customers. France and Brazil tied for total customers however, France had a higher total sales amount.

Who is the most popular artist based on the number of times their tracks have been purchased?

TotalPurchases vs. Artist
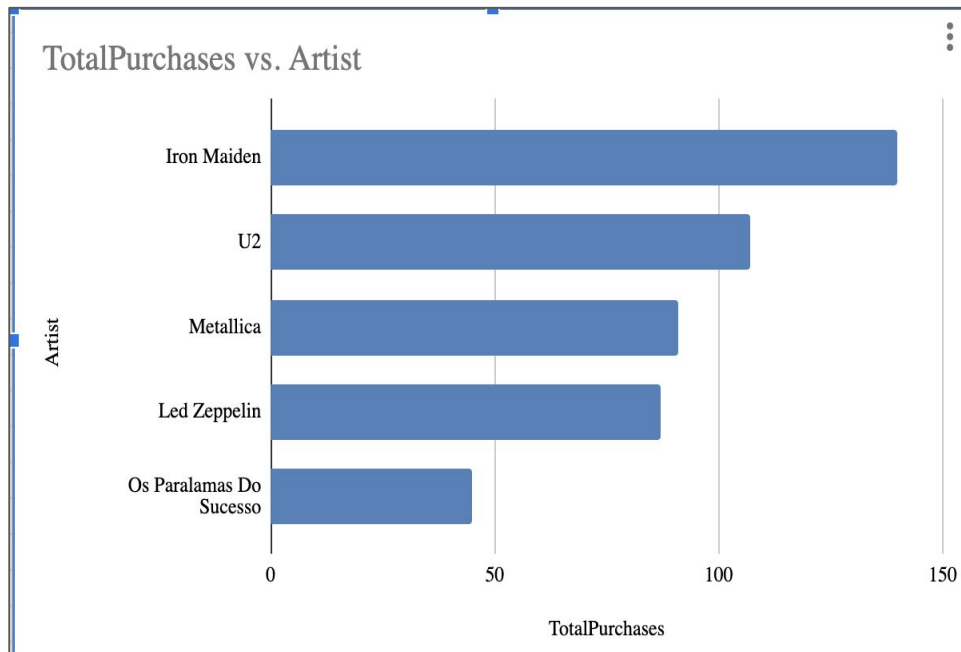
Here are the top 5 most popular artists based on previous purchases. The artist with the most track purchases is Iron Maiden who had 140 sales. Iron Maiden received a little over 3 times the track sales as the 5th highest selling artist **Os Paralamas Do Sucesso**