

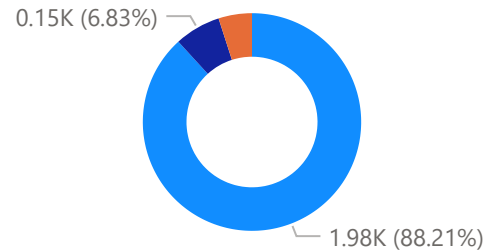
## STATIC

### SaleKeyTrack by MediaType

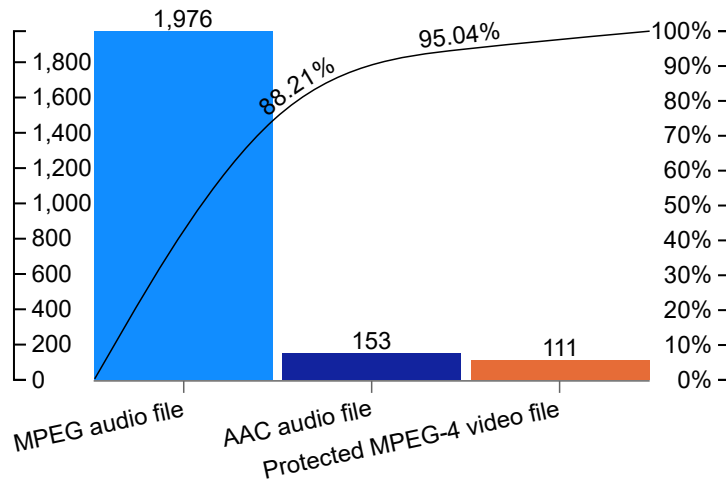
MediaType	Count	%GT
MPEG audio file	1976	88.21%
AAC audio file	153	6.83%
Protected MPEG-4 video file	111	4.96%
<b>Total</b>	<b>2240</b>	<b>100.00%</b>

### Count of SaleKeyTrack by MediaType

● MPEG audio file ● AAC audio file ● Protected MPEG-4 vi...



### Pareto of SaleKeyTrack by MediaType



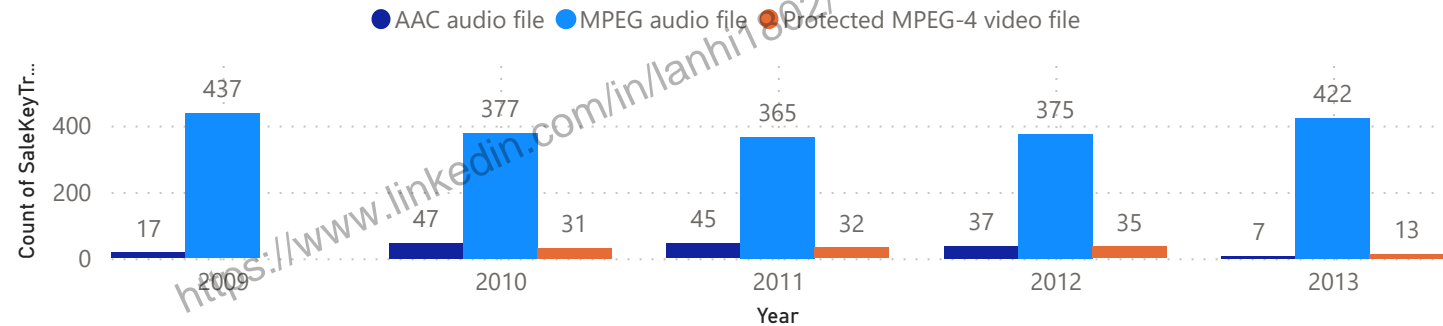
## MEDIA TYPE

## CHANGING OVER TIME

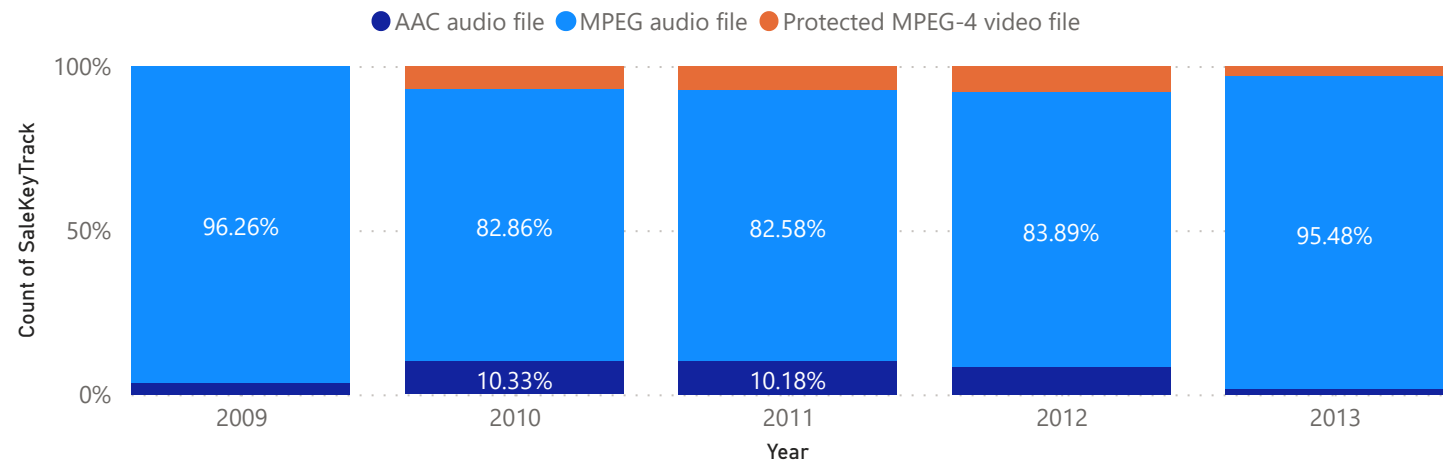
### SaleKeyTrack by MediaType (over time)

Year	2009	2010	2011	2012	2013
MediaType	Count %GT	Count %GT	Count %GT	Count %GT	Count %GT
AAC audio file	17 0.76%	47 2.10%	45 2.01%	37 1.65%	7 0.31%
MPEG audio file	437 19.51%	377 16.83%	365 16.29%	375 16.74%	422 18.84%
Protected MPEG-4 video file		31 1.38%	32 1.43%	35 1.56%	13 0.58%
<b>Total</b>	<b>454 20.27%</b>	<b>455 20.31%</b>	<b>442 19.73%</b>	<b>447 19.96%</b>	<b>442 19.73%</b>

### Count of SaleKeyTrack by Year and MediaType



### Count of SaleKeyTrack by Year and MediaType



Year, Quarter, ...

✓ ☐ 2009

✓ ☐ 2010

✓ ☐ 2011

✓ ☐ 2012

✓ ☐ 2013

MediaType

☐ AAC audio file

☐ MPEG audio file

☐ Protected MP...

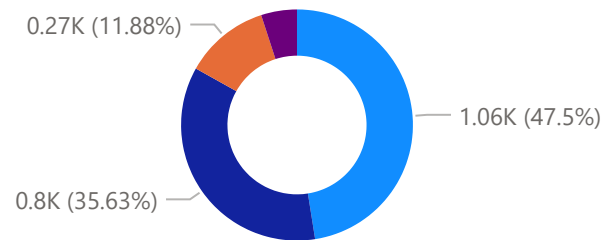
## STATIC

### SaleKeyTrack by Location

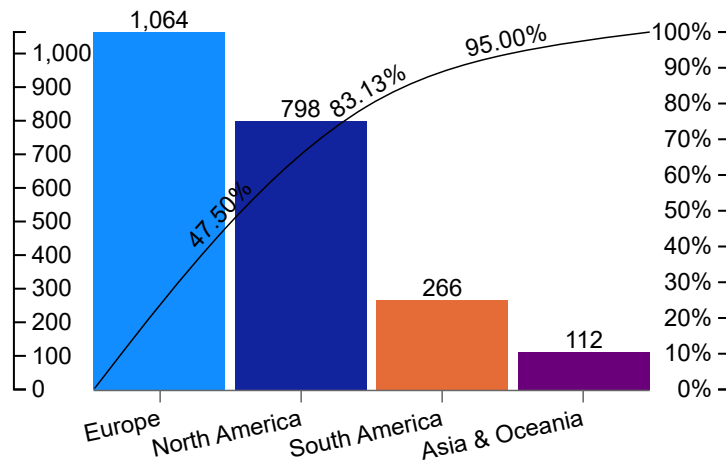
Continents	Count	%GT
Europe	1064	47.50%
North America	798	35.63%
South America	266	11.88%
Asia & Oceania	112	5.00%
<b>Total</b>	<b>2240</b>	<b>100.00%</b>

### Count of SaleKeyTrack by Continents

Europe North America South America Asia & Oce...



### Pareto of SaleKeyTrack by Location



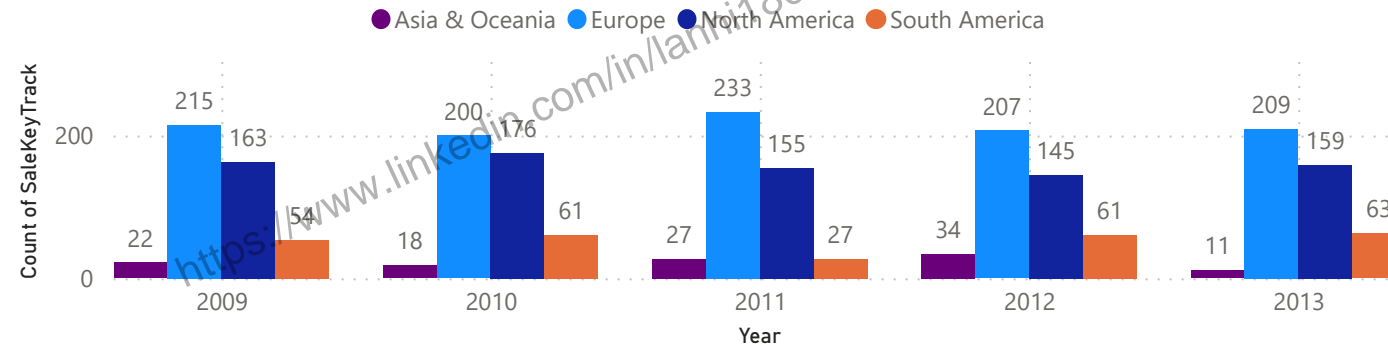
## LOCATION

## CHANGING OVER TIME

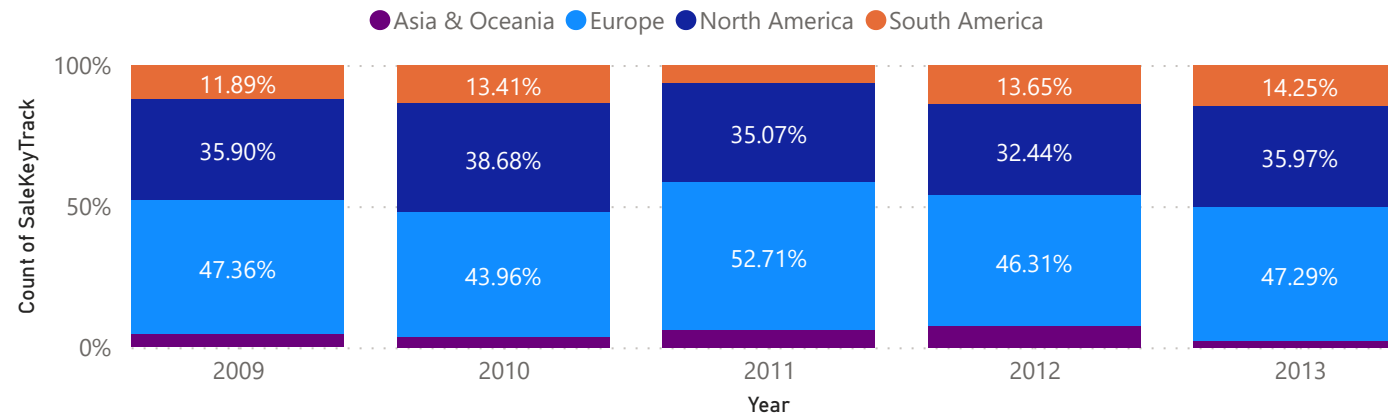
### SaleKeyTrack by Location (over time)

Year	2009	2010	2011	2012	2013
Continents	Count %GT	Count %GT	Count %GT	Count %GT	Count %GT
Asia & Oceania	22 0.98%	18 0.80%	27 1.21%	34 1.52%	11 0.49%
Europe	215 9.60%	200 8.93%	233 10.40%	207 9.24%	209 9.33%
North America	163 7.28%	176 7.86%	155 6.92%	145 6.47%	159 7.10%
South America	54 2.41%	61 2.72%	27 1.21%	61 2.72%	63 2.81%
<b>Total</b>	<b>454 20.27%</b>	<b>455 20.31%</b>	<b>442 19.73%</b>	<b>447 19.96%</b>	<b>442 19.73%</b>

### Count of SaleKeyTrack by Year and Continents



### Count of SaleKeyTrack by Year and Continents



Year, Quarter, Mo...

2009

2010

2011

2012

2013

Continents, Billin...

Asia & Oceania

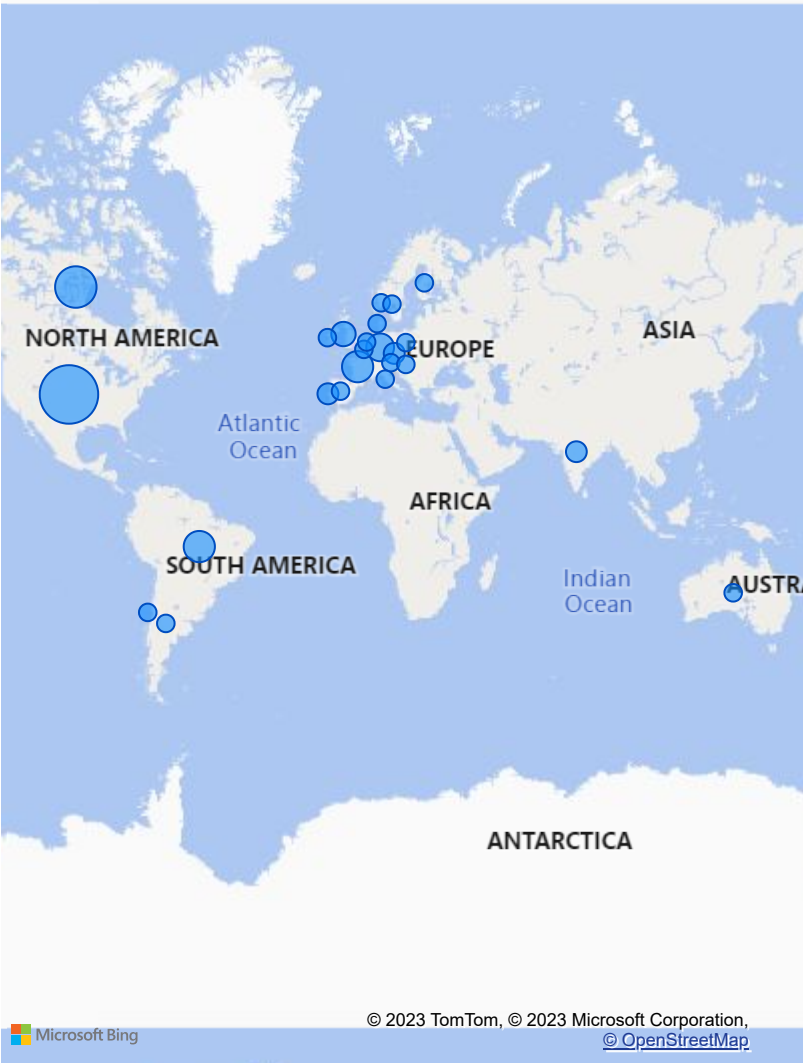
Europe

North America

South America

# MAP - GROUP

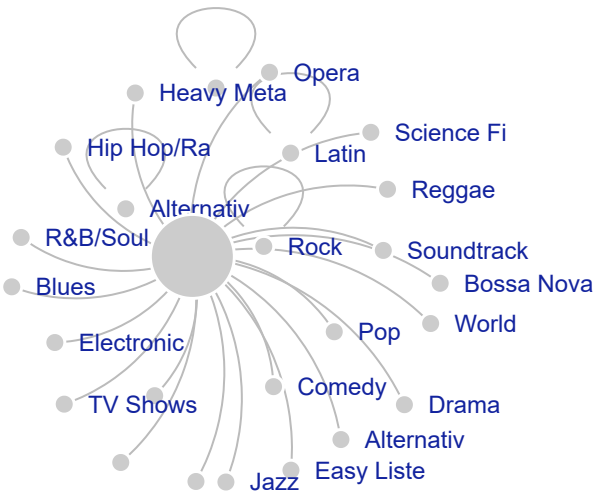
SaleKeyTrack by Country



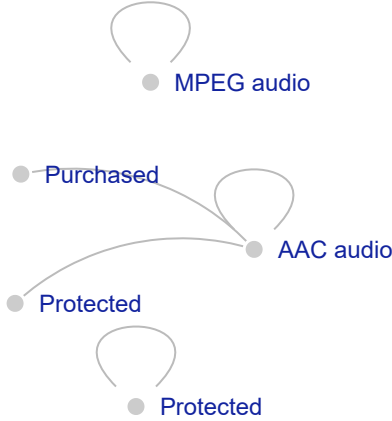
Parent-Child Location



Parent-Child Genre



Parent-Child MediaType



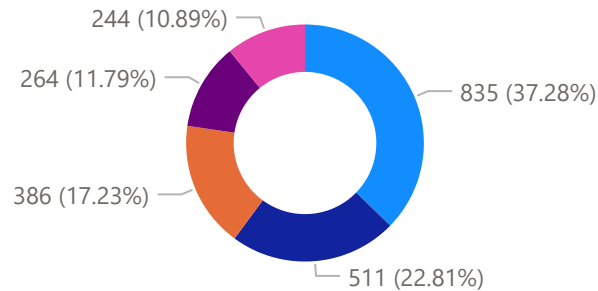
## STATIC

### SaleKeyTrack by Genre

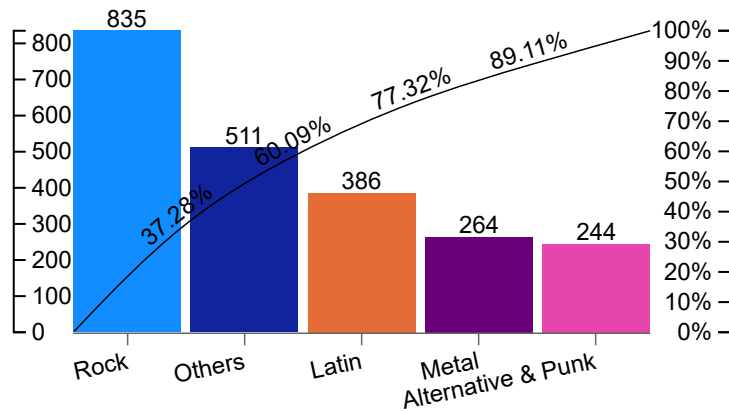
Genre (groups)	Count	%GT
Rock	835	37.28%
Others	511	22.81%
Latin	386	17.23%
Metal	264	11.79%
Alternative & Punk	244	10.89%
<b>Total</b>	<b>2240</b>	<b>100.00%</b>

### Count of SaleKeyTrack by Genre (groups)

Rock Others Latin Metal Alternative & Punk



### Pareto of SaleKeyTrack by Genre



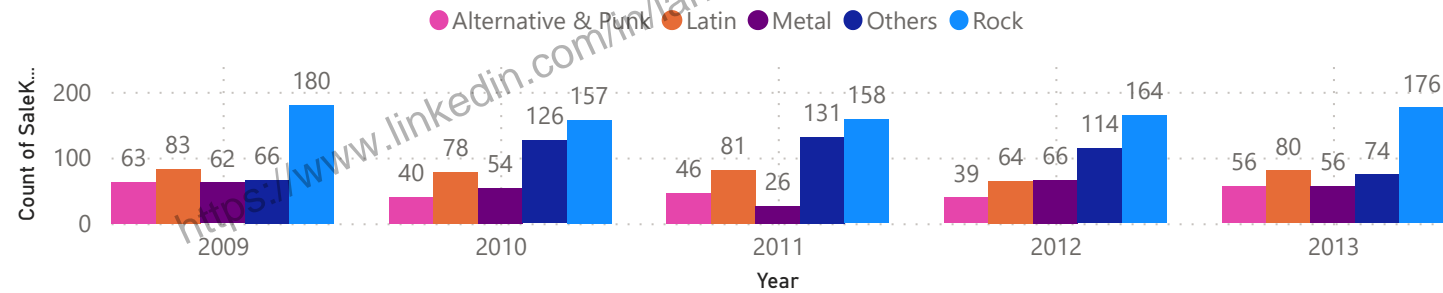
## GENRE

## CHANGING OVER TIME

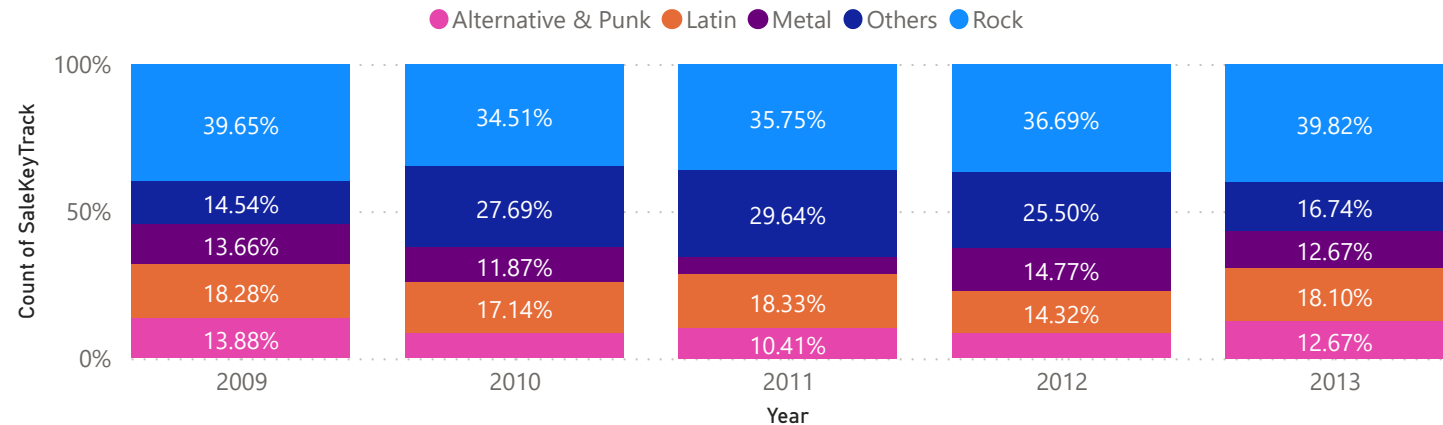
### SaleKeyTrack by Genre (over time)

Year	2009		2010		2011		2012		2013	
Genre (groups)	Count	%GT	Count	%GT	Count	%GT	Count	%GT	Count	%GT
Alternative & Punk	63	2.81%	40	1.79%	46	2.05%	39	1.74%	56	2.50%
Latin	83	3.71%	78	3.48%	81	3.62%	64	2.86%	80	3.57%
Metal	62	2.77%	54	2.41%	26	1.16%	66	2.95%	56	2.50%
Others	66	2.95%	126	5.63%	131	5.85%	114	5.09%	74	3.30%
Rock	180	8.04%	157	7.01%	158	7.05%	164	7.32%	176	7.86%
<b>Total</b>	<b>454</b>	<b>20.27%</b>	<b>455</b>	<b>20.31%</b>	<b>442</b>	<b>19.73%</b>	<b>447</b>	<b>19.96%</b>	<b>442</b>	<b>19.73%</b>

### Count of SaleKeyTrack by Year and Genre (groups)



### Count of SaleKeyTrack by Year and Genre (groups)



Year, Quarter, ...

2009

2010

2011

2012

2013

Genre (groups...)

Alternative...

Latin

Metal

Others

Rock

## STATIC

### SaleKeyTrack by Top 5 Track

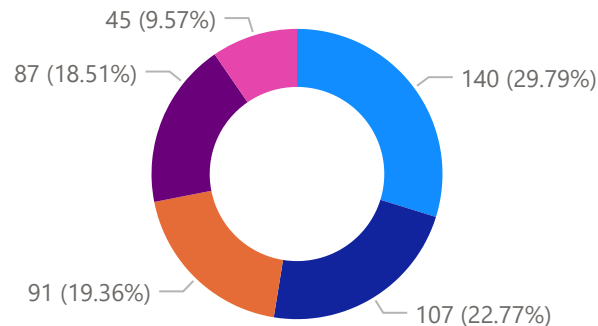
Name	Count	%GT
The Trooper	5	27.78%
Eruption	4	22.22%
Release	3	16.67%
Sanctuary	3	16.67%
Sweetest Thing	3	16.67%
<b>Total</b>	<b>18</b>	<b>100.00%</b>

### SaleKeyTrack by Top 5 Album

AlbumTitle	Count	%GT
Greatest Hits	26	23.64%
Unplugged	25	22.73%
Acústico	22	20.00%
My Generation - The Very Best Of The Who	19	17.27%
Acústico MTV	18	16.36%
<b>Total</b>	<b>110</b>	<b>100.00%</b>

### Count of SaleKeyTrack by Top 5 Artist

● Iron Maiden ● U2 ● Metallica ● Led Zep... ● Os Parala...



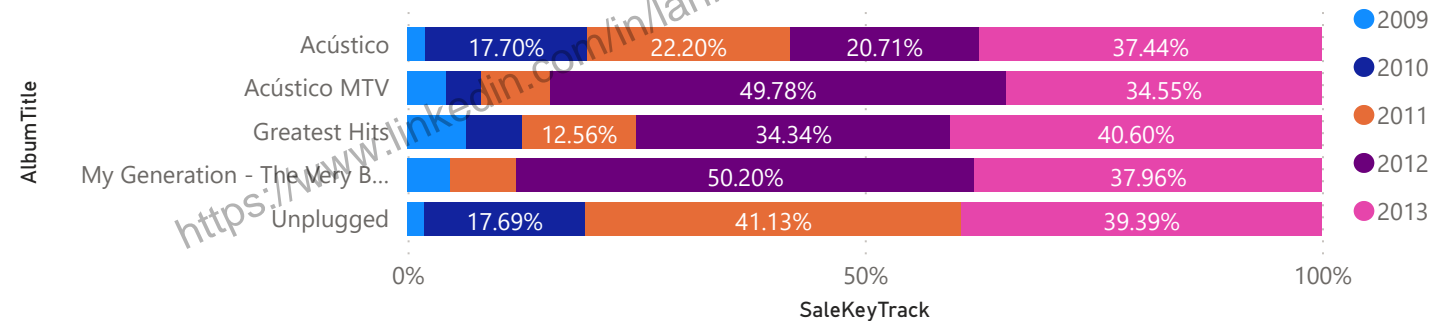
## TRACK (Top 5)

## CHANGING OVER TIME

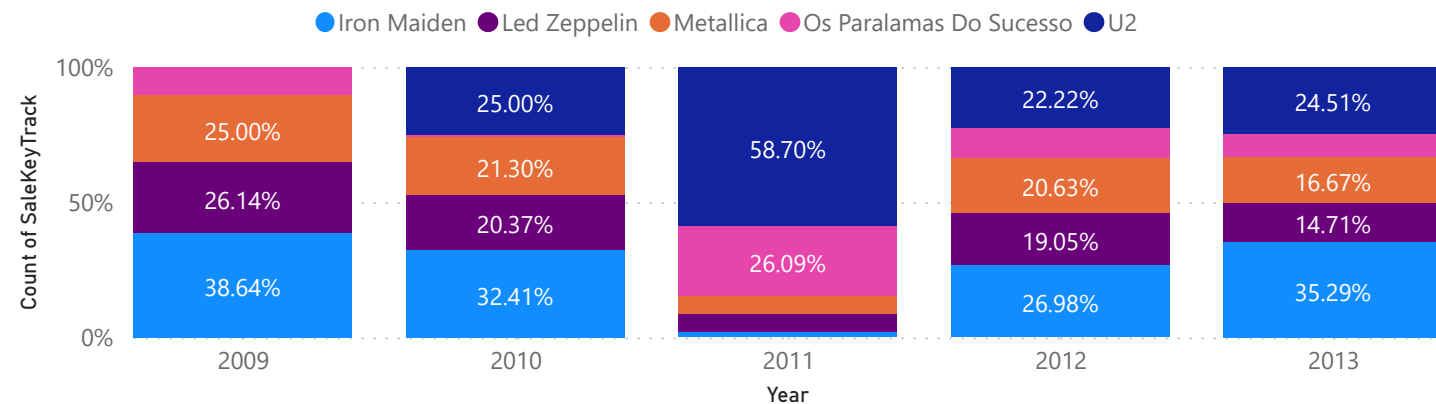
### SaleKeyTrack by Track (over time)

Year	2009	2010	2011	2012	2013
ArtistName	Count %GT	Count %GT	Count %GT	Count %GT	Count %GT
Iron Maiden	34 7.23%	35 7.45%	1 0.21%	34 7.23%	36 7.66%
Led Zeppelin	23 4.89%	22 4.68%	3 0.64%	24 5.11%	15 3.19%
Metallica	22 4.68%	23 4.89%	3 0.64%	26 5.53%	17 3.62%
Os Paralamas Do Sucesso	9 1.91%	1 0.21%	12 2.55%	14 2.98%	9 1.91%
U2		27 5.74%	27 5.74%	28 5.96%	25 5.32%
<b>Total</b>	<b>88 18.72%</b>	<b>108 22.98%</b>	<b>46 9.79%</b>	<b>126 26.81%</b>	<b>102 21.70%</b>

### SaleKeyTrack by Top 5 Album (over time)



### Count of SaleKeyTrack by Year and Top 5 Artist (over time)



Year, Quarter, ...

✓ ☐ 2009

✓ ☐ 2010

✓ ☐ 2011

✓ ☐ 2012

✓ ☐ 2013

Track Name

All

AlbumTitle

All

ArtistName

All

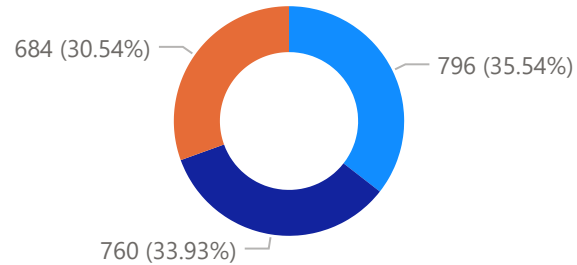
## STATIC

### SaleKeyTrack by Employee

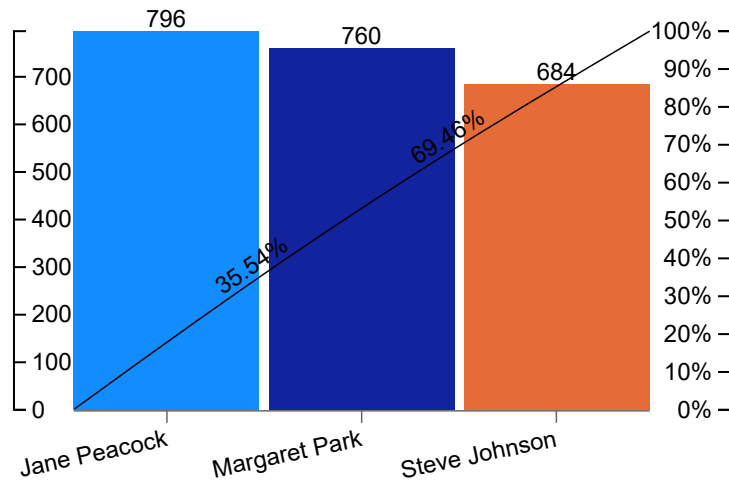
Employee	Count	%GT
Jane Peacock	796	35.54%
Margaret Park	760	33.93%
Steve Johnson	684	30.54%
<b>Total</b>	<b>2240</b>	<b>100.00%</b>

### Count of SaleKeyTrack by Employee

Jane Peacock Margaret Park Steve Johnson



### Pareto of SaleKeyTrack by Media Type



## EMPLOYEE

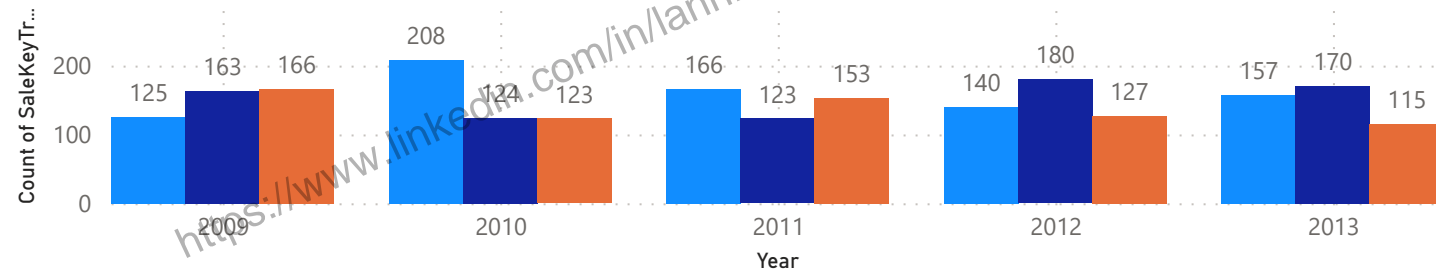
## CHANGING OVER TIME

### SaleKeyTrack by Employee (over time)

Year	2009	2010	2011	2012	2013
Employee	Count %GT	Count %GT	Count %GT	Count %GT	Count %GT
Jane Peacock	125 5.58%	208 9.29%	166 7.41%	140 6.25%	157 7.01%
Margaret Park	163 7.28%	124 5.54%	123 5.49%	180 8.04%	170 7.59%
Steve Johnson	166 7.41%	123 5.49%	153 6.83%	127 5.67%	115 5.13%
<b>Total</b>	<b>454 20.27%</b>	<b>455 20.31%</b>	<b>442 19.73%</b>	<b>447 19.96%</b>	<b>442 19.73%</b>

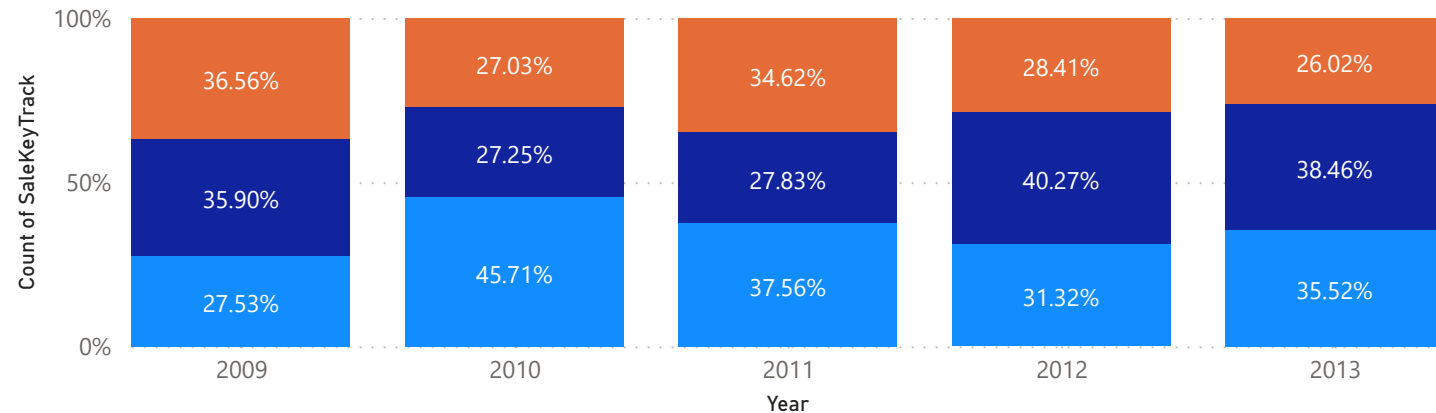
### Count of SaleKeyTrack by Year and Employee

Jane Peacock Margaret Park Steve Johnson



### Count of SaleKeyTrack by Year and Employee

Jane Peacock Margaret Park Steve Johnson



Year, Quarter, ...

2009

2010

2011

2012

2013

Employee

Jane Peacock

Margaret Park

Steve Johnson

# TOTAL REVENUE

## STATIC

### Summary measures

**2,328.60**

Total

**5.65**

Average of Total

**0.99**

Min of Total

**25.86**

Max of Total

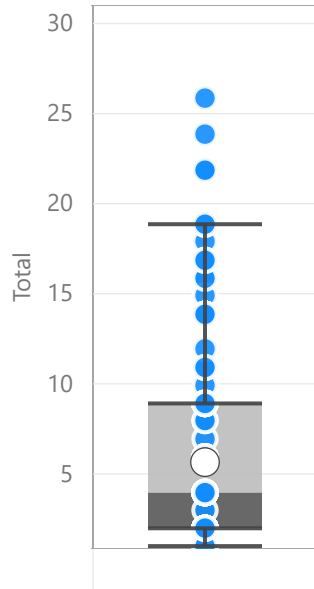
**3.96**

Median of Total

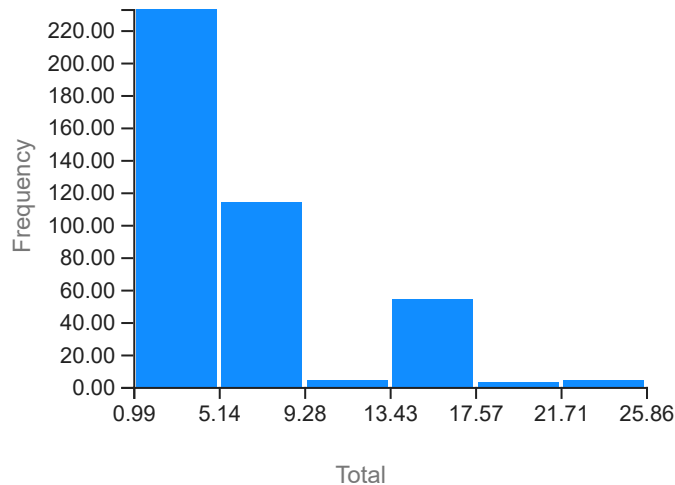
**4.74**

SD of Total

### Revenue by Invoice



### Revenue Distribution (by Invoice)



## CHANGING OVER TIME

### Revenue by Invoice (over time)

Year	Total	Average of Total	Min of Total	Max of Total	Median of Total	SD
2009	449.46	5.42	0.99	13.86	3.96	4.30
2010	481.45	5.80	0.99	21.86	3.96	4.90
2011	469.58	5.66	0.99	21.86	3.96	4.77
2012	477.53	5.75	0.99	23.86	3.96	4.87
2013	450.58	5.63	0.99	25.86	3.96	4.82
<b>Total</b>	<b>2,328.60</b>	<b>5.65</b>	<b>0.99</b>	<b>25.86</b>	<b>3.96</b>	<b>4.74</b>

Year, Quarter, Mo... ▾

✓ ☐ 2009

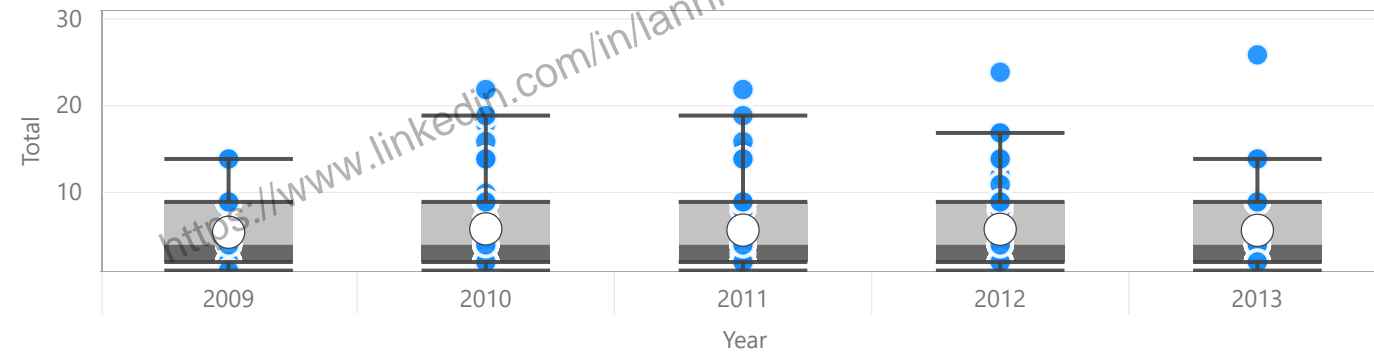
✓ ☐ 2010

✓ ☐ 2011

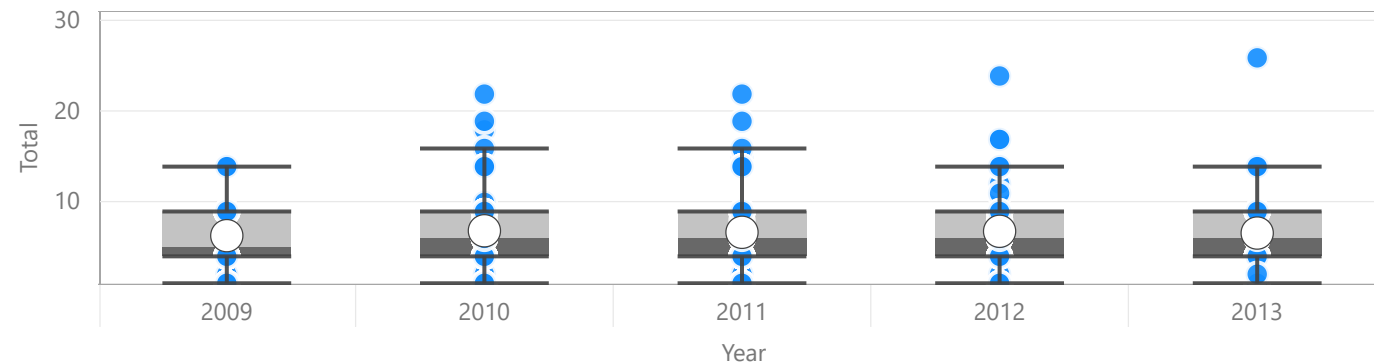
✓ ☐ 2012

✓ ☐ 2013

### Revenue Distribution by Year (Invoice)



### Revenue Distribution by Year (DateKey)



UNIT PRICE

STATIC

Summary measures

2,328.60

UnitPrice

1.04

Average of UnitPrice

0.99

Min of UnitPrice

1.99

Max of UnitPrice

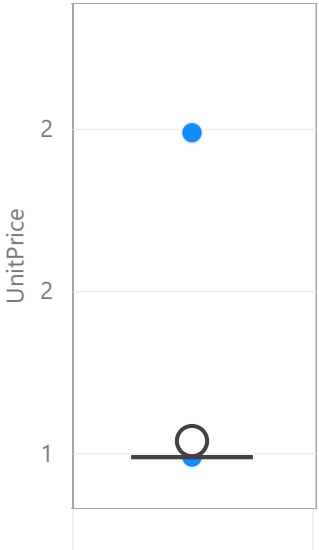
0.99

Median of UnitPrice

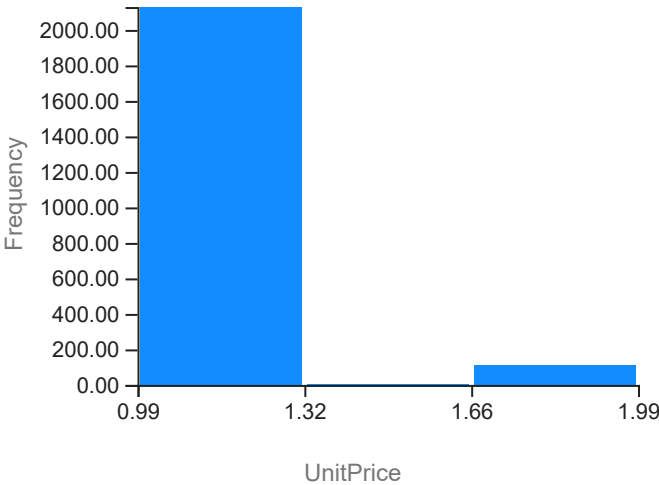
0.22

SD of UnitPrice

UnitPrice by SaleKeyTrack



UnitPrice Distribution (by SaleKeyTrack)



CHANGING OVER TIME

UnitPrice by SaleKeyTrack (over time)

Year	UnitPrice	Mean of UnitPrice	Min of UnitPrice	Max of UnitPrice	Median of UnitPrice	SD
2009	449.46	0.99	0.99	0.99	0.99	0.00
2010	481.45	1.06	0.99	1.99	0.99	0.25
2011	469.58	1.06	0.99	1.99	0.99	0.26
2012	477.53	1.07	0.99	1.99	0.99	0.27
2013	450.58	1.02	0.99	1.99	0.99	0.17
Total	2,328.60	1.04	0.99	1.99	0.99	0.22

Year, Quarter, Mo...

2009

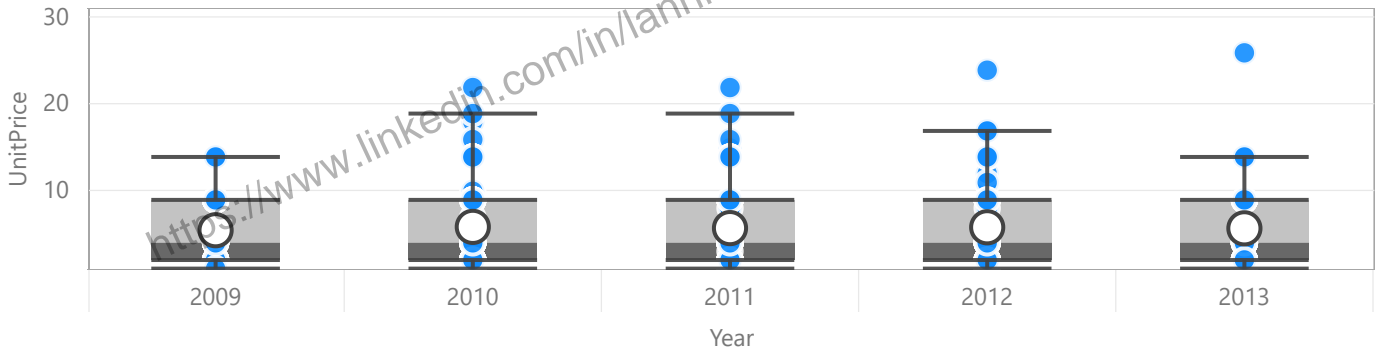
2010

2011

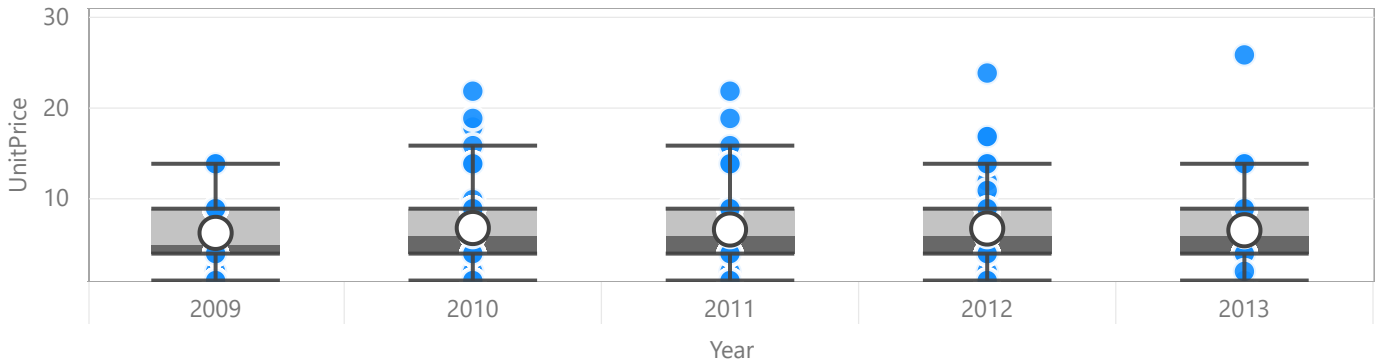
2012

2013

UnitPrice Distribution by Year (Invoice)



UnitPrice Distribution by Year (DateKey)





QUANTITY

STATIC

Summary measures

Quantity by Invoice

2240

Quantity

5.44

Average of Quantity

1

Min of Quantity

14

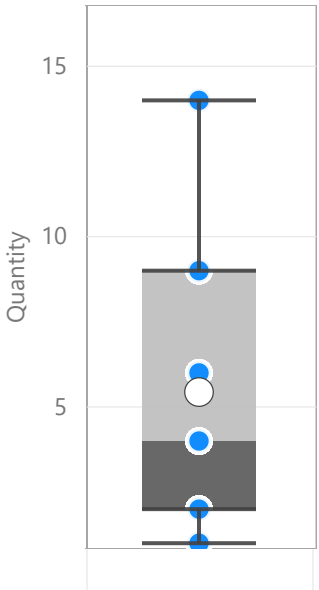
Max of Quantity

4

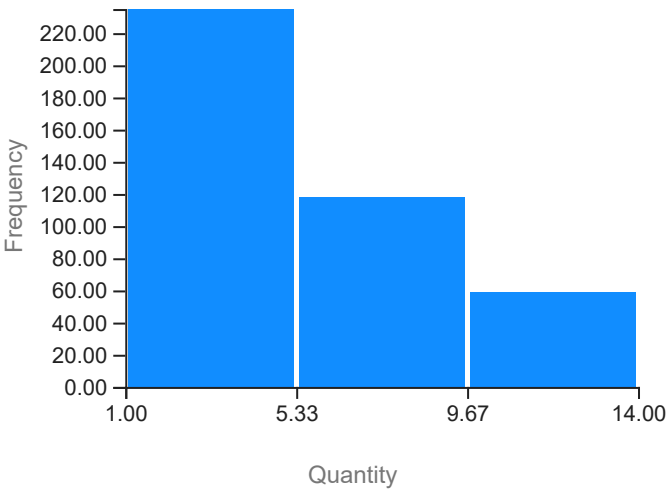
Median of Quantity

4.34

SD



Quantity Distribution (by Invoice)



CHANGING OVER TIME

Quantity by Invoice (over time)

Year	Quantity	Average	Min	Max	Median	SD
2009	454	5.47	1	14	4	4.35
2010	455	5.48	1	14	4	4.34
2011	442	5.33	1	14	4	4.26
2012	447	5.39	1	14	4	4.35
2013	442	5.53	1	14	4	4.41
Total	2240	5.44	1	14	4	4.34

Year, Quarter, Mo... ▾

✓ ☐ 2009

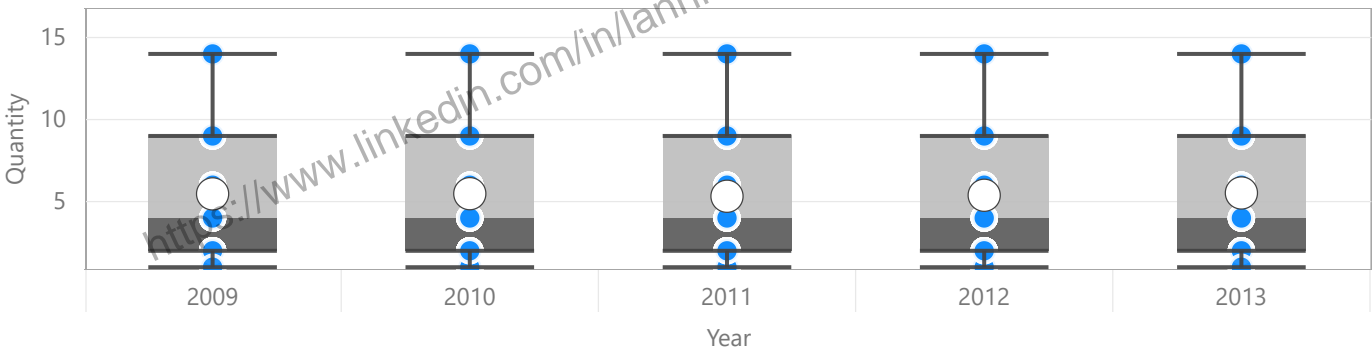
✓ ☐ 2010

✓ ☐ 2011

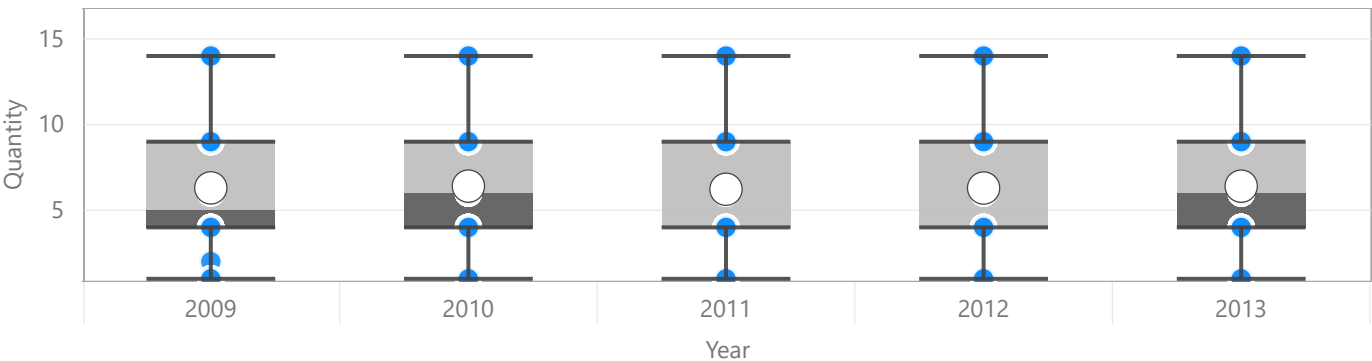
✓ ☐ 2012

✓ ☐ 2013

Quantity Distribution by Year (Invoice)

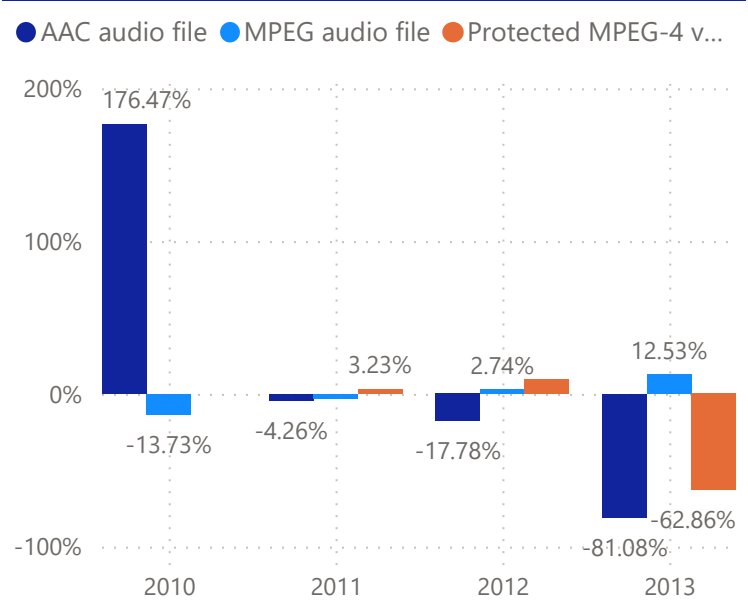


Quantity Distribution by Year (DateKey)

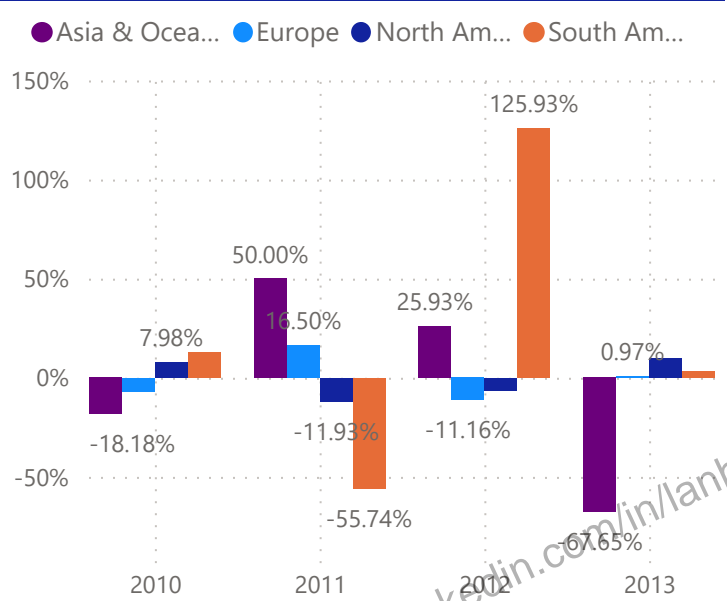


TIME INTELLIGENT

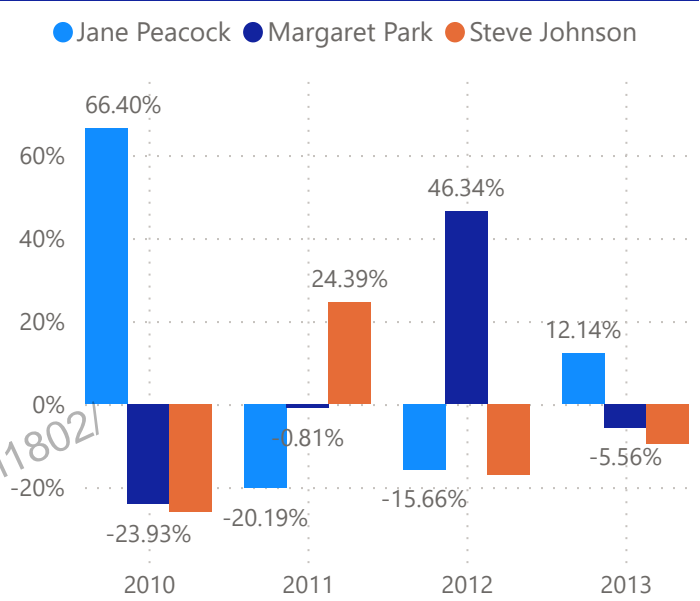
SaleKeyTrack YoY% by Year and MediaType



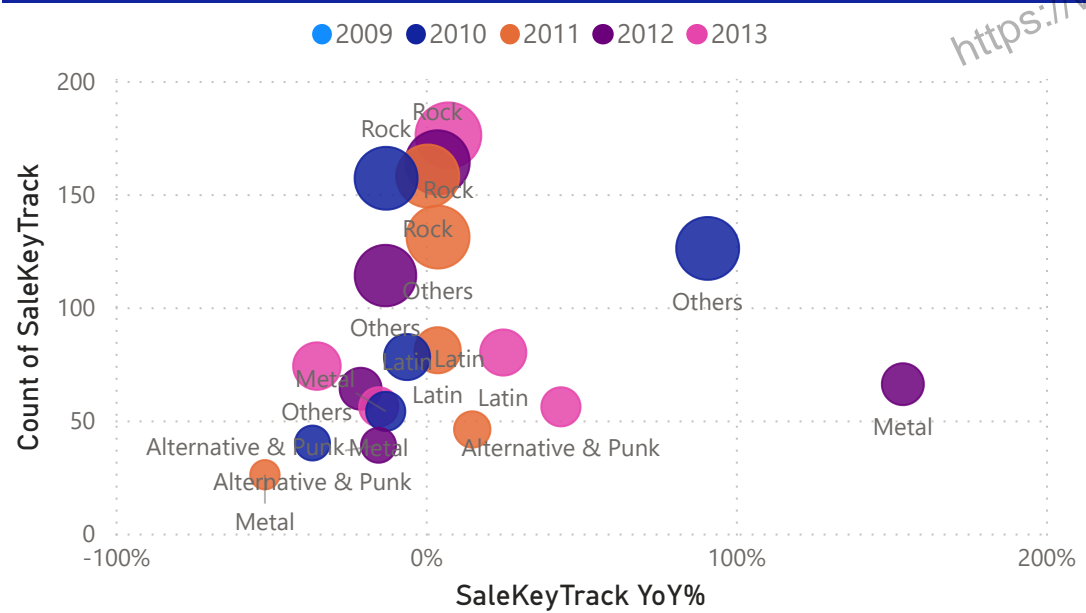
SaleKeyTrack YoY% by Year and Location



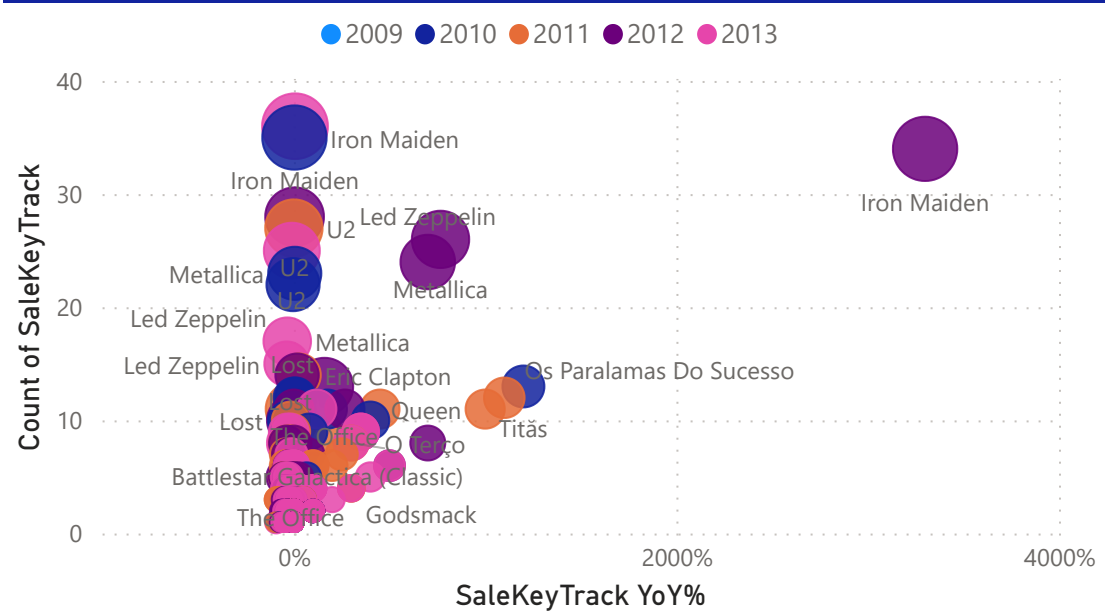
SaleKeyTrack YoY% by Year and Employee



SaleKeyTrack YoY% by Genre and Year



SaleKeyTrack YoY% by Track (Artist) and Year



Year, Quarter, Mo...

2009

2010

2011

2012

2013

MediaType

All

Continents

All

Genre (groups)

All

ArtistName

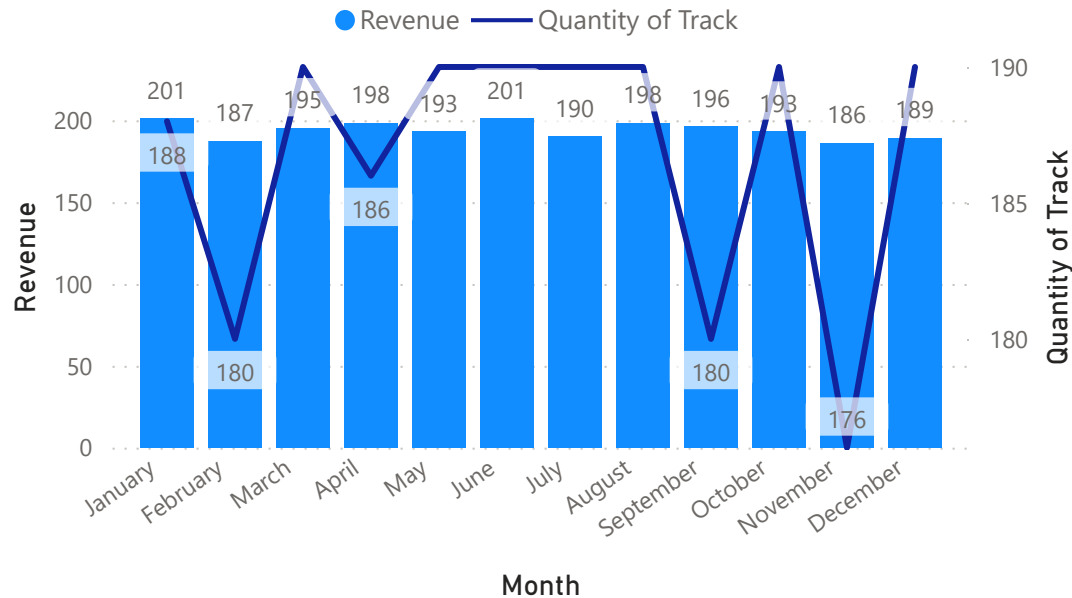
All

AlbumTitle

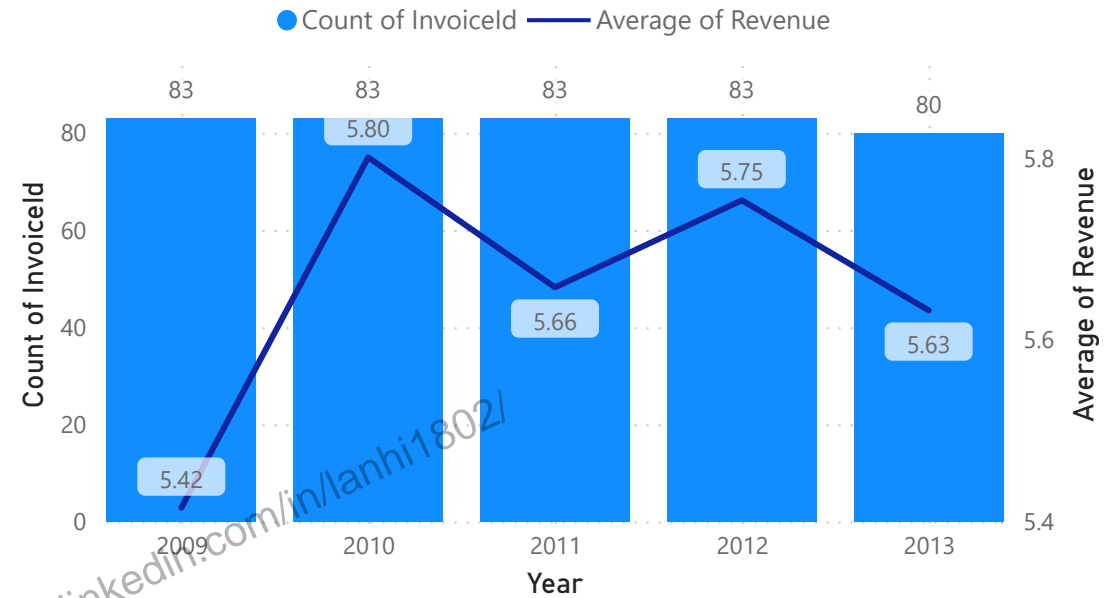
All

# TIME INTELLIGENT

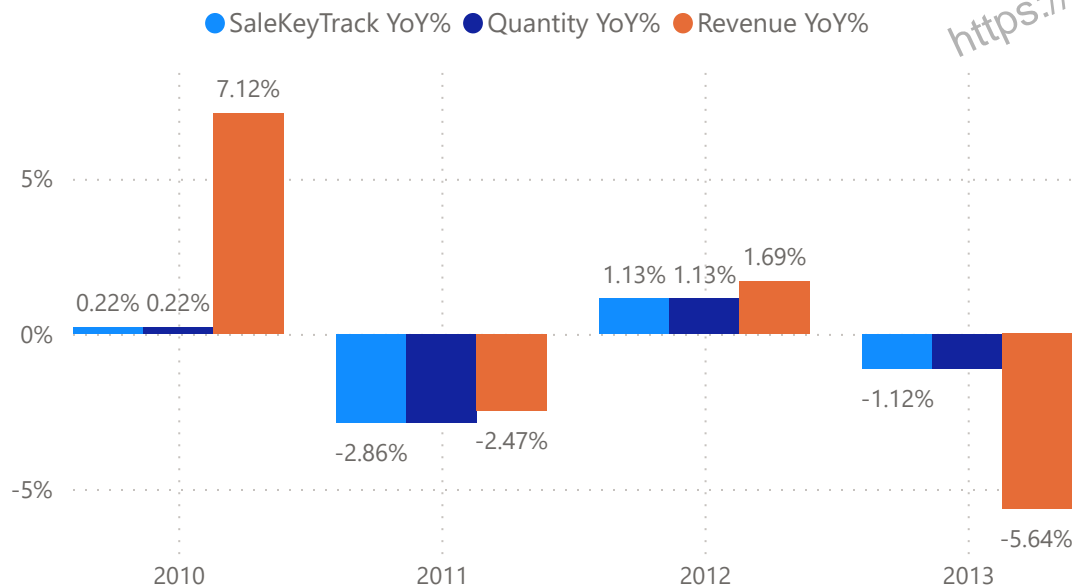
## Revenue and Quantity of Track by Month



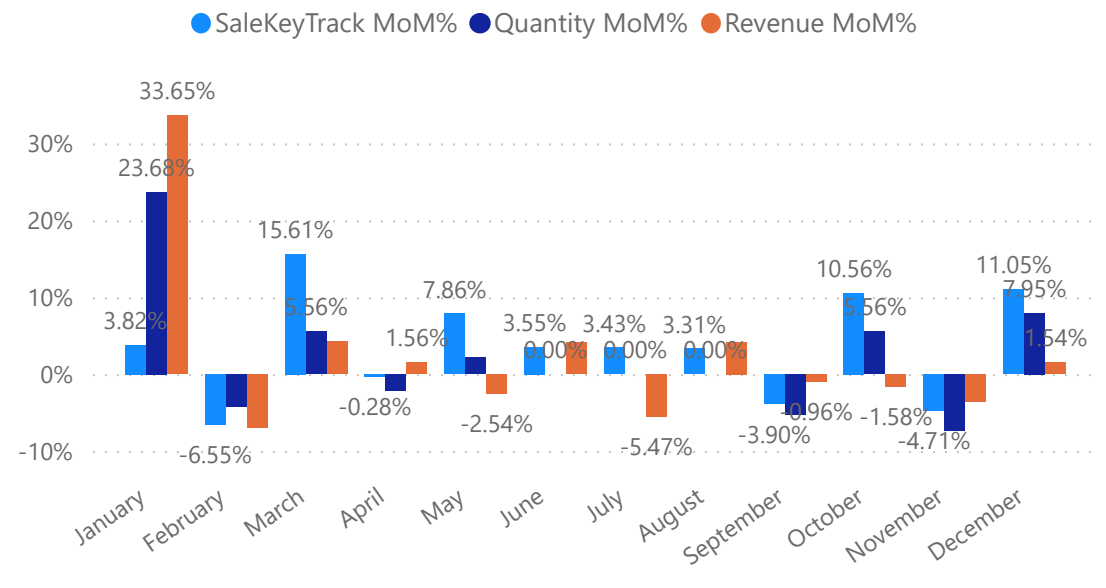
## Count of InvoiceId and Average of Revenue by Year



## Sale YoY% by Year



## Sale MoM% by Month



Year, Quarter, Mo...

2009

2010

2011

2012

2013

MediaType

All

Continents

All

Genre (groups)

All

ArtistName

All

AlbumTitle

All

# MEDIA TYPE - LOCATION

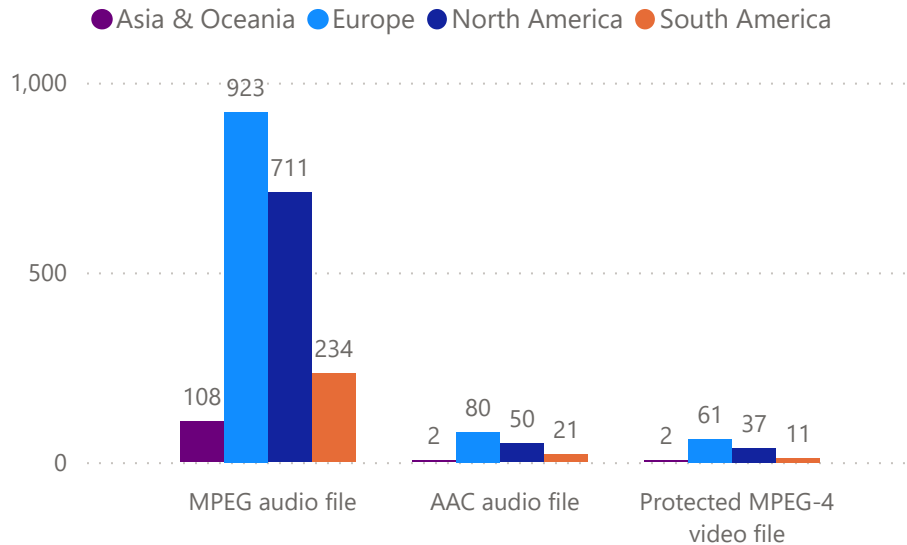
Frequency by MediaType & Location (Raw Count)

Continents	AAC audio file	MPEG audio file	Protected MPEG-4 video file	Total
Europe	80	923	61	1064
North America	50	711	37	798
South America	21	234	11	266
Asia & Oceania	2	108	2	112
<b>Total</b>	<b>153</b>	<b>1976</b>	<b>111</b>	<b>2240</b>

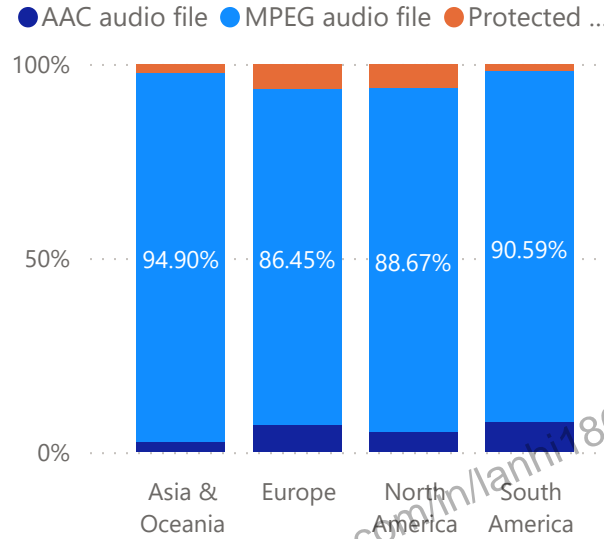
Frequency by MediaType & Location (%)

Continents	AAC audio file	MPEG audio file	Protected MPEG-4 video file	Total
Asia & Oceania	1.79%	96.43%	1.79%	100.00%
Europe	7.52%	86.75%	5.73%	100.00%
North America	6.27%	89.10%	4.64%	100.00%
South America	7.89%	87.97%	4.14%	100.00%
<b>Total</b>	<b>6.83%</b>	<b>88.21%</b>	<b>4.96%</b>	<b>100.00%</b>

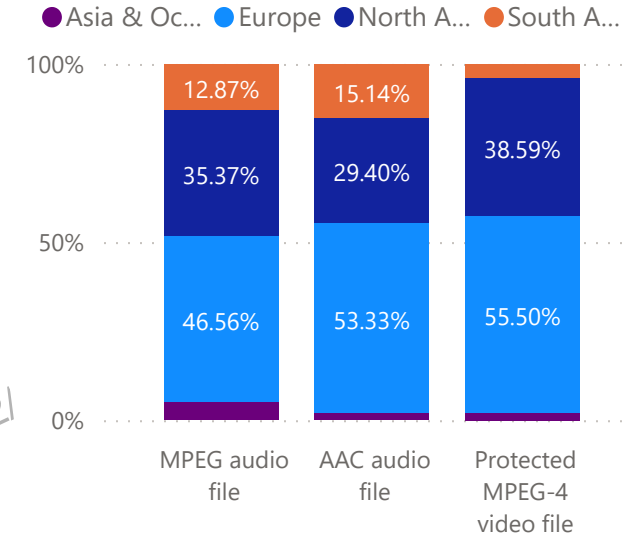
Frequency by MediaType & Location



SaleKeyTrack by Location/ MediaType



SaleKeyTrack by MediaType/ Location



Year, Quarter, ...

- 2009
- 2010
- 2011
- 2012
- 2013

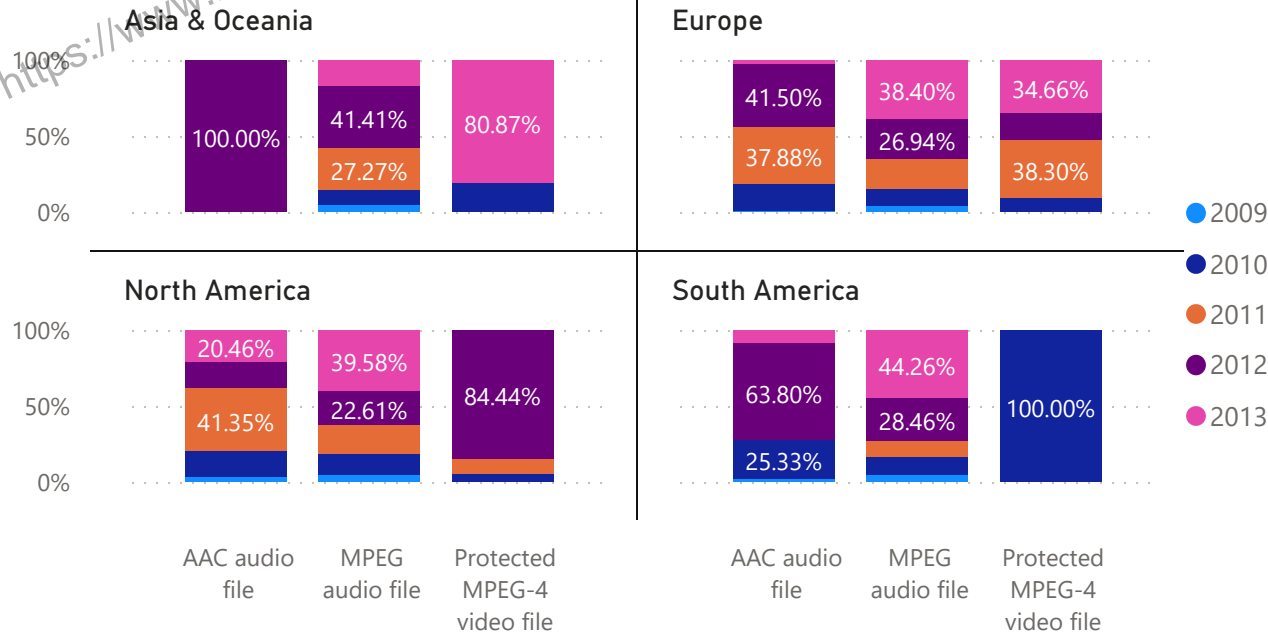
MediaType

- AAC audio file
- MPEG audio file
- Protected MP...

Location

- Asia & Oceania
- Europe
- North America
- South America

SaleKeyTrack by MediaType, Year and Location



# MEDIA TYPE - LOCATION

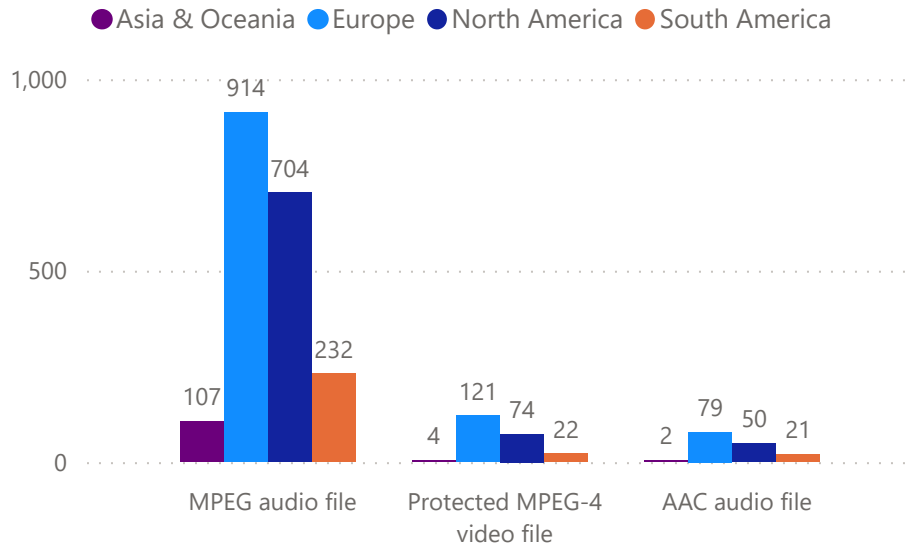
## Revenue by MediaType & Location (Raw Count)

Continents	AAC audio file	MPEG audio file	Protected MPEG-4 video file	Total
Europe	79.20	913.77	121.39	1,114.36
North America	49.50	703.89	73.63	827.02
South America	20.79	231.66	21.89	274.34
Asia & Oceania	1.98	106.92	3.98	112.88
<b>Total</b>	<b>151.47</b>	<b>1,956.24</b>	<b>220.89</b>	<b>2,328.60</b>

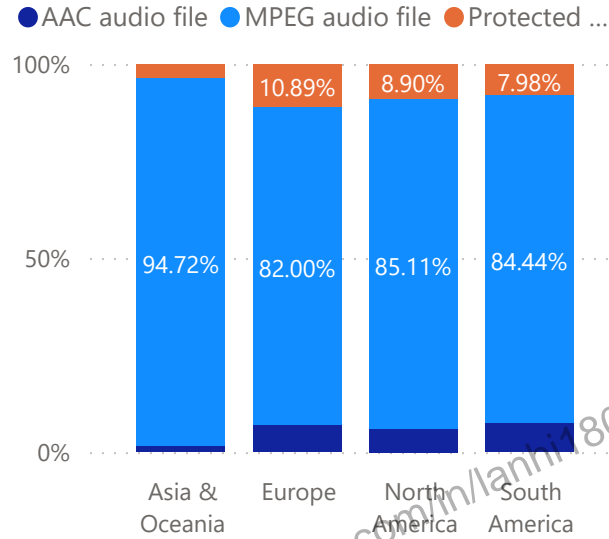
## Revenue by MediaType & Location (%)

Continents	AAC audio file	MPEG audio file	Protected MPEG-4 video file	Total
Asia & Oceania	1.75%	94.72%	3.53%	100.00%
Europe	7.11%	82.00%	10.89%	100.00%
North America	5.99%	85.11%	8.90%	100.00%
South America	7.58%	84.44%	7.98%	100.00%
<b>Total</b>	<b>6.50%</b>	<b>84.01%</b>	<b>9.49%</b>	<b>100.00%</b>

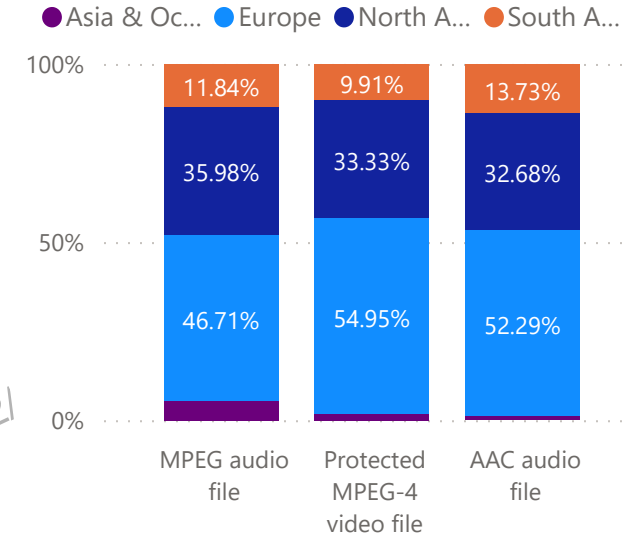
## Revenue by MediaType & Location



## Revenue by Location/ MediaType



## Revenue by MediaType/ Location



Year, Quarter, ...

2009

2010

2011

2012

2013

MediaType

AAC audio file

MPEG audio file

Protected MP...

Location

Asia & Oceania

Europe

North America

South America

2009

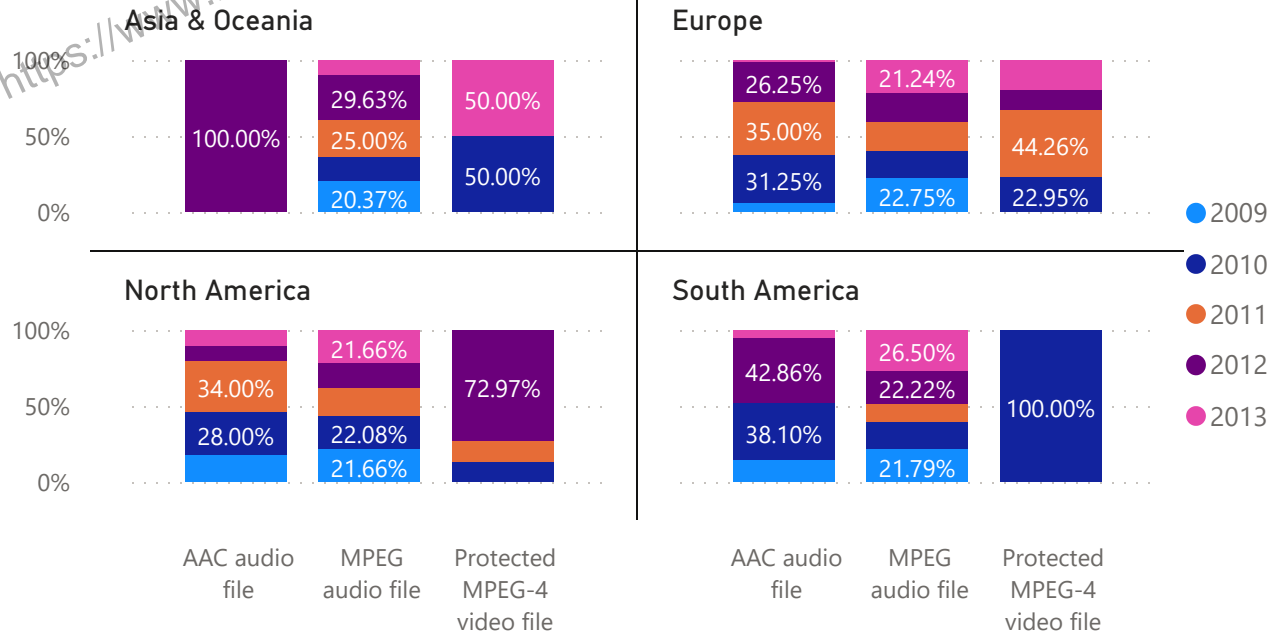
2010

2011

2012

2013

## Revenue by MediaType, Year and Location



# MEDIA TYPE - GENRE

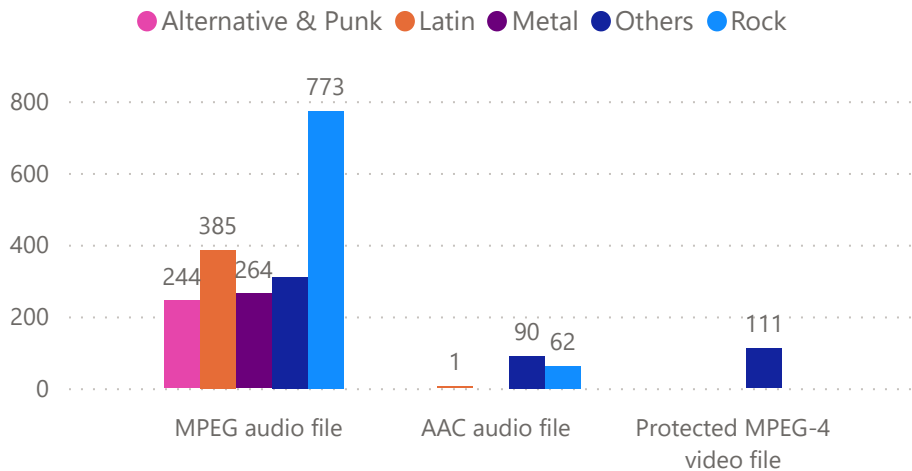
## Frequency by MediaType & Genre (Raw Count)

Genre (groups)	AAC audio file	MPEG audio file	Protected MPEG-4 video file	Total
⊕ Rock	62	773		835
⊕ Others	90	310	111	511
⊕ Latin	1	385		386
⊕ Metal		264		264
⊕ Alternative & Punk		244		244
<b>Total</b>	<b>153</b>	<b>1976</b>	<b>111</b>	<b>2240</b>

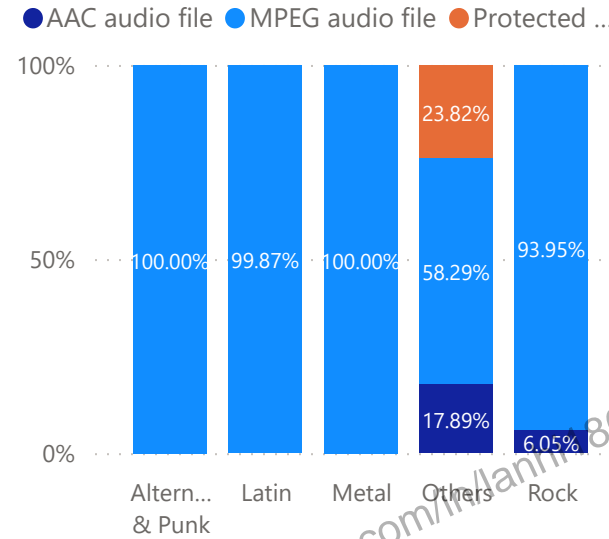
## Frequency by MediaType & Genre (%)

Genre (groups)	AAC audio file	MPEG audio file	Protected MPEG-4 video file	Total
⊕ Rock	7.43%	92.57%		100.00%
⊕ Others	17.61%	60.67%	21.72%	100.00%
⊕ Metal		100.00%		100.00%
⊕ Latin	0.26%	99.74%		100.00%
⊕ Alternative & Punk		100.00%		100.00%
<b>Total</b>	<b>6.83%</b>	<b>88.21%</b>	<b>4.96%</b>	<b>100.00%</b>

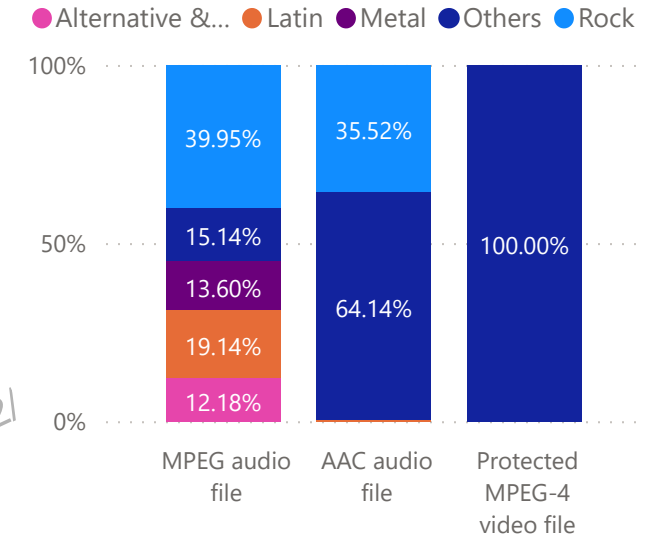
## Frequency by MediaType & Genre



## SaleKeyTrack by Genre/ MediaType



## SaleKeyTrack by MediaType/ Genre



Year, Quarter, ...

2009

2010

2011

2012

2013

MediaType

AAC audio file

MPEG audio file

Protected MP...

Genre (groups)

Alternative & ...

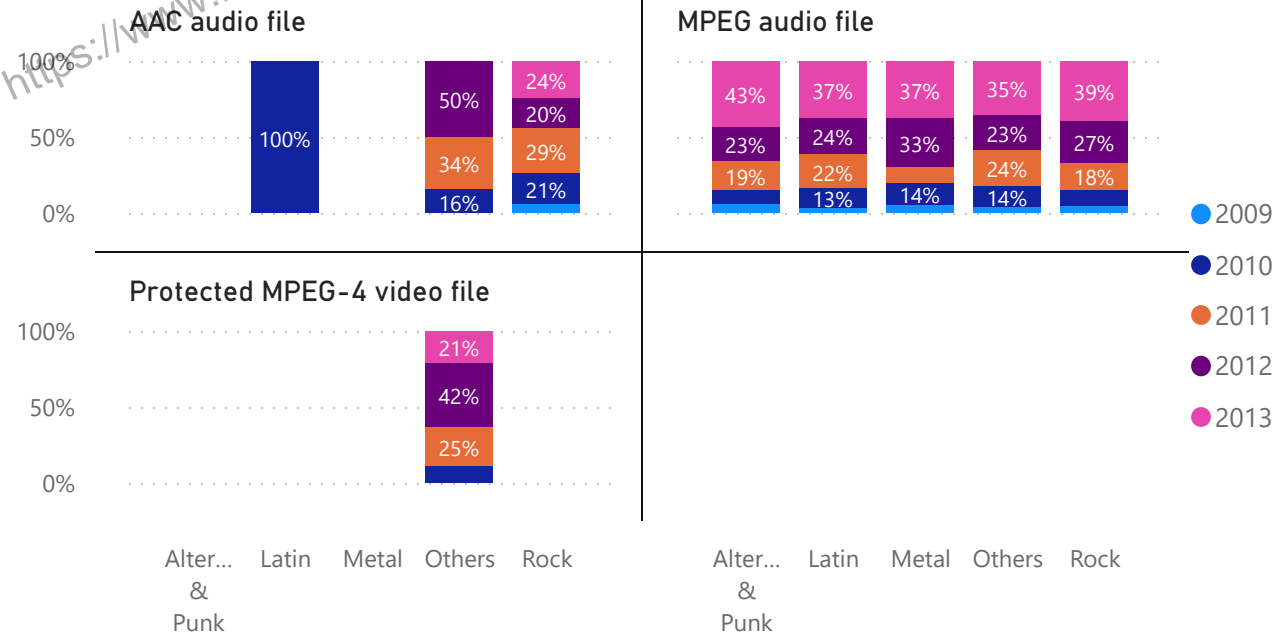
Latin

Metal

Others

Rock

## SaleKeyTrack by Genre (groups), Year and MediaType



# MEDIA TYPE - GENRE

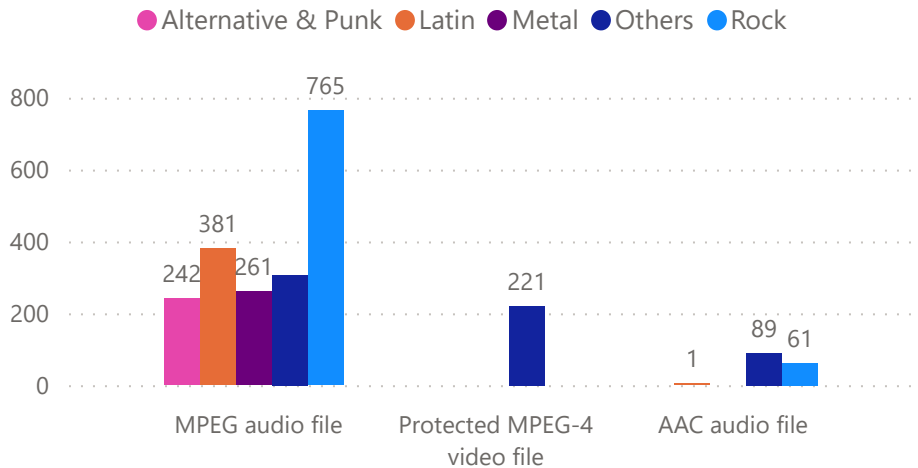
## Revenue by MediaType & Genre (Raw Count)

Genre (groups)	AAC audio file	MPEG audio file	Protected MPEG-4 video file	Total
⊕ Rock	61.38	765.27		826.65
⊕ Others	89.10	306.90	220.89	616.89
⊕ Latin	0.99	381.15		382.14
⊕ Metal		261.36		261.36
⊕ Alternative & Punk		241.56		241.56
<b>Total</b>	<b>151.47</b>	<b>1,956.24</b>	<b>220.89</b>	<b>2,328.60</b>

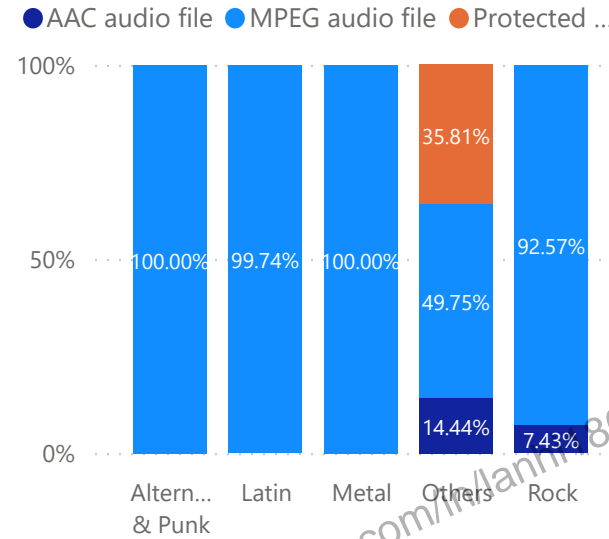
## Revenue by MediaType & Genre (%)

Genre (groups)	AAC audio file	MPEG audio file	Protected MPEG-4 video file	Total
⊕ Rock	7.43%	92.57%		100.00%
⊕ Others	14.44%	49.75%	35.81%	100.00%
⊕ Metal		100.00%		100.00%
⊕ Latin	0.26%	99.74%		100.00%
⊕ Alternative & Punk		100.00%		100.00%
<b>Total</b>	<b>6.50%</b>	<b>84.01%</b>	<b>9.49%</b>	<b>100.00%</b>

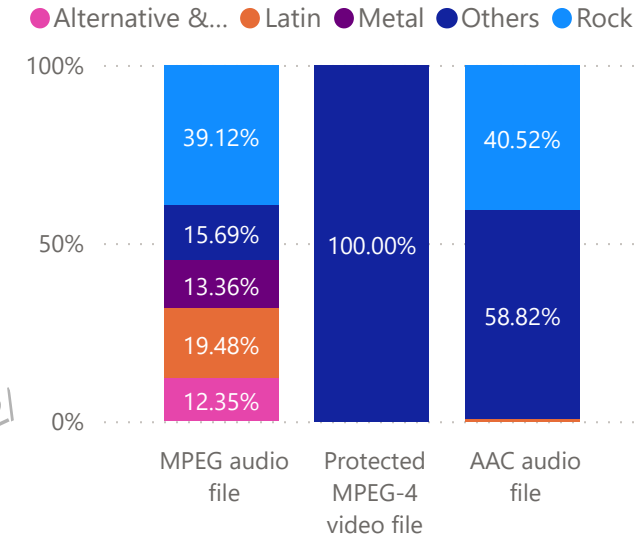
## Revenue by MediaType & Genre



## Revenue by Genre/ MediaType



## Revenue by MediaType/ Genre



Year, Quarter, ...

- 2009
- 2010
- 2011
- 2012
- 2013

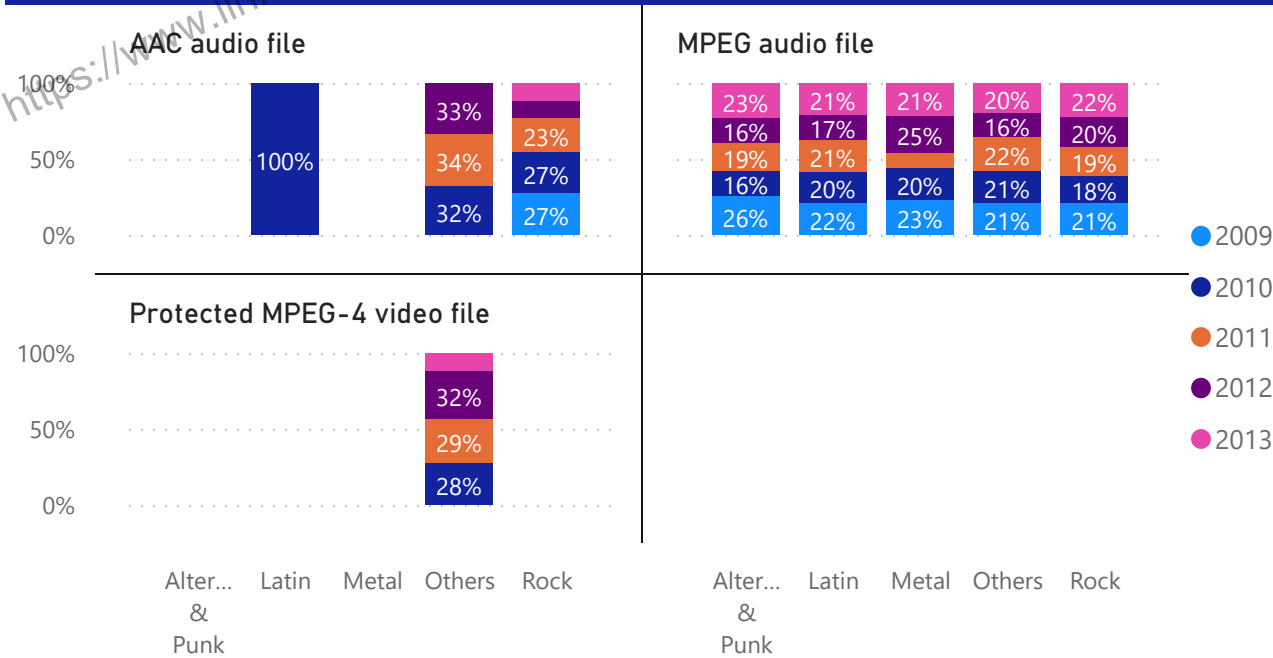
MediaType

- AAC audio file
- MPEG audio file
- Protected MP...

Genre (groups)

- Alternative & ...
- Latin
- Metal
- Others
- Rock

## Revenue by Genre (groups), Year and MediaType



GENRE - LOCATION

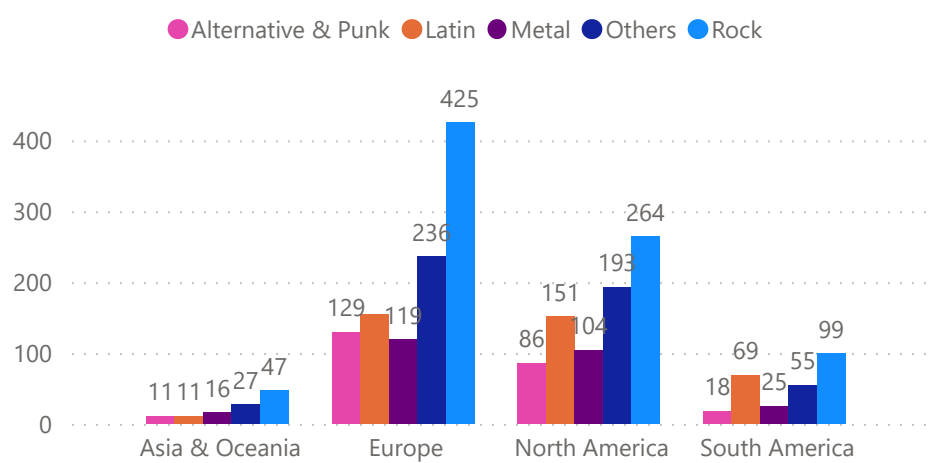
Frequency by Genre & Location (Raw Count)

Genre (groups)	Asia & Oceania	Europe	North America	South America	Total
⊕ Rock	47	425	264	99	835
⊕ Others	27	236	193	55	511
⊕ Latin	11	155	151	69	386
⊕ Metal	16	119	104	25	264
⊕ Alternative & Punk	11	129	86	18	244
Total	112	1064	798	266	2240

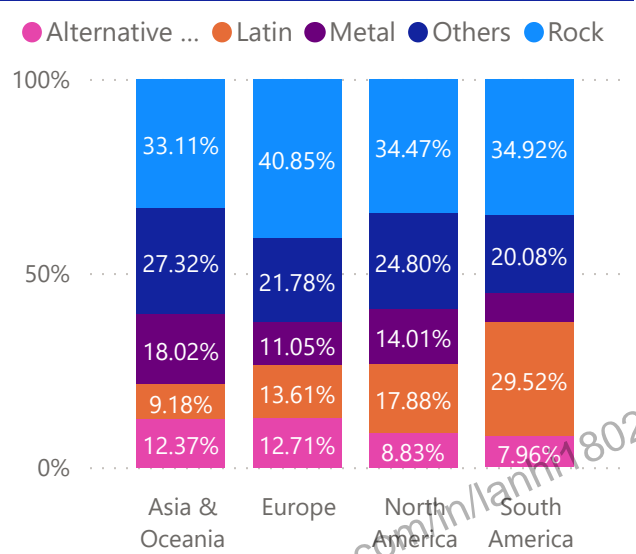
Frequency by Genre & Location (%)

Genre (groups)	Asia & Oceania	Europe	North America	South America	Total
⊕ Rock	5.63%	50.90%	31.62%	11.86%	100.00%
⊕ Others	5.28%	46.18%	37.77%	10.76%	100.00%
⊕ Metal	6.06%	45.08%	39.39%	9.47%	100.00%
⊕ Latin	2.85%	40.16%	39.12%	17.88%	100.00%
⊕ Alternative & Punk	4.51%	52.87%	35.25%	7.38%	100.00%
Total	5.00%	47.50%	35.63%	11.88%	100.00%

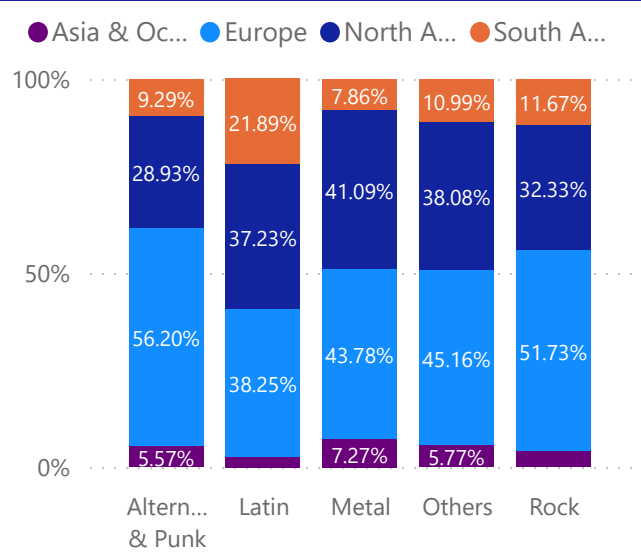
Frequency by Genre & Location



SaleKeyTrack by Location/ Genre



SaleKeyTrack by Genre/ Location



Year, Quarter, ...

- 2009
- 2010
- 2011
- 2012
- 2013

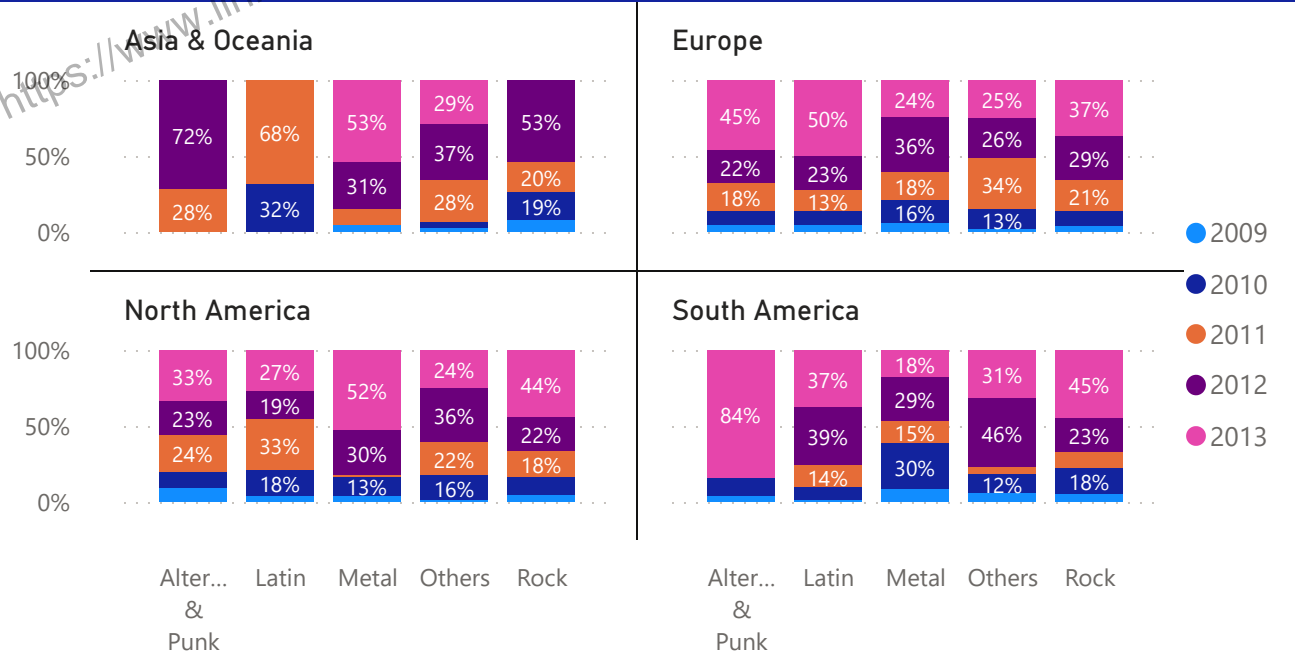
Genre (groups)

- Alternative & Punk
- Latin
- Metal
- Others
- Rock

Location

- Asia & Oceania
- Europe
- North America
- South America

SaleKeyTrack by Genre (groups), Year and Location

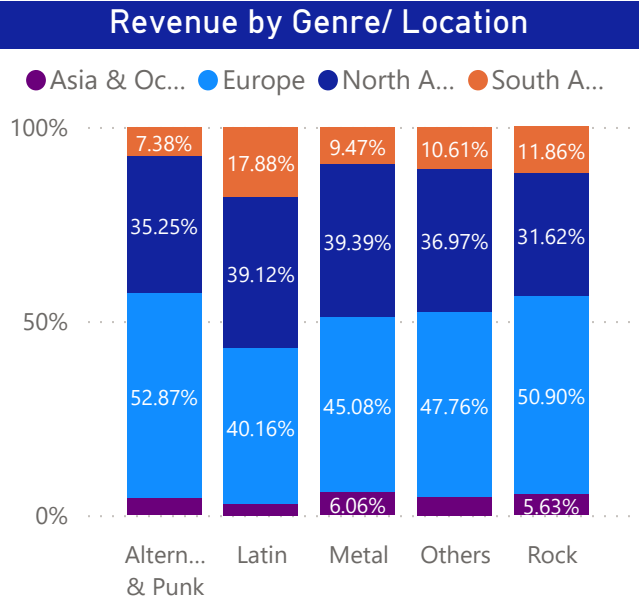
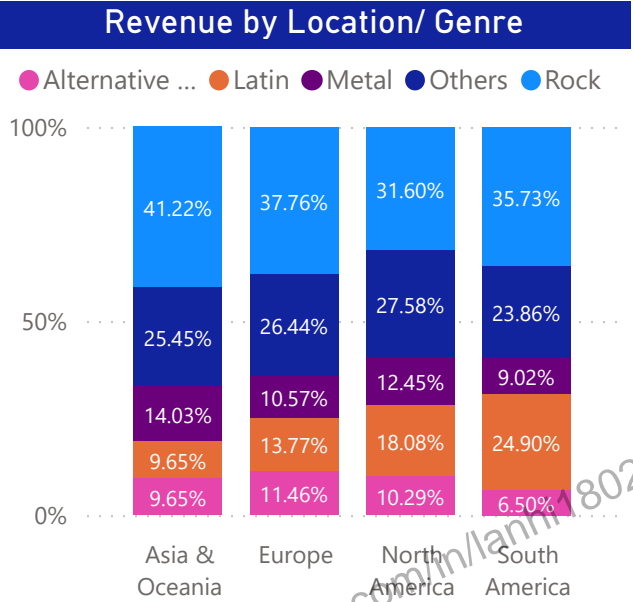
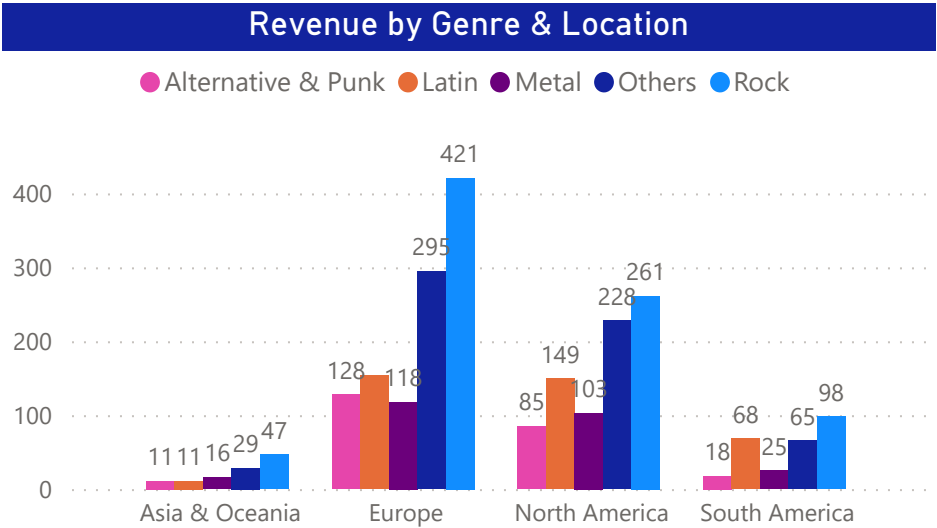




GENRE - LOCATION

Revenue by Genre & Location (Raw Count)					
Genre (groups)	Asia & Oceania	Europe	North America	South America	Total
⊕ Rock	46.53	420.75	261.36	98.01	826.65
⊕ Others	28.73	294.64	228.07	65.45	616.89
⊕ Latin	10.89	153.45	149.49	68.31	382.14
⊕ Metal	15.84	117.81	102.96	24.75	261.36
⊕ Alternative & Punk	10.89	127.71	85.14	17.82	241.56
Total	112.88	1,114.36	827.02	274.34	2,328.60

Revenue by Genre & Location (%)					
Genre (groups)	Asia & Oceania	Europe	North America	South America	Total
⊕ Rock	5.63%	50.90%	31.62%	11.86%	100.00%
⊕ Others	4.66%	47.76%	36.97%	10.61%	100.00%
⊕ Metal	6.06%	45.08%	39.39%	9.47%	100.00%
⊕ Latin	2.85%	40.16%	39.12%	17.88%	100.00%
⊕ Alternative & Punk	4.51%	52.87%	35.25%	7.38%	100.00%
Total	4.85%	47.86%	35.52%	11.78%	100.00%



Year, Quarter, ...

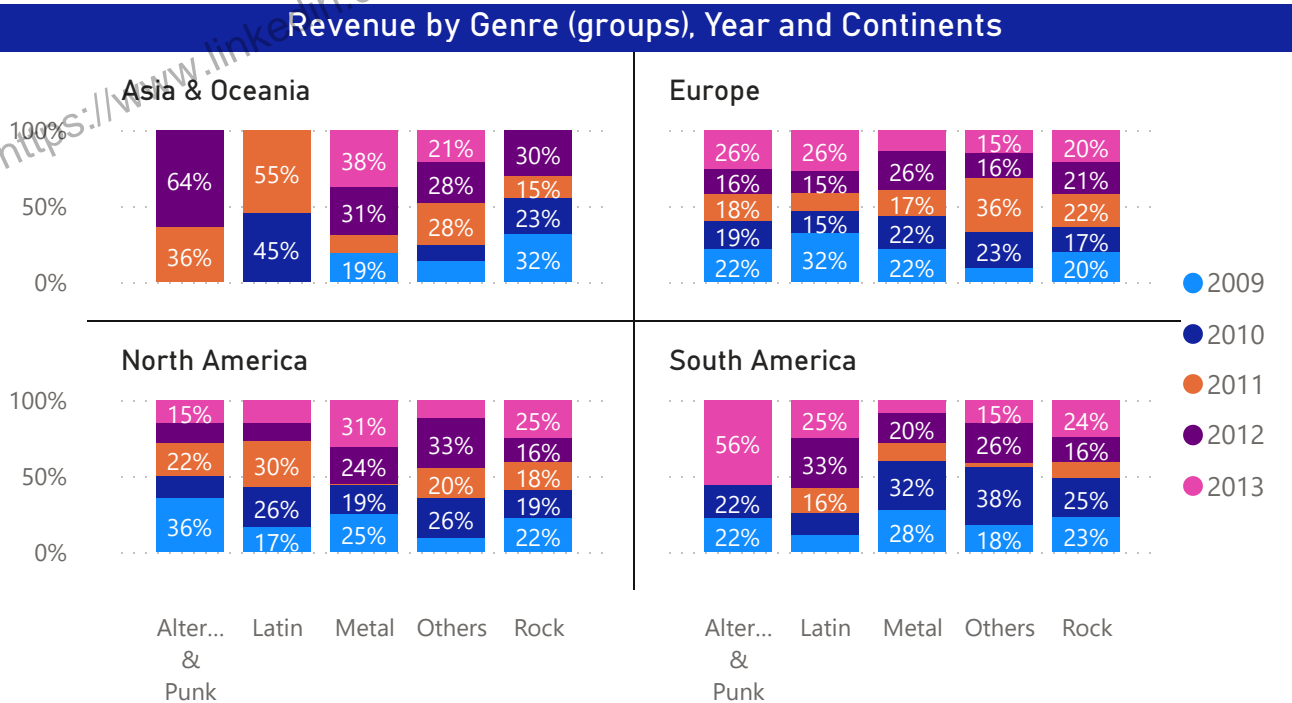
- ☐ 2009
- ☐ 2010
- ☐ 2011
- ☐ 2012
- ☐ 2013

Genre (groups)

- ☐ Alternative & Punk
- ☐ Latin
- ☐ Metal
- ☐ Others
- ☐ Rock

Continents

- ☐ Asia & Oceania
- ☐ Europe
- ☐ North America
- ☐ South America



# EMPLOYEE - LOCATION

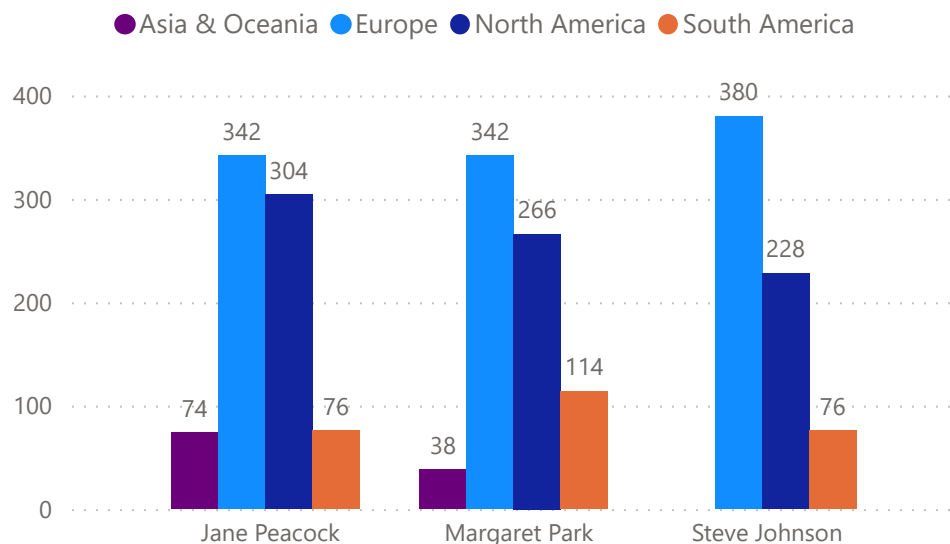
## Frequency by Employee & Location (Raw Count)

Continents	Jane Peacock	Margaret Park	Steve Johnson	Total
Europe	342	342	380	1064
North America	304	266	228	798
South America	76	114	76	266
Asia & Oceania	74	38		112
<b>Total</b>	<b>796</b>	<b>760</b>	<b>684</b>	<b>2240</b>

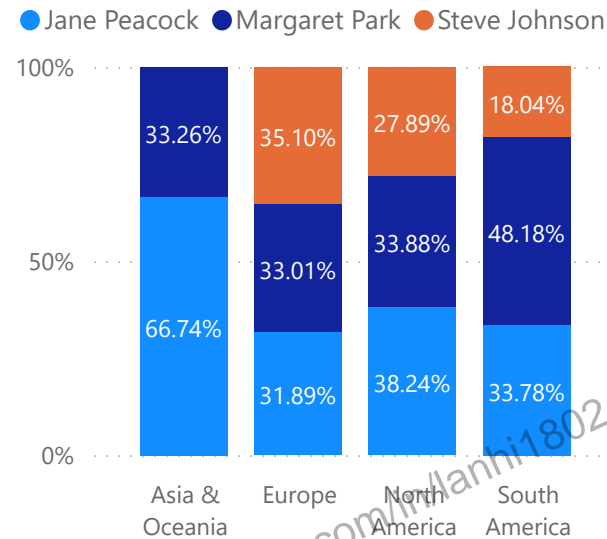
## Frequency by Employee & Location (%)

Continents	Jane Peacock	Margaret Park	Steve Johnson	Total
Asia & Oceania	66.07%	33.93%		100.00%
Europe	32.14%	32.14%	35.71%	100.00%
North America	38.10%	33.33%	28.57%	100.00%
South America	28.57%	42.86%	28.57%	100.00%
<b>Total</b>	<b>35.54%</b>	<b>33.93%</b>	<b>30.54%</b>	<b>100.00%</b>

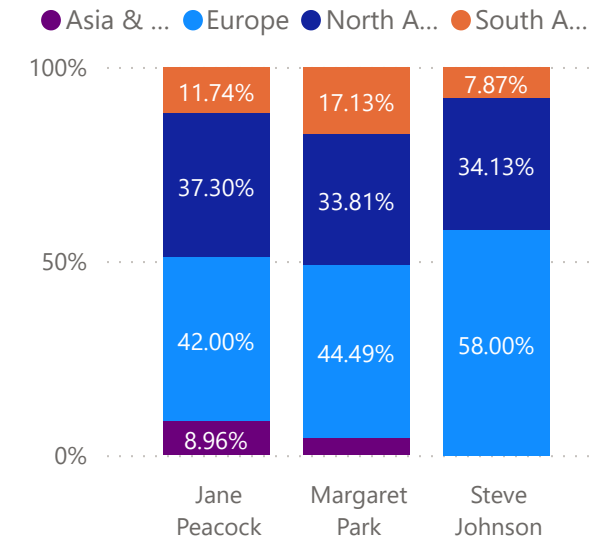
## Frequency by Employee & Location



## SaleKeyTrack by Location/ Employee



## SaleKeyTrack by Employee/ Location



Year, Quarter, ...

2009

2010

2011

2012

2013

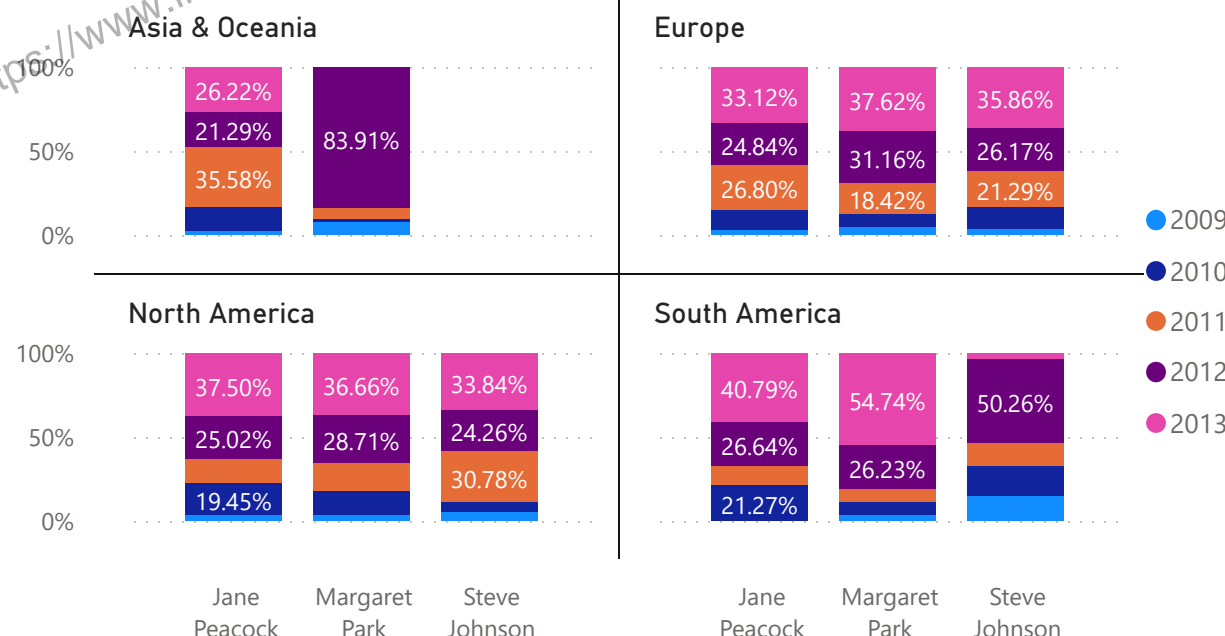
Employee

Jane Peacock

Margaret Park

Steve Johnson

## SaleKeyTrack by Employee, Year and Location



Location

Asia & Oceania

Europe

North America

South America

2009

2010

2011

2012

2013

# EMPLOYEE - LOCATION

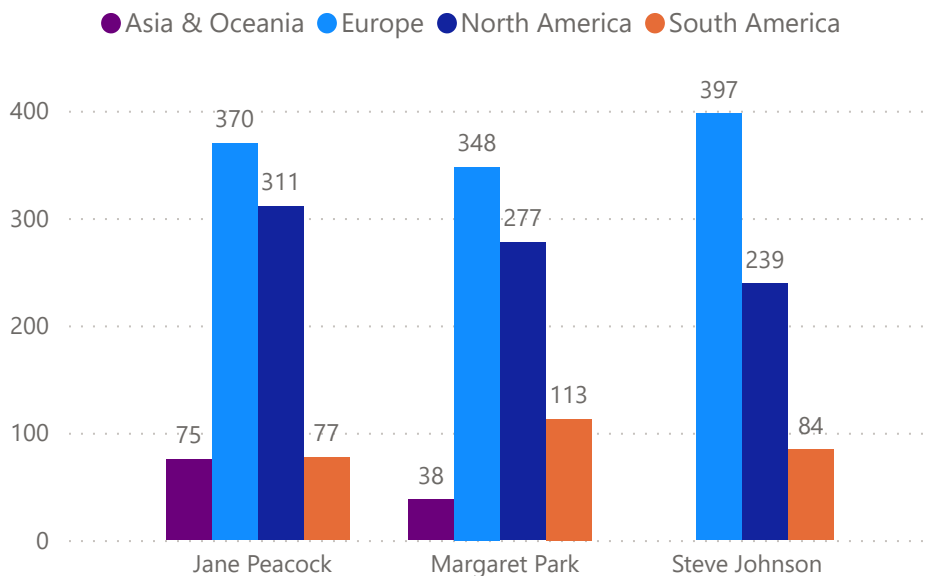
## Revenue by Employee & Location (Raw Count)

Continents	Jane Peacock	Margaret Park	Steve Johnson	Total
Europe	369.58	347.58	397.20	1,114.36
North America	310.96	277.34	238.72	827.02
South America	77.24	112.86	84.24	274.34
Asia & Oceania	75.26	37.62		112.88
<b>Total</b>	<b>833.04</b>	<b>775.40</b>	<b>720.16</b>	<b>2,328.60</b>

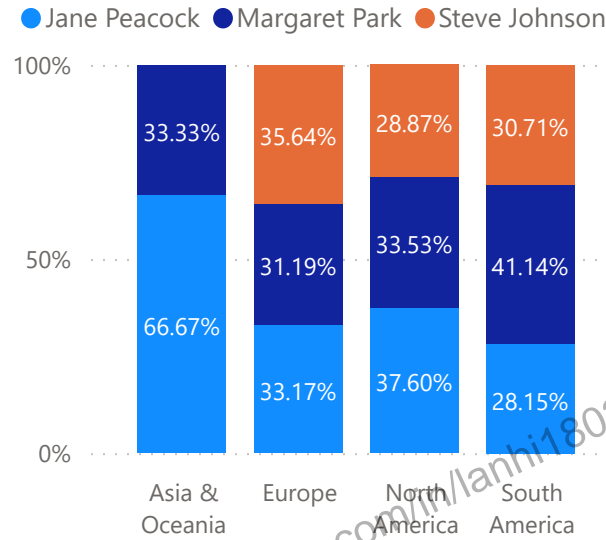
## Revenue by Employee & Location (%)

Continents	Jane Peacock	Margaret Park	Steve Johnson	Total
Asia & Oceania	66.67%	33.33%		100.00%
Europe	33.17%	31.19%	35.64%	100.00%
North America	37.60%	33.53%	28.87%	100.00%
South America	28.15%	41.14%	30.71%	100.00%
<b>Total</b>	<b>35.77%</b>	<b>33.30%</b>	<b>30.93%</b>	<b>100.00%</b>

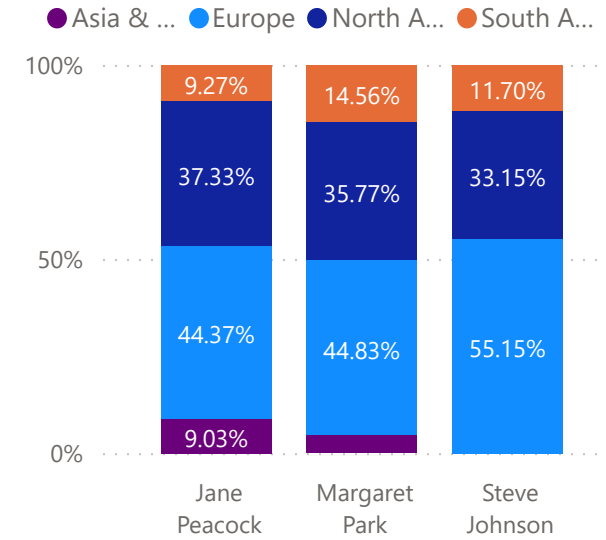
## Revenue by Employee & Location



## Revenue by Location/ Employee



## Revenue by Employee/ Location



Year, Quarter, ...

2009

2010

2011

2012

2013

Employee

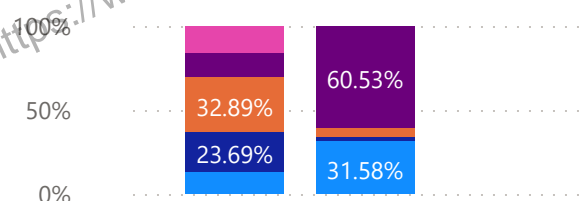
Jane Peacock

Margaret Park

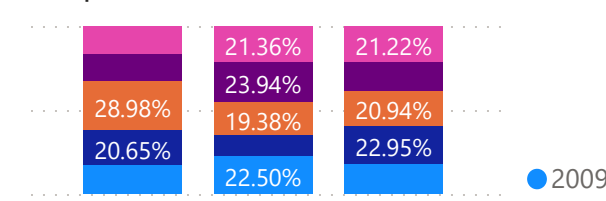
Steve Johnson

## Revenue by Employee, Year and Location

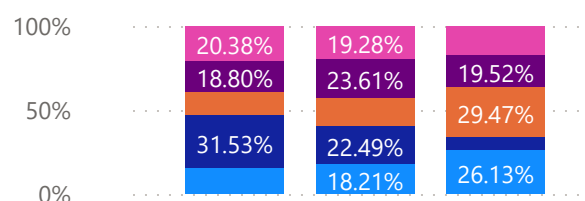
### Asia & Oceania



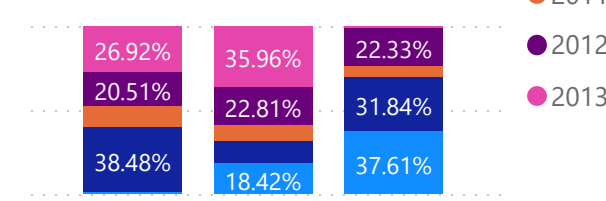
### Europe



### North America



### South America



Location

Asia & Oceania

Europe

North America

South America

2009

2010

2011

2012

2013

# MEDIA TYPE - TOTAL REVENUE

Revenue by MediaType		
MediaType	Total	%
MPEG audio file	1,956.24	84.01%
Protected MPEG-4 video file	220.89	9.49%
AAC audio file	151.47	6.50%
Total	2,328.60	100.00%

Revenue by MediaType (over time)											
Year	2009		2010		2011		2012		2013		
MediaType	Total	%	Total	%	Total	%	Total	%	Total	%	
MPEG audio file	432.63	96.26%	373.23	77.52%	361.35	76.95%	371.25	77.74%	417.78	92.72%	
Protected MPEG-4 video file			61.69	12.81%	63.68	13.56%	69.65	14.59%	25.87	5.74%	
AAC audio file	16.83	3.74%	46.53	9.66%	44.55	9.49%	36.63	7.67%	6.93	1.54%	
Total	449.46	100.00%	481.45	100.00%	469.58	100.00%	477.53	100.00%	450.58	100.00%	

Year, Quarter, ...

2009

2010

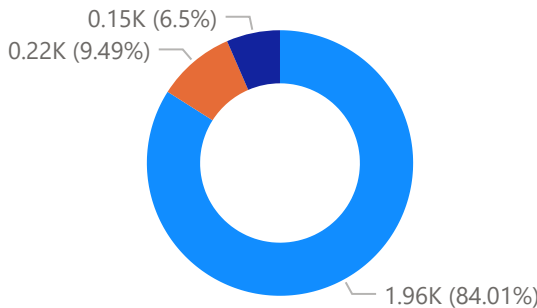
2011

2012

2013

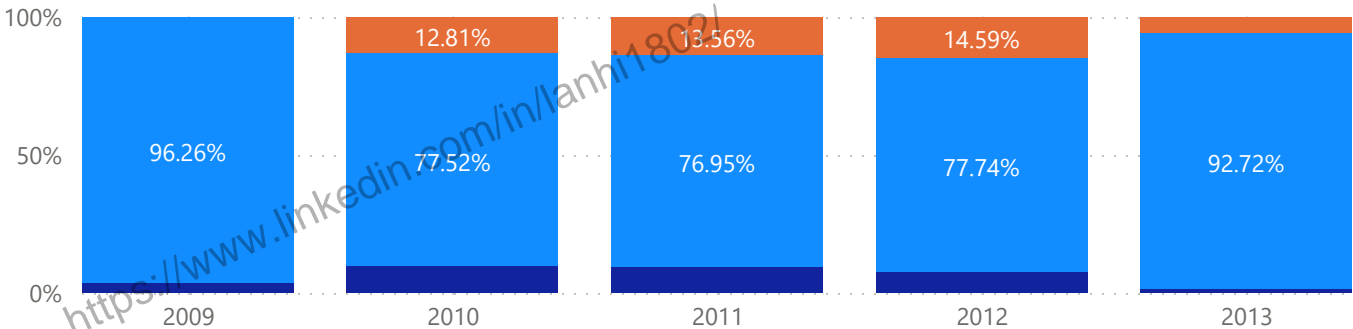
## Revenue by MediaType

MPEG audio file Protected MPEG-4 video file AAC audio file



## Revenue by MediaType (over time)

AAC audio file MPEG audio file Protected MPEG-4 video file



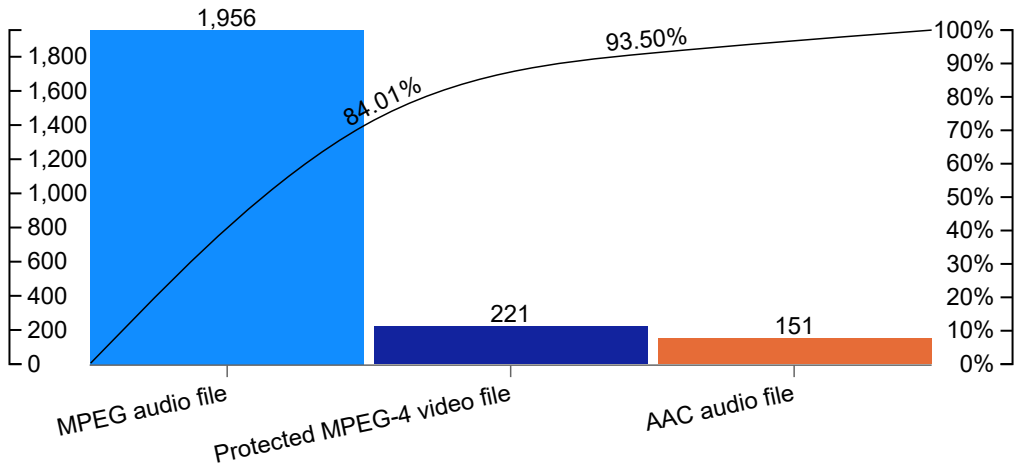
MediaType

AAC audio file

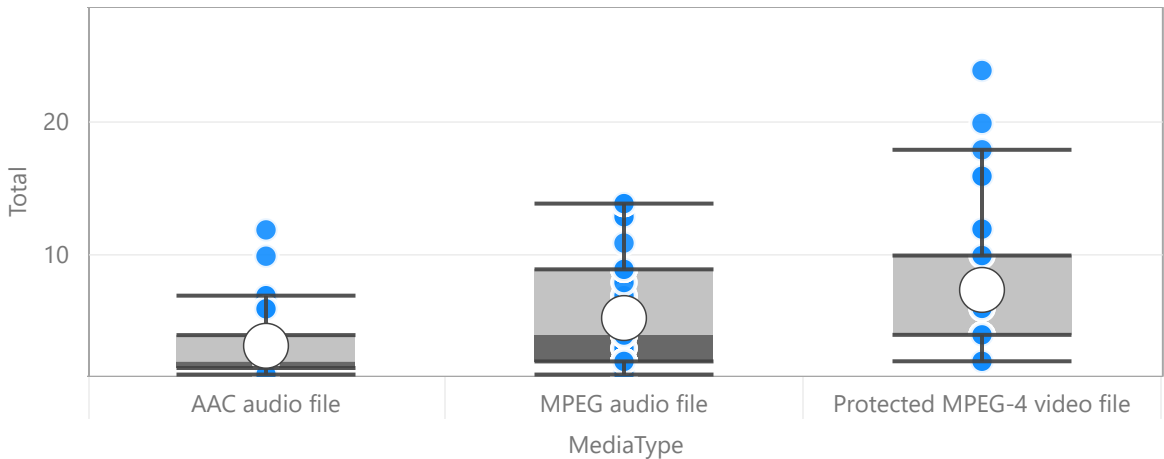
MPEG audio file

Protected MP...

## Pareto of Revenue by MediaType



## Revenue by MediaType (Invoice)



# LOCATION - TOTAL REVENUE

Revenue by Location

Continents	Total	%
⊕ Europe	1,114.36	47.86%
⊕ North America	827.02	35.52%
⊕ South America	274.34	11.78%
⊕ Asia & Oceania	112.88	4.85%
<b>Total</b>	<b>2,328.60</b>	<b>100.00%</b>

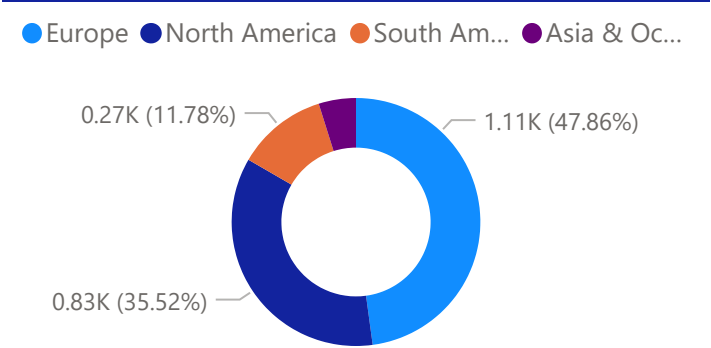
Revenue by Location (over time)

Year	2009		2010		2011		2012		2013	
Continents	Total	%	Total	%	Total	%	Total	%	Total	%
⊕ Europe	212.85	47.36%	212.00	44.03%	257.67	54.87%	212.93	44.59%	218.91	48.58%
⊕ North America	161.37	35.90%	179.24	37.23%	158.45	33.74%	170.55	35.72%	157.41	34.93%
⊕ South America	53.46	11.89%	71.39	14.83%	26.73	5.69%	60.39	12.65%	62.37	13.84%
⊕ Asia & Oceania	21.78	4.85%	18.82	3.91%	26.73	5.69%	33.66	7.05%	11.89	2.64%
Total	449.46	100.00%	481.45	100.00%	469.58	100.00%	477.53	100.00%	450.58	100.00%

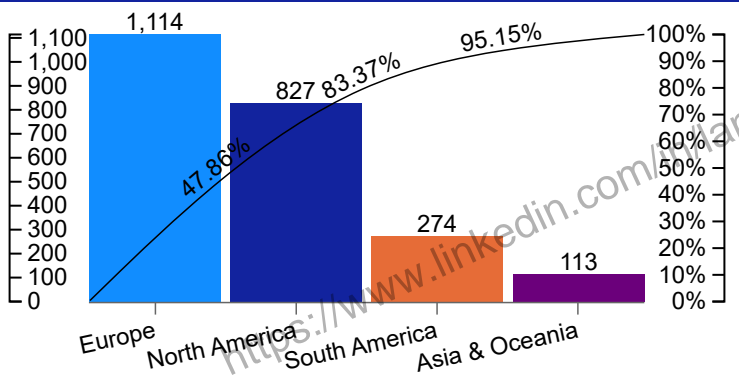
Year, Quarter, ...

- ✓ ☐ 2009
- ✓ ☐ 2010
- ✓ ☐ 2011
- ✓ ☐ 2012
- ✓ ☐ 2013

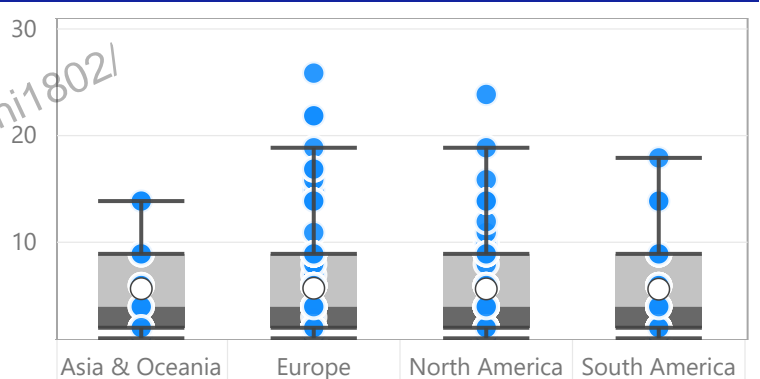
Revenue by Location



Pareto of Revenue by Location



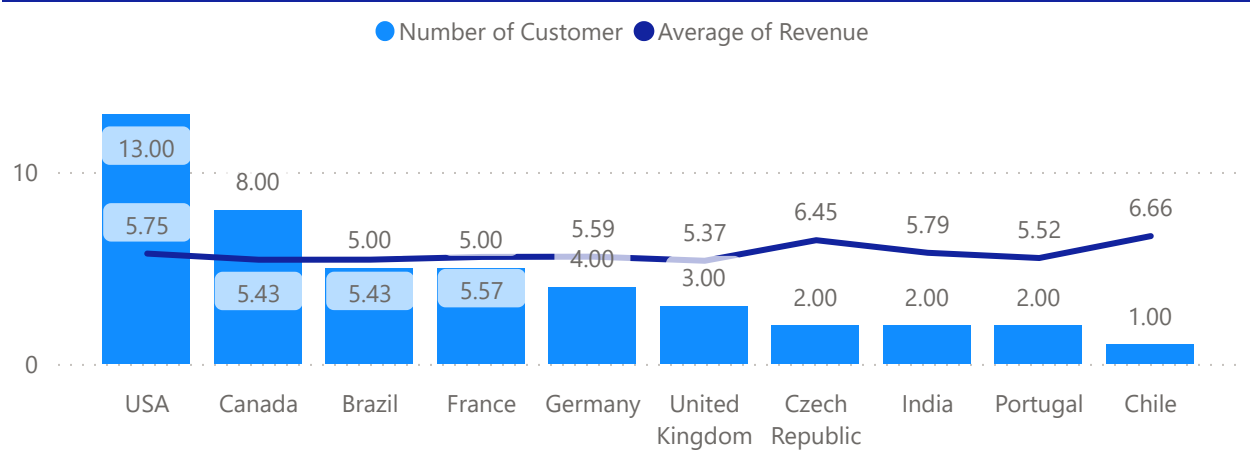
Revenue by Location (Invoice)



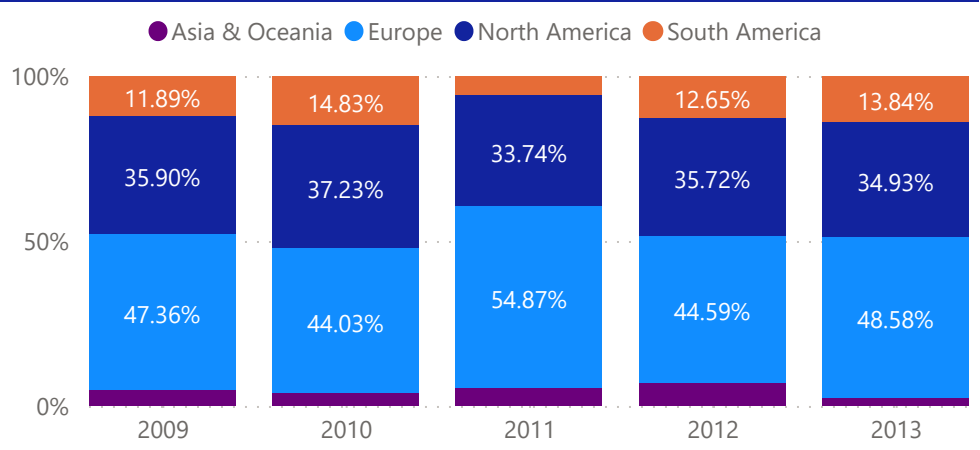
Continents

- ☐ Asia & Oceania
- ☐ Europe
- ☐ North America
- ☐ South America

Number of Customer and Avg Revenue by Top 10 Country



Revenue by Location (over time)



# GENRE - TOTAL REVENUE

## Revenue by Genre

Genre (groups)	Total	%
⊕ Rock	826.65	35.50%
⊕ Others	616.89	26.49%
⊕ Latin	382.14	16.41%
⊕ Metal	261.36	11.22%
⊕ Alternative & Punk	241.56	10.37%
<b>Total</b>	<b>2,328.60</b>	<b>100.00%</b>

## Revenue by Genre (over time)

Year	2009		2010		2011		2012		2013	
Genre (groups)	Total	%	Total	%	Total	%	Total	%	Total	%
⊕ Rock	178.20	39.65%	155.43	32.28%	156.42	33.31%	162.36	34.00%	174.24	38.67%
⊕ Others	65.34	14.54%	155.74	32.35%	161.69	34.43%	147.86	30.96%	86.26	19.14%
⊕ Latin	82.17	18.28%	77.22	16.04%	80.19	17.08%	63.36	13.27%	79.20	17.58%
⊕ Metal	61.38	13.66%	53.46	11.10%	25.74	5.48%	65.34	13.68%	55.44	12.30%
⊕ Alternative & Punk	62.37	13.88%	39.60	8.23%	45.54	9.70%	38.61	8.09%	55.44	12.30%
<b>Total</b>	<b>449.46</b>	<b>100.00%</b>	<b>481.45</b>	<b>100.00%</b>	<b>469.58</b>	<b>100.00%</b>	<b>477.53</b>	<b>100.00%</b>	<b>450.58</b>	<b>100.00%</b>

Year, Quarter, ...

✓ ☐ 2009

✓ ☐ 2010

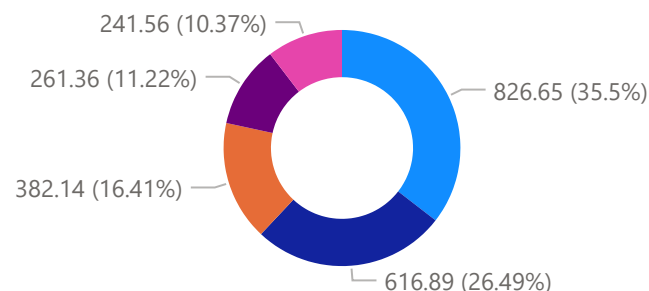
✓ ☐ 2011

✓ ☐ 2012

✓ ☐ 2013

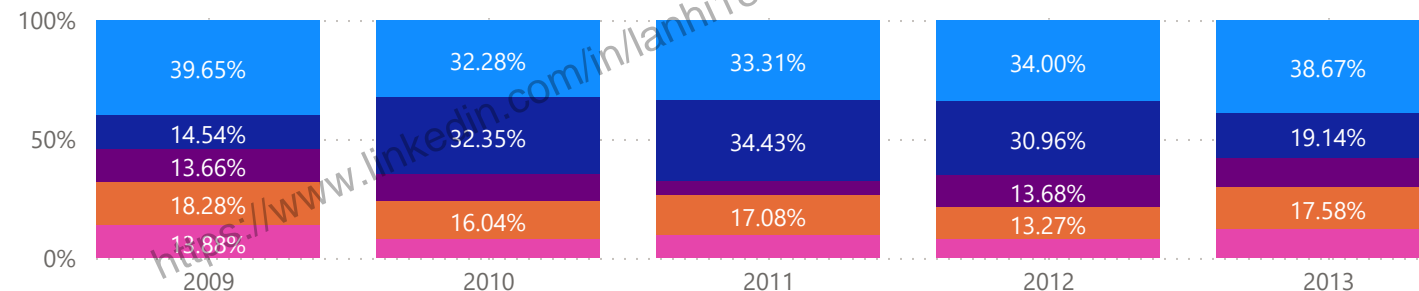
## Revenue by Genre

● Rock ● Others ● Latin ● Metal ● Alternative & Punk



## Revenue by Genre (over time)

● Alternative & Punk ● Latin ● Metal ● Others ● Rock



Genre (groups...

✓ ☐ Alternative...

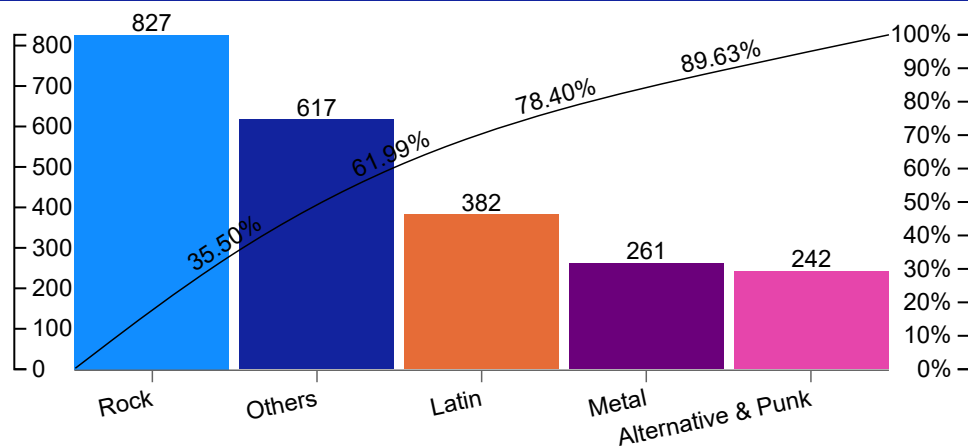
✓ ☐ Latin

✓ ☐ Metal

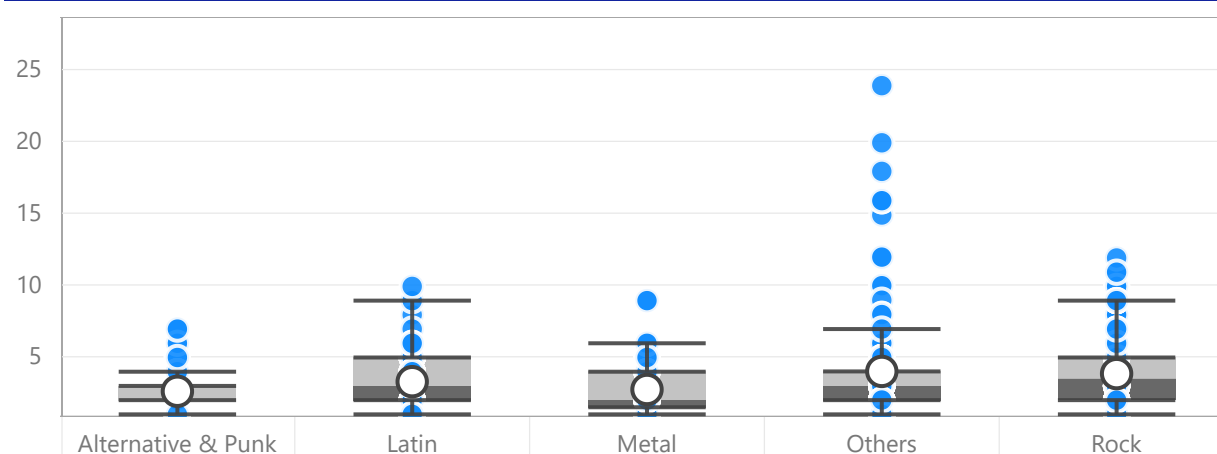
✓ ☐ Others

✓ ☐ Rock

## Pareto of Revenue by Genre



## Revenue by Genre (Invoice)



# TRACK (TOP 5) - TOTAL REVENUE

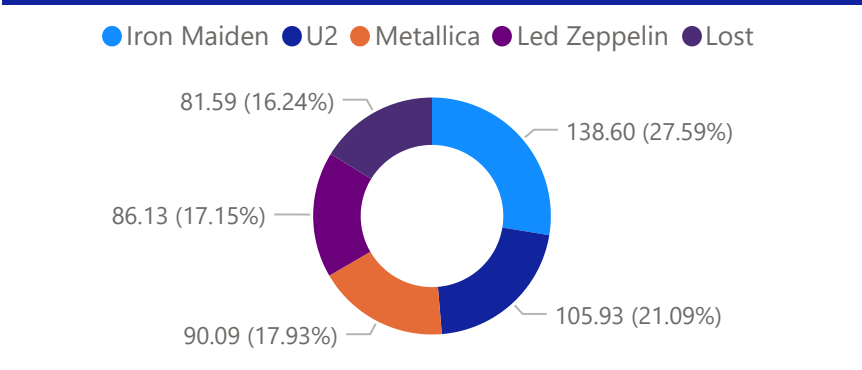
Revenue by TrackName

Name	Total	%
Dazed and Confused	4.95	0.21%
The Trooper	4.95	0.21%
Branch Closing	3.98	0.17%
Gay Witch Hunt	3.98	0.17%
Hot Girl	3.98	0.17%
How to Stop an	3.98	0.17%
Total	2,328.60	100.00%

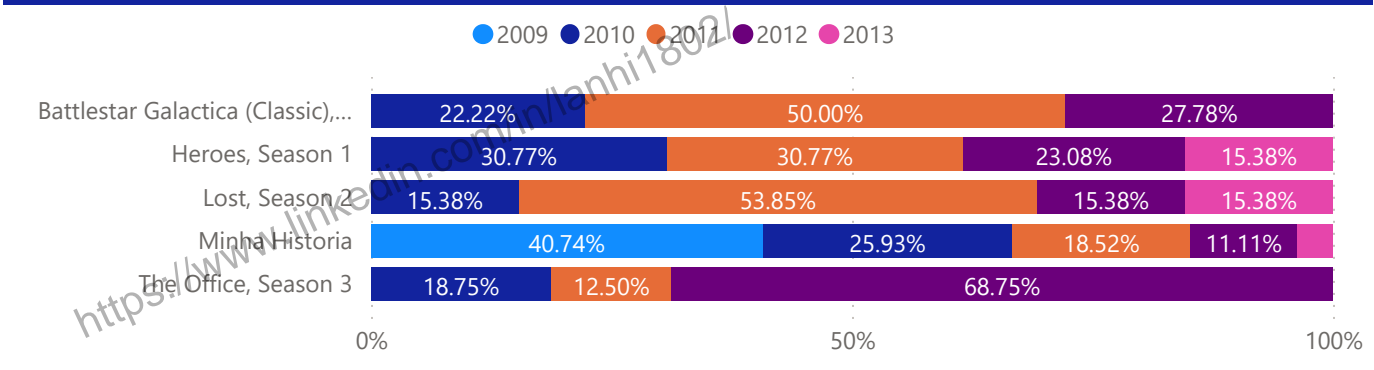
Revenue by TrackName (over time)

Year	2009		2010		2011		2012		2013	
Name	Total	%	Total	%	Total	%	Total	%	Total	%
Dazed and Confused	2.97	0.66%	0.99	0.21%					0.99	0.22%
The Trooper	0.99	0.22%	0.99	0.21%			0.99	0.21%	1.98	0.44%
Branch Closing			1.99	0.41%			1.99	0.42%		
Gay Witch Hunt					1.99	0.42%	1.99	0.42%		
Hot Girl							1.99	0.42%	1.99	0.44%
Total	449.46	100.00%	481.45	100.00%	469.58	100.00%	477.53	100.00%	450.58	100.00%

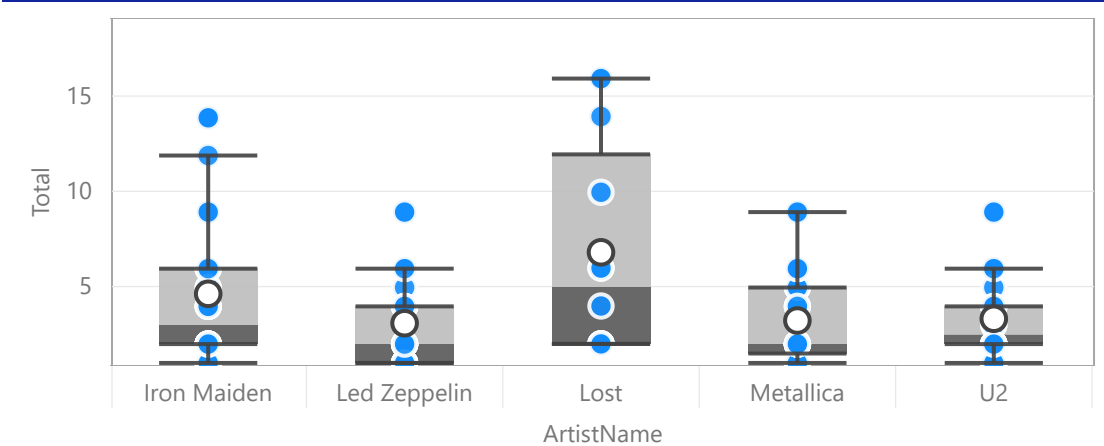
Revenue by Top 5 Artist



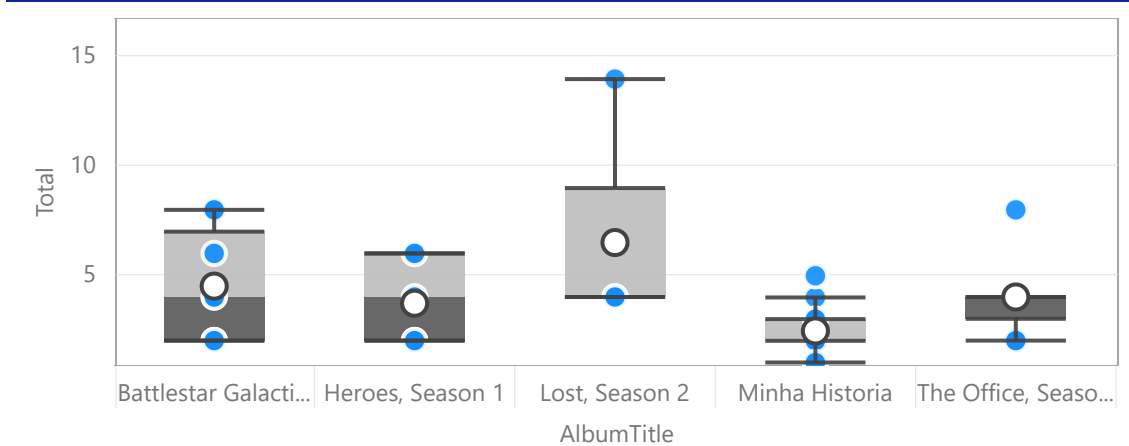
Revenue by Top 5 Album (over time)



Revenue by Top 5 Artist (Invoice)



Revenue by Top 5 Album (Invoice)



Year, Quarter, ...

- ☐ 2009
- ☐ 2010
- ☐ 2011
- ☐ 2012
- ☐ 2013

Track Name

All

AlbumTitle

All

ArtistName

All

# EMPLOYEE - TOTAL REVENUE

Revenue by Employee		
Employee	Total	%
Jane Peacock	833.04	35.77%
Margaret Park	775.40	33.30%
Steve Johnson	720.16	30.93%
Total	2,328.60	100.00%

Revenue by Employee (over time)											
Year	2009		2010		2011		2012		2013		
Employee	Total	%	Total	%	Total	%	Total	%	Total	%	
Jane Peacock	123.75	27.53%	221.92	46.09%	184.34	39.26%	146.60	30.70%	156.43	34.72%	
Margaret Park	161.37	35.90%	122.76	25.50%	125.77	26.78%	197.20	41.30%	168.30	37.35%	
Steve Johnson	164.34	36.56%	136.77	28.41%	159.47	33.96%	133.73	28.00%	125.85	27.93%	
Total	449.46	100.00%	481.45	100.00%	469.58	100.00%	477.53	100.00%	450.58	100.00%	

Year, Quarter, ...

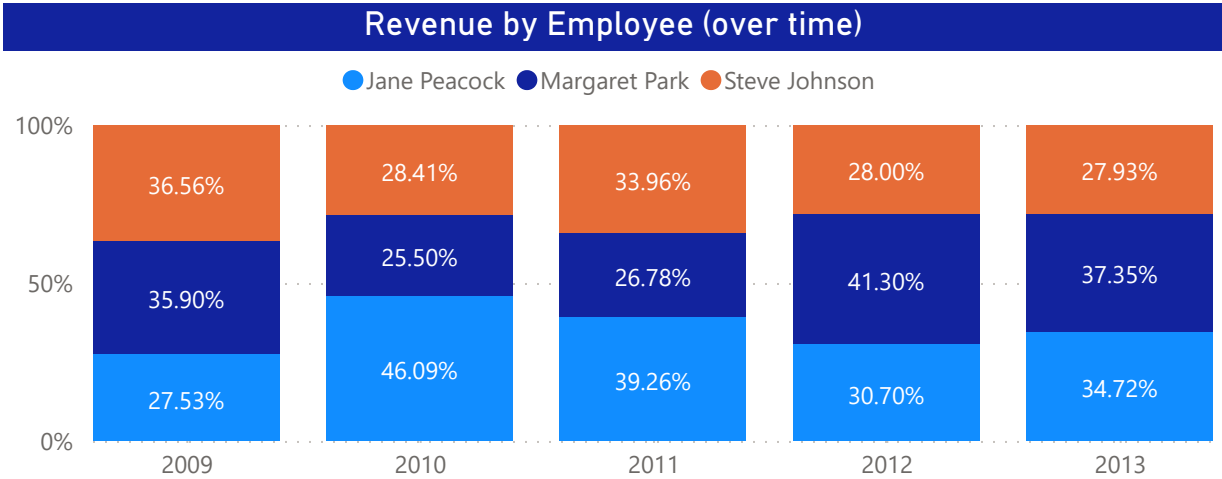
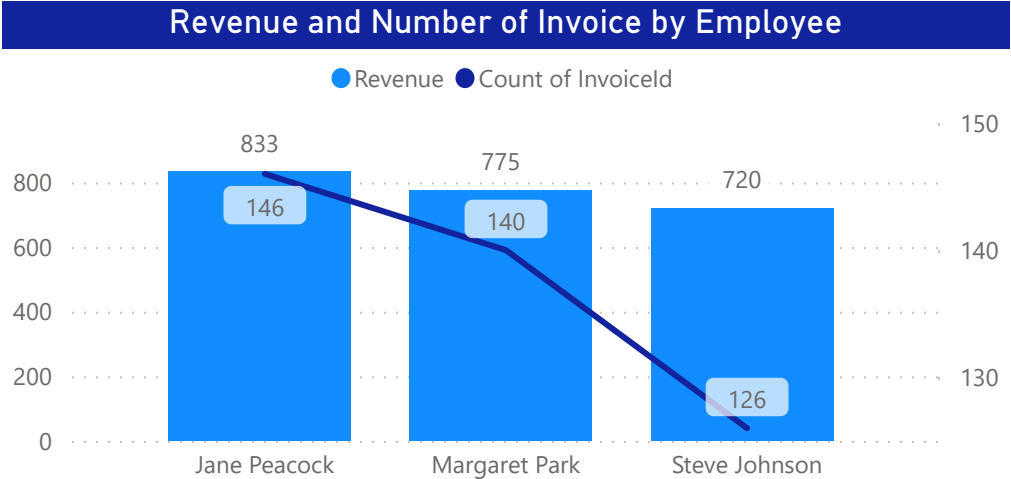
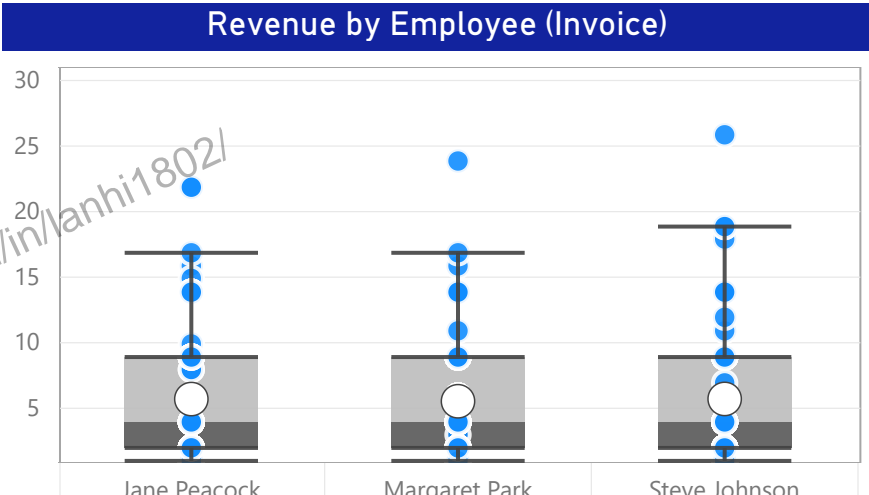
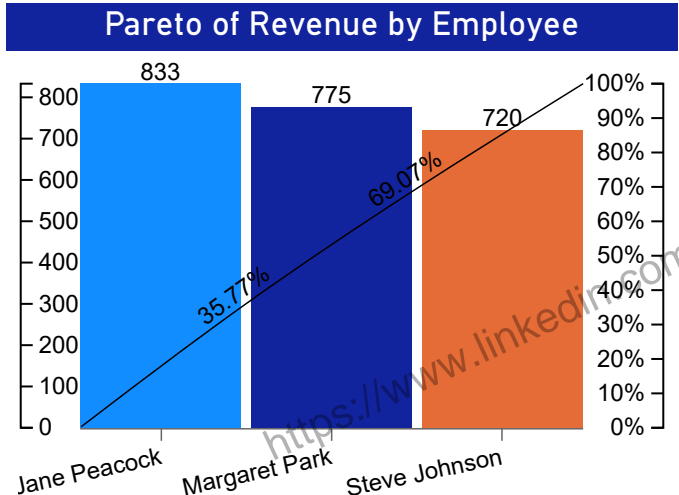
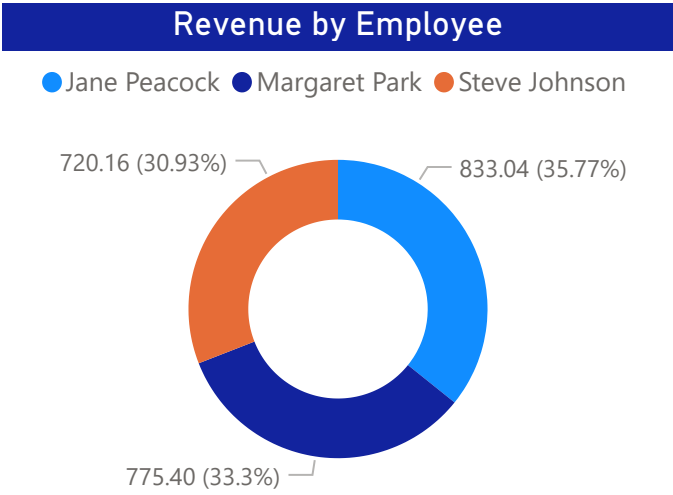
2009

2010

2011

2012

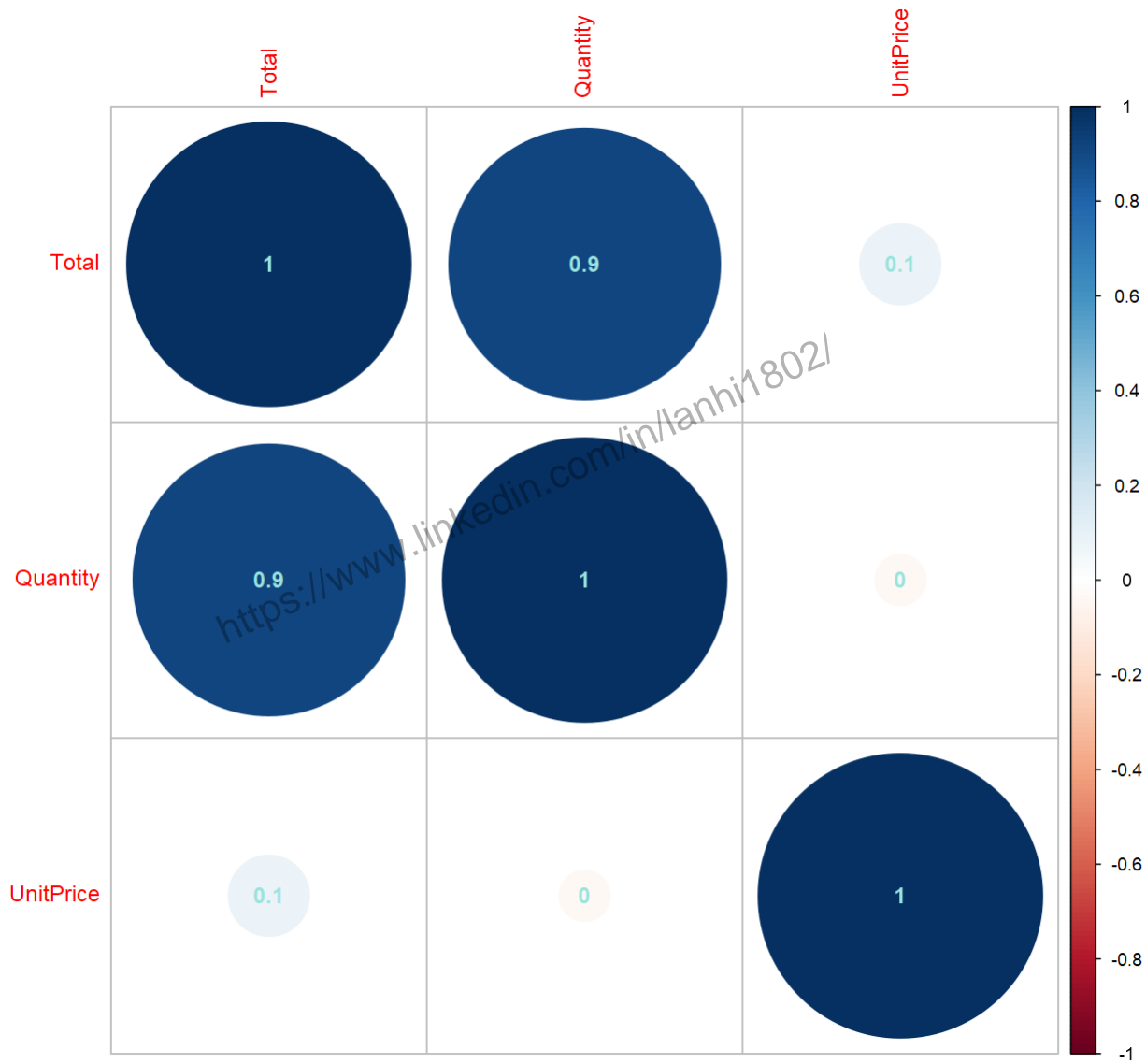
2013





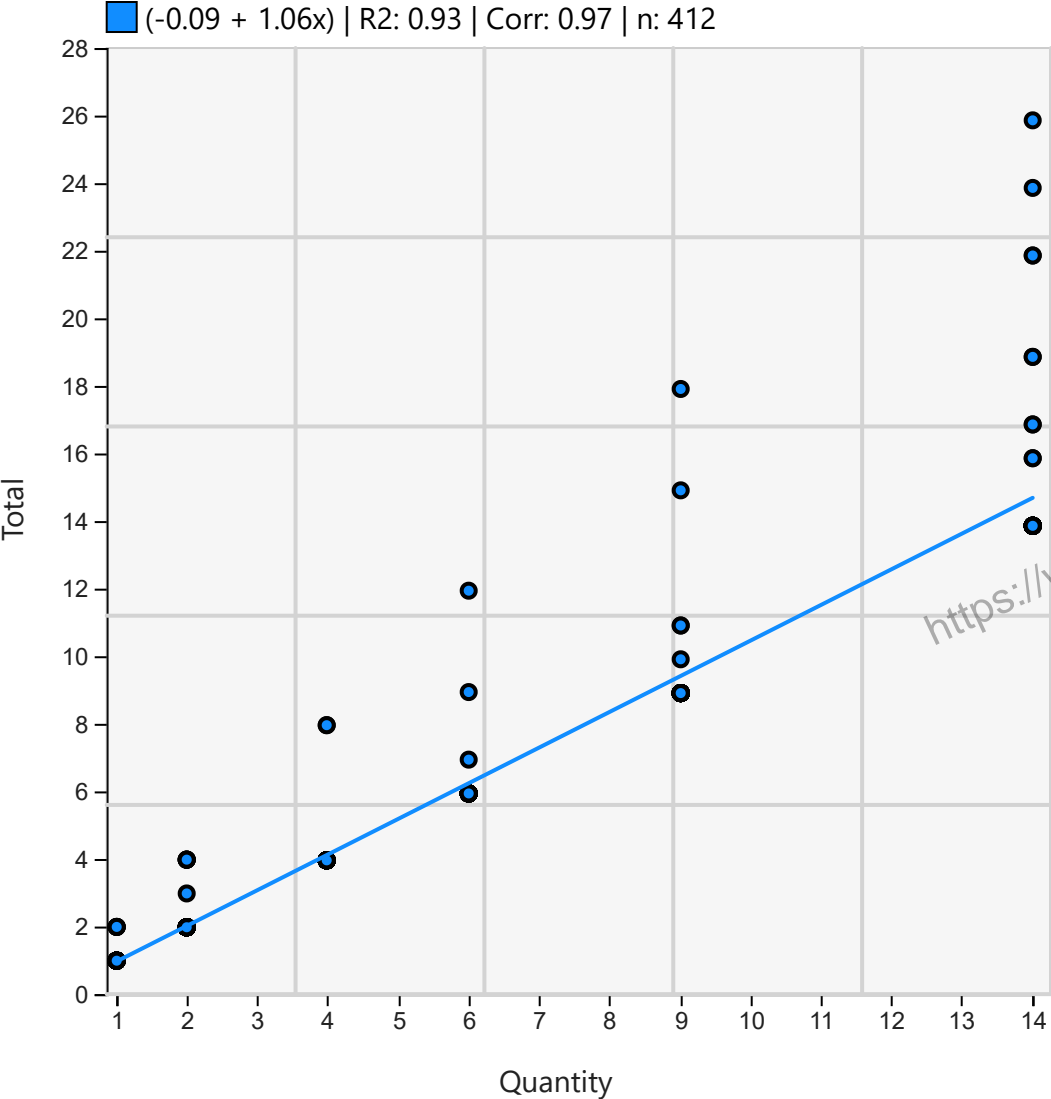
# CORRELATION PLOT

Correlation Plot

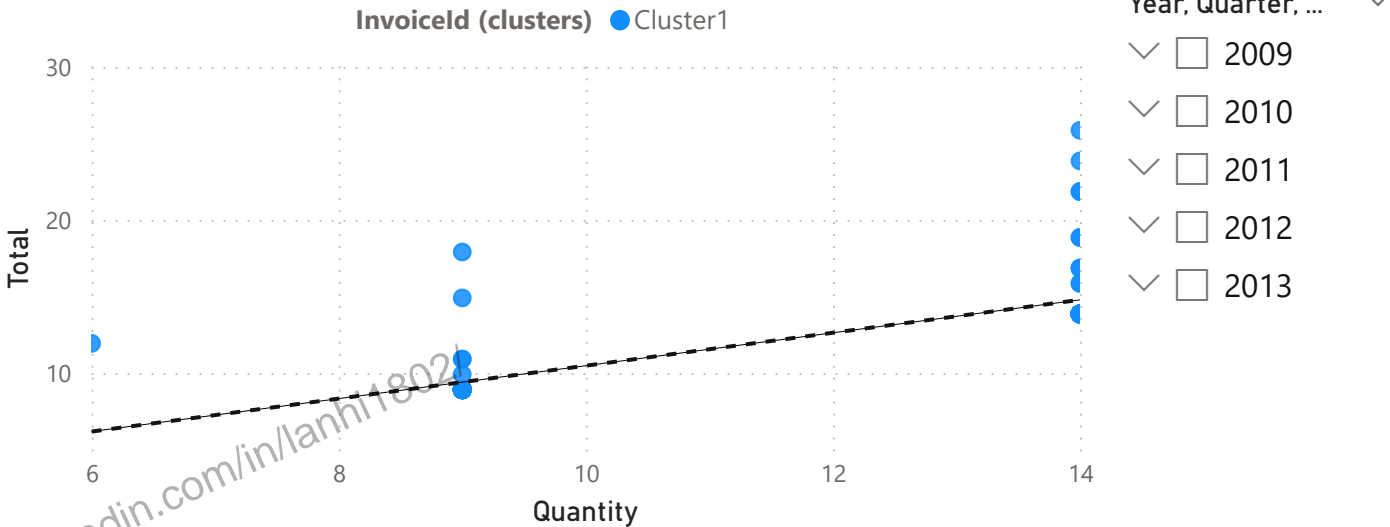


# QUANTITY - TOTAL REVENUE

Revenue and Quantity by Invoiceld



Quantity and Total by Invoiceld and Invoiceld (clusters)



- Year, Quarter, ...
- 2009
  - 2010
  - 2011
  - 2012
  - 2013

Quantity and Total by Invoiceld and Invoiceld (clusters)



# UNIT PRICE - TOTAL REVENUE

Revenue vs UnitPrice		
UnitPrice	Total	%
0.99	2,107.71	90.51%
1.99	220.89	9.49%
Total	2,328.60	100.00%

Revenue vs UnitPrice (over time)											
Year	2009		2010		2011		2012		2013		
UnitPrice	Total	%	Total	%	Total	%	Total	%	Total	%	
0.99	449.46	100.00%	419.76	87.19%	405.90	86.44%	407.88	85.41%	424.71	94.26%	
1.99			61.69	12.81%	63.68	13.56%	69.65	14.59%	25.87	5.74%	
Total	449.46	100.00%	481.45	100.00%	469.58	100.00%	477.53	100.00%	450.58	100.00%	

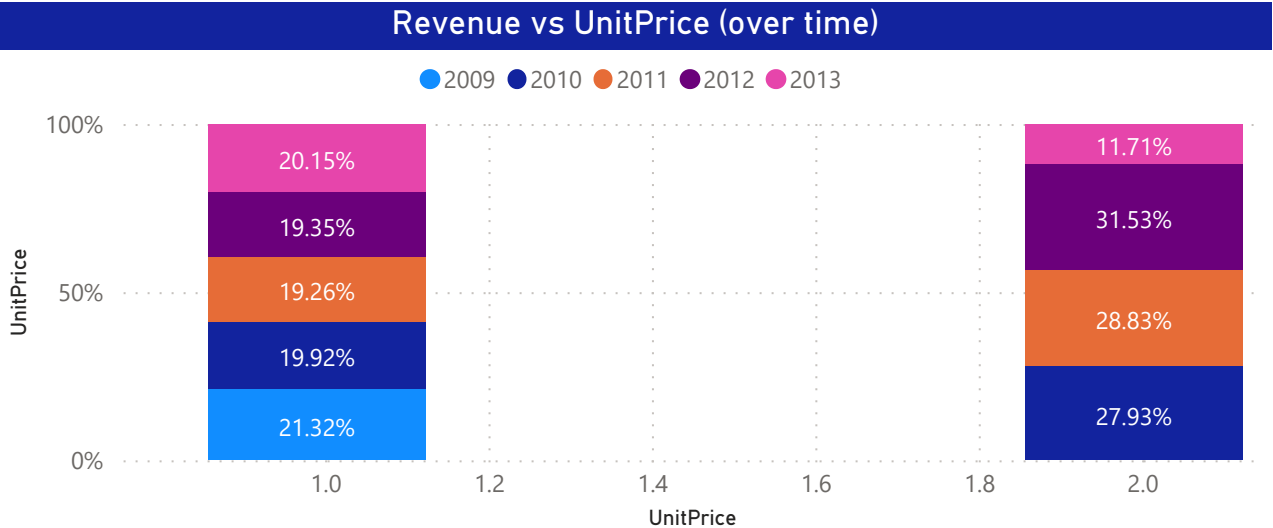
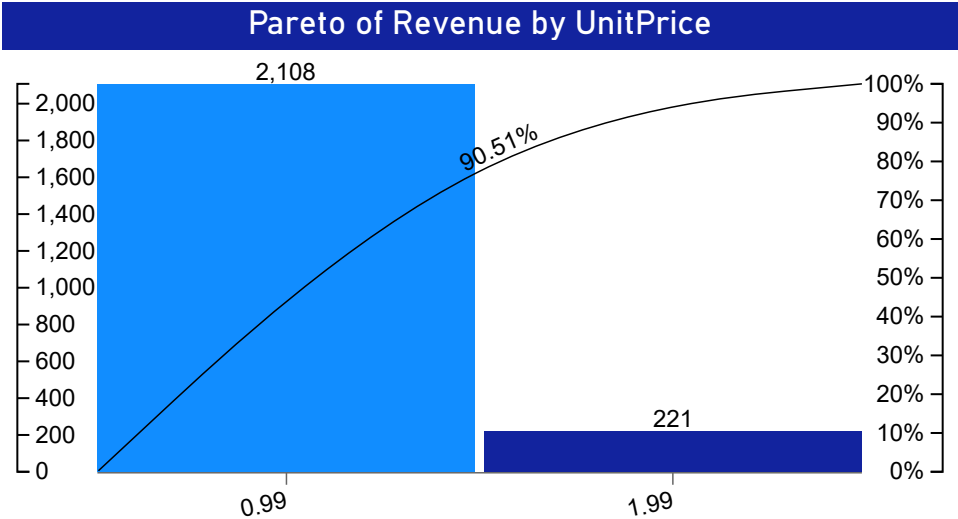
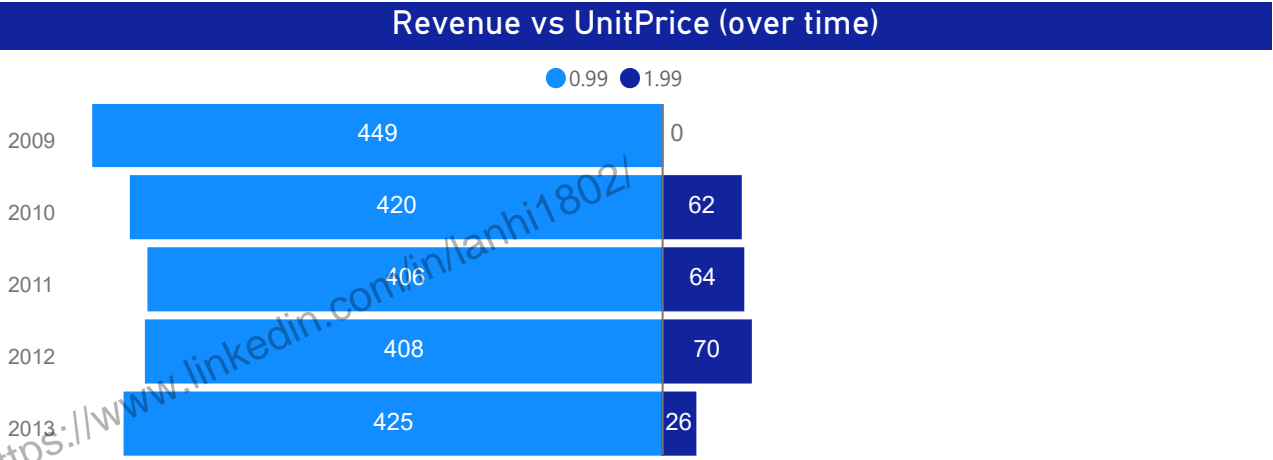
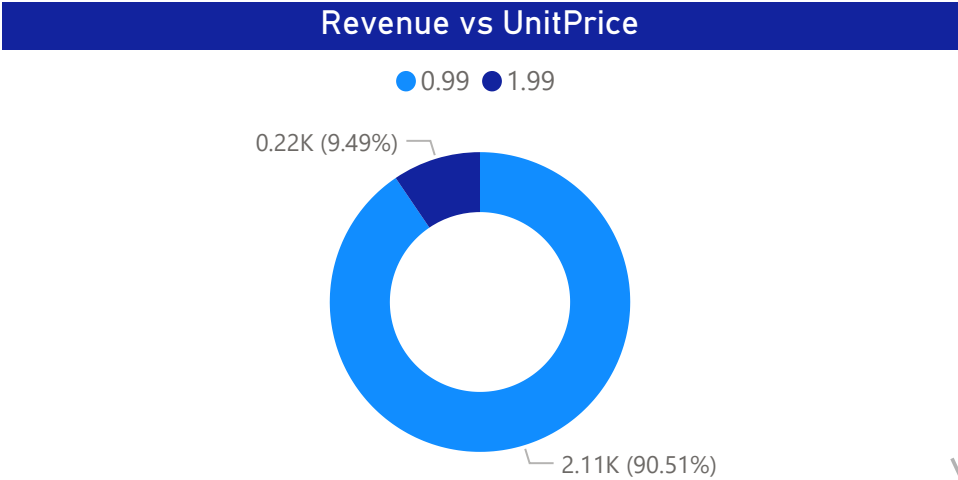
- Year, Quarter, ...
- 2009

2010

2011

2012

2013



# KEY ANALYSIS

Key influencers    Top segments

What influences Revenue/Track to Increase ?

When...    ...the average of Revenue/Track increases by

Year is 2009 - 2012



Name is TV Shows    0.97

ArtistName is Lost    0.97

Name is Drama    0.96

ArtistName is The Office    0.96

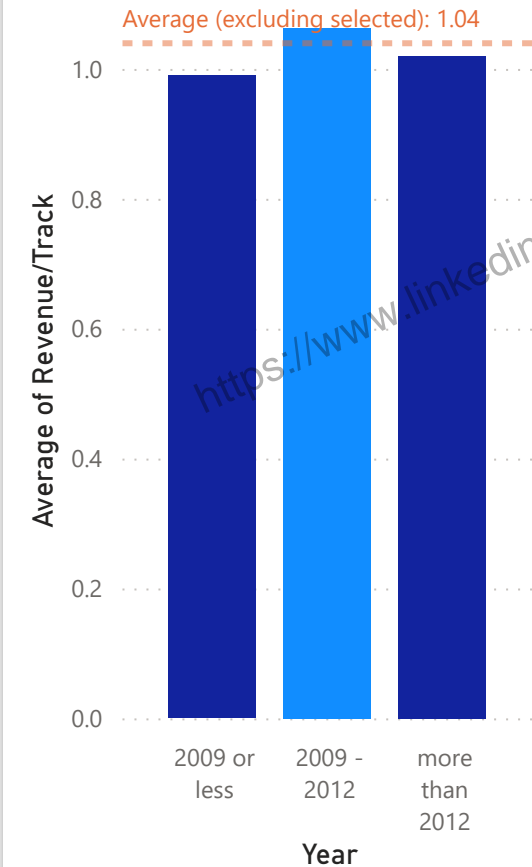
Name is Sci Fi & Fantasy    0.96

ArtistName is Battlestar Galactica (Classic)    0.96

ArtistName is Heroes    0.96

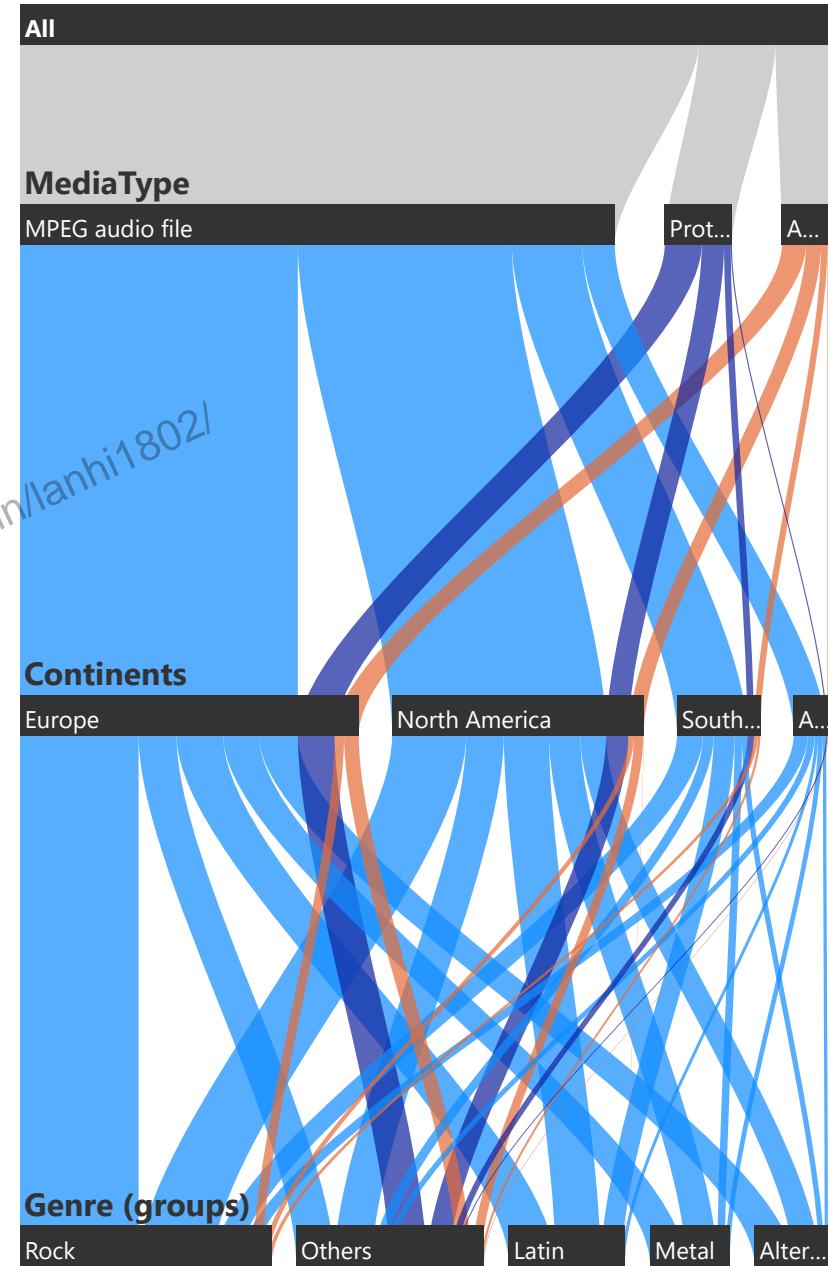
Sort by:    Impact    Count

← Revenue/Track is more likely to increase when Year is 2009 - 2012 than otherwise (on average).



☐ Only show values that are influencers

## Revenue by MediaType/ Location/ Genre



Year, Quarter, ...

☒ 2009

☒ 2010

☒ 2011

☒ 2012

☒ 2013

MediaType

All

Location

All

Genre (groups)

All

Employee

All