

# Sale Overview

Transaction by Track  
**2240**

Transaction by Invoice  
**412**

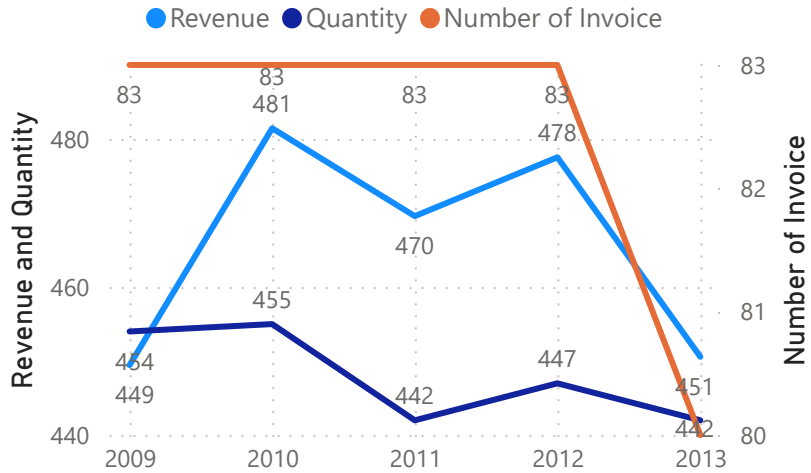
Revenue Total  
**2.33K**

Avg Revenue (Inv)  
**5.65**

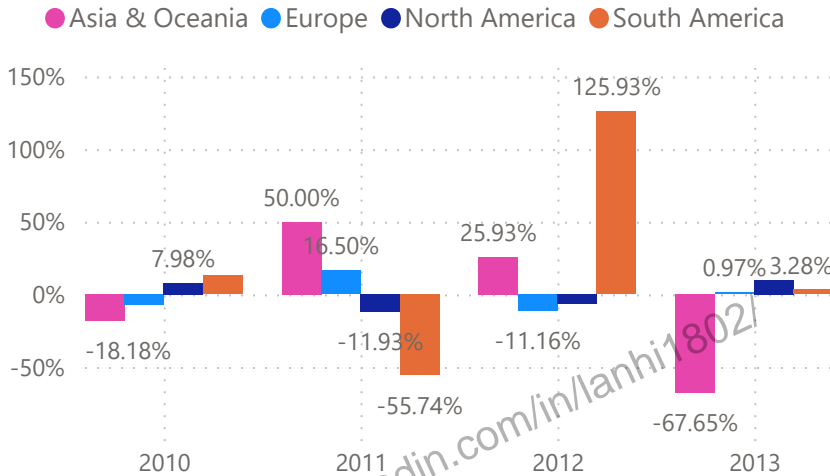
Revenue YoY  
**24%**

Revenue MoM  
**1.69%**

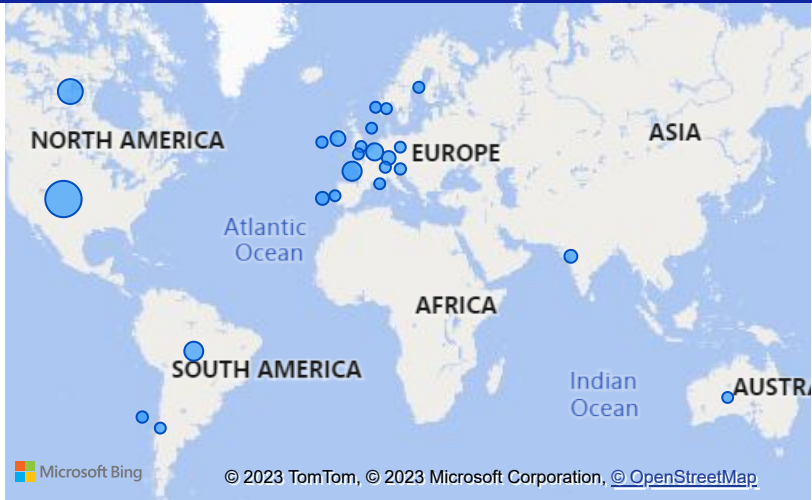
Revenue, Quantity and Transaction (Invoice) by Year



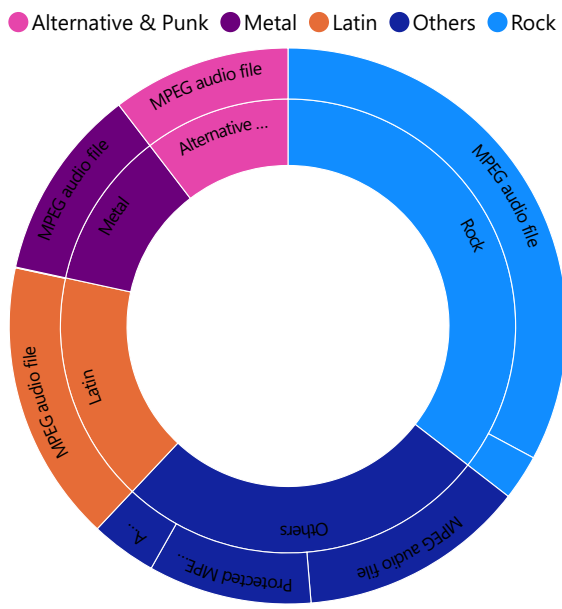
SaleKeyTrack YoY% by Year and Location



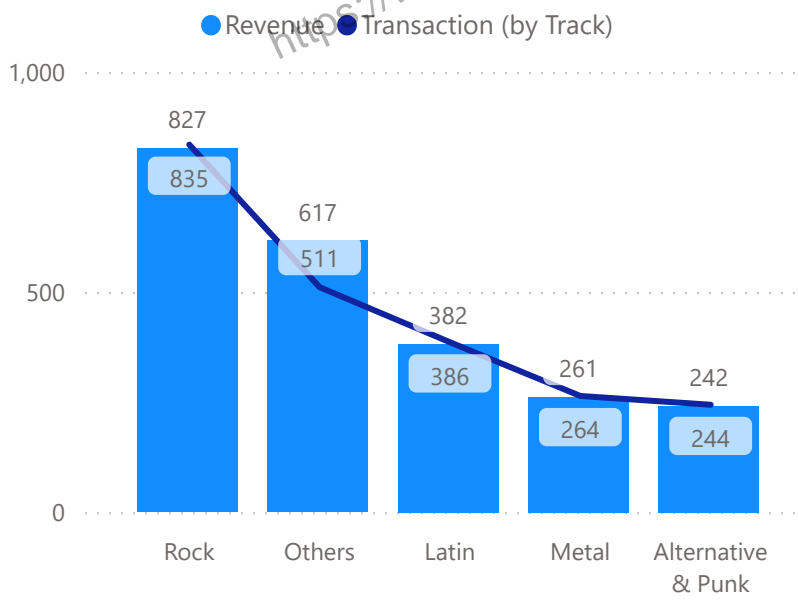
Revenue by Country



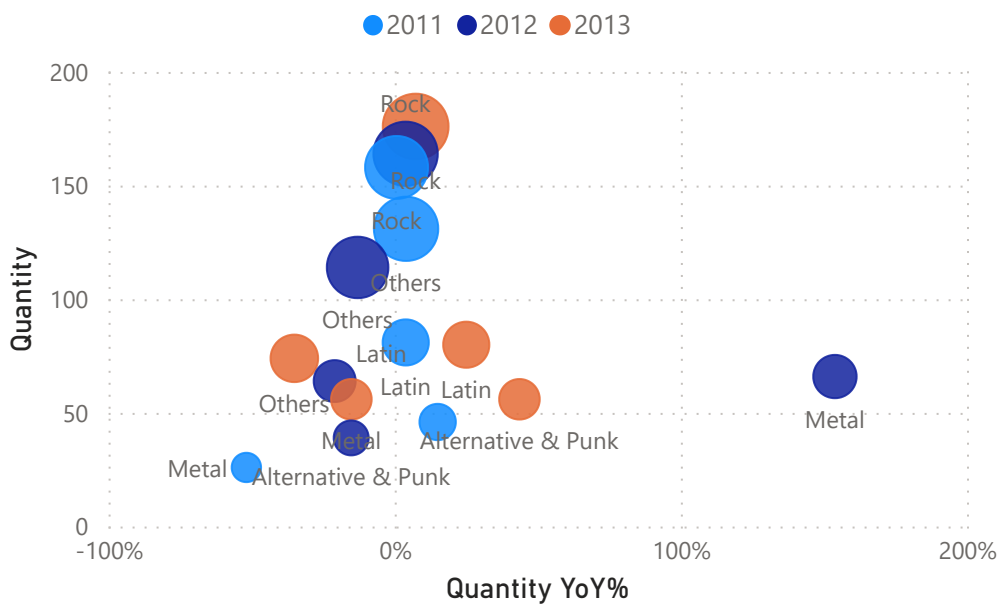
Genre by MediaType



Revenue & Transaction by Genre



Quantity YoY% by Genre and Year



# Sale Analysis

Transaction by Track

2240

Transaction by Invoice

412

Revenue Total

2.33K

Avg Revenue (Inv)

5.65

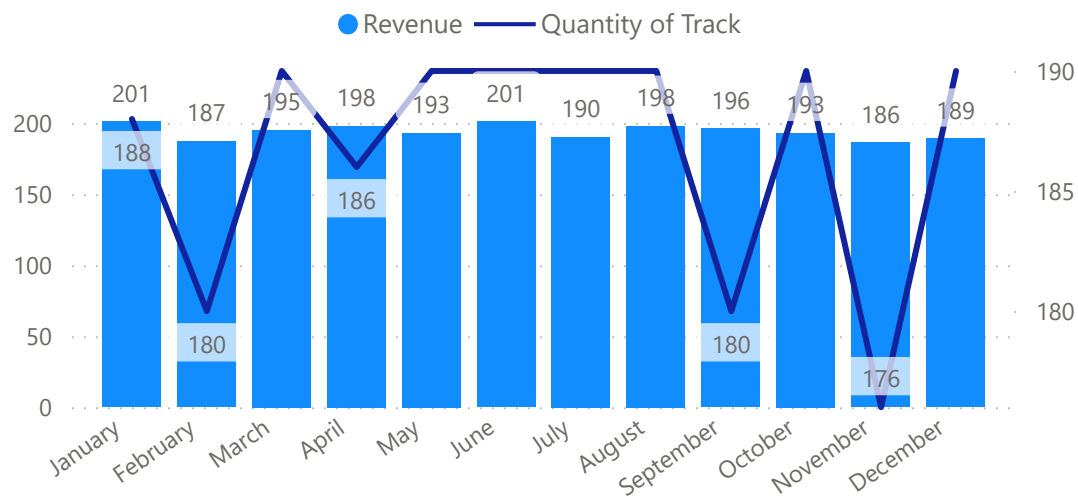
Revenue YoY

24%

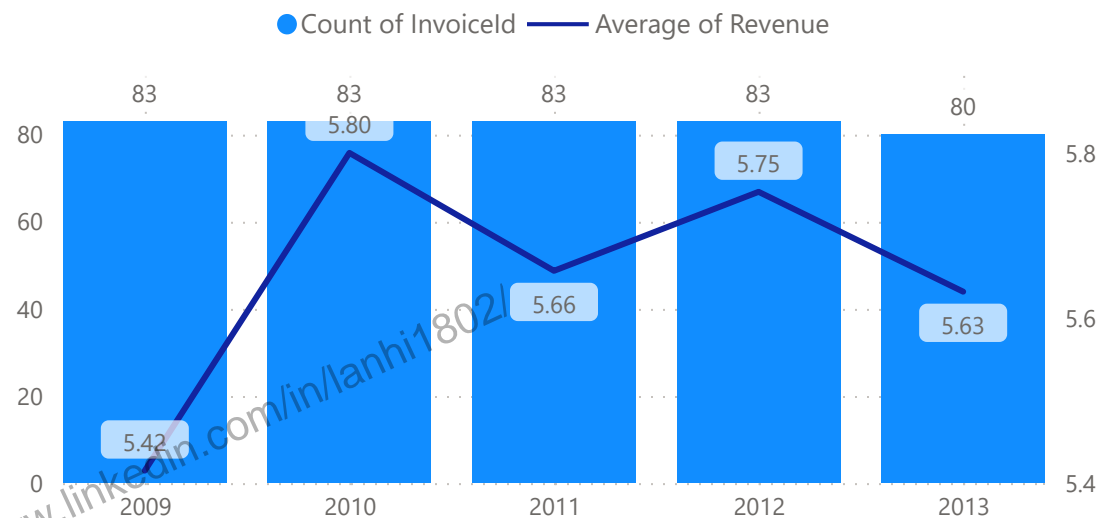
Revenue MoM

1.69%

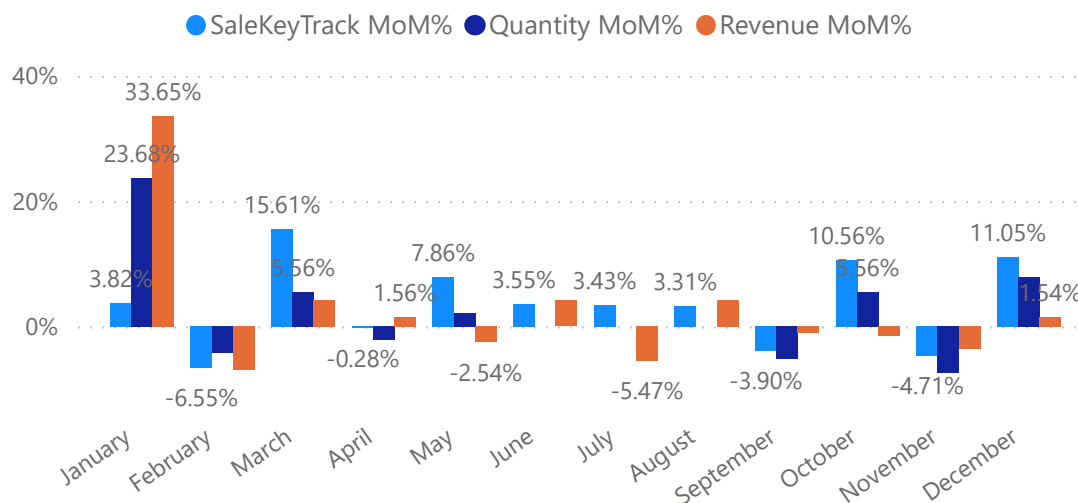
## Revenue and Quantity of Track by Month



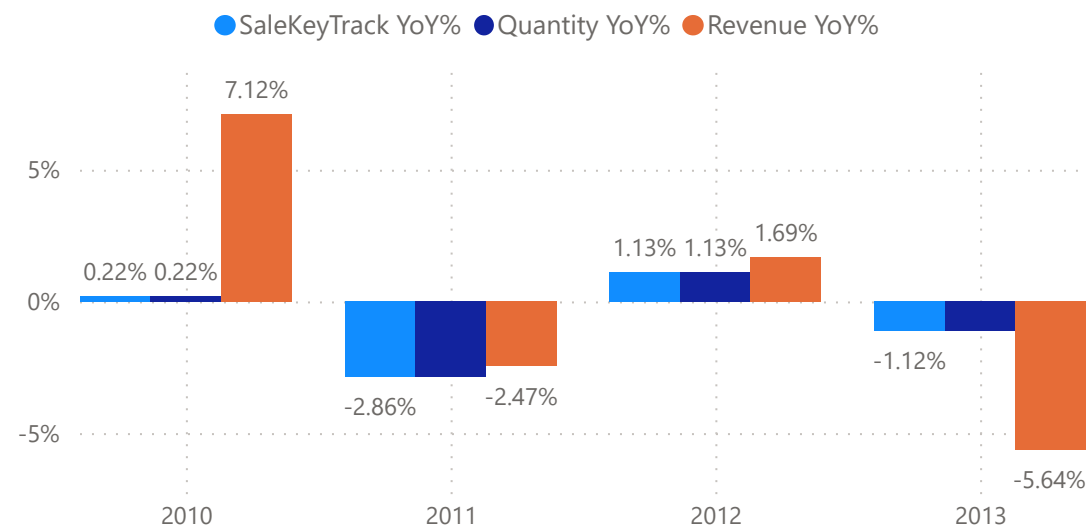
## Count of InvoiceId and Average of Revenue by Year



## Sale MoM% by Month



## Sale YoY% by Year



Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

All

Employee

All

# Sale Analysis

Transaction by Track

2240

Transaction by Invoice

412

Revenue Total

2.33K

Avg Revenue (Inv)

5.65

Revenue YoY

24%

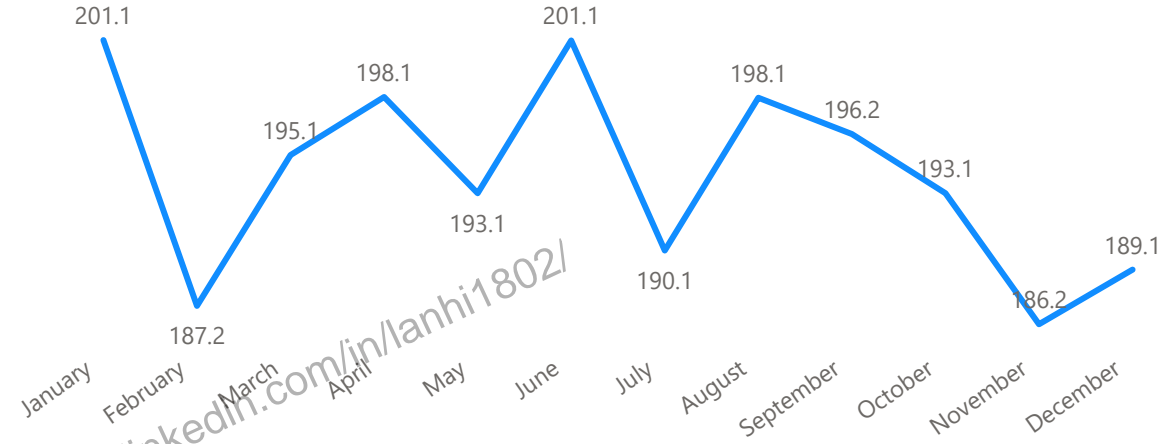
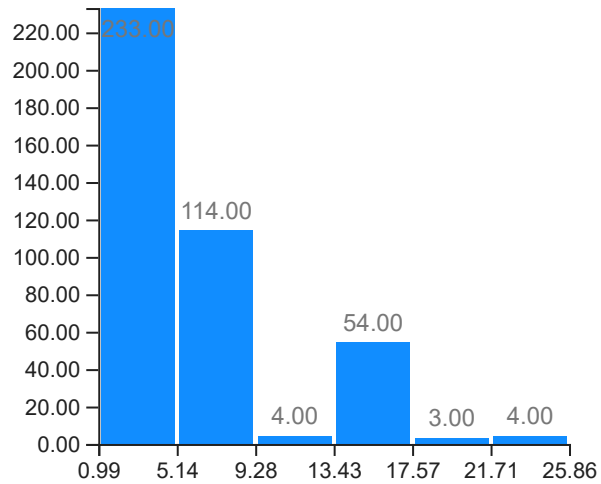
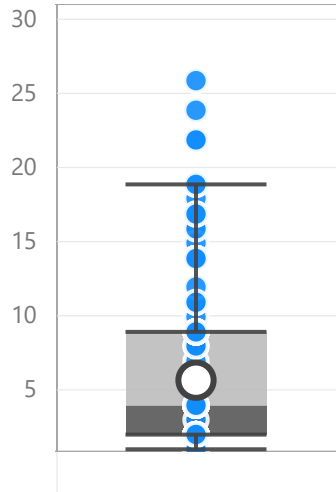
Revenue MoM

1.69%

Revenue by Invoice

Revenue Distribution (by Invoice)

Revenue Distribution by Month



Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

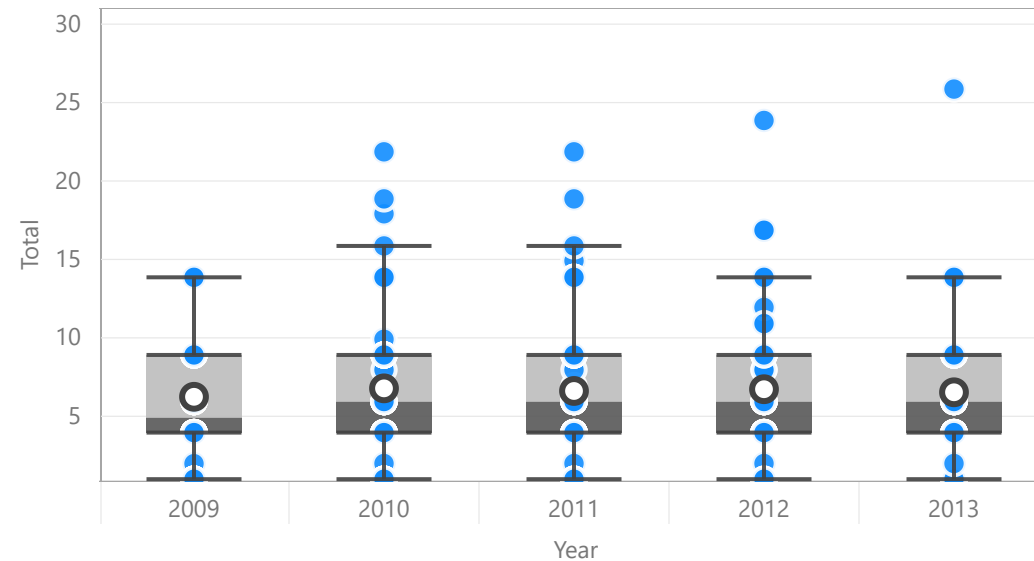
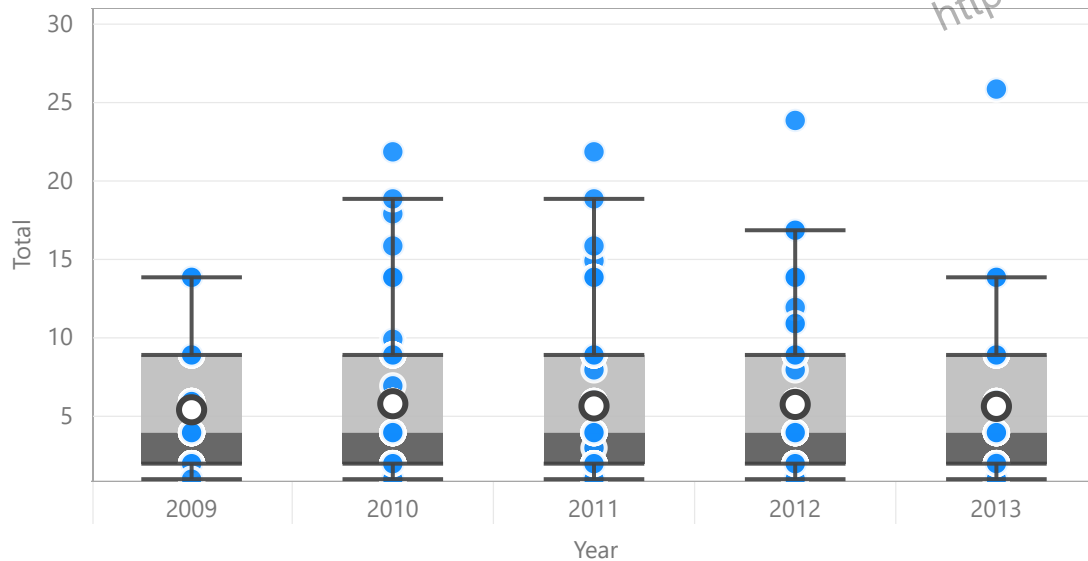
All

Employee

All

Revenue Distribution by Year (Invoice)

Revenue Distribution by Year (DateKey)



# Sale Analysis

Transaction by Track

2240

Transaction by Invoice

412

Revenue Total

2.33K

Avg Revenue (Inv)

5.65

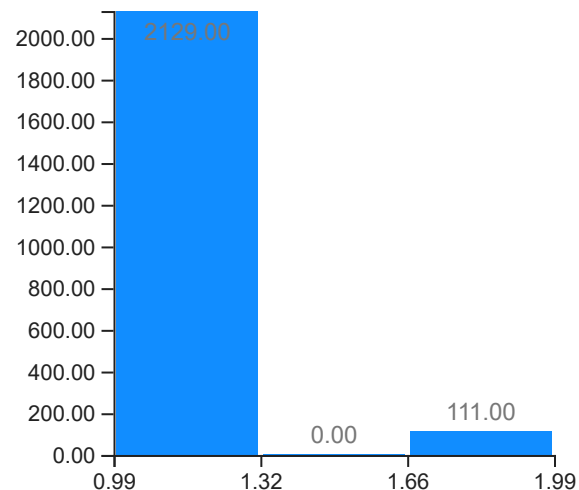
Revenue YoY

24%

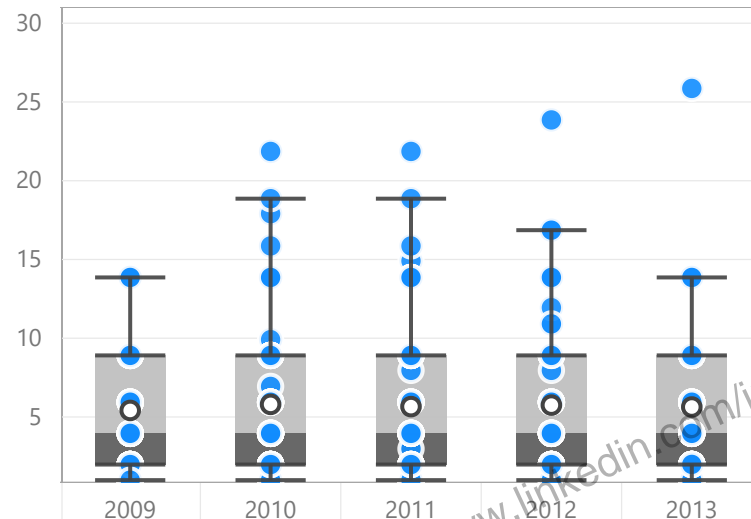
Revenue MoM

1.69%

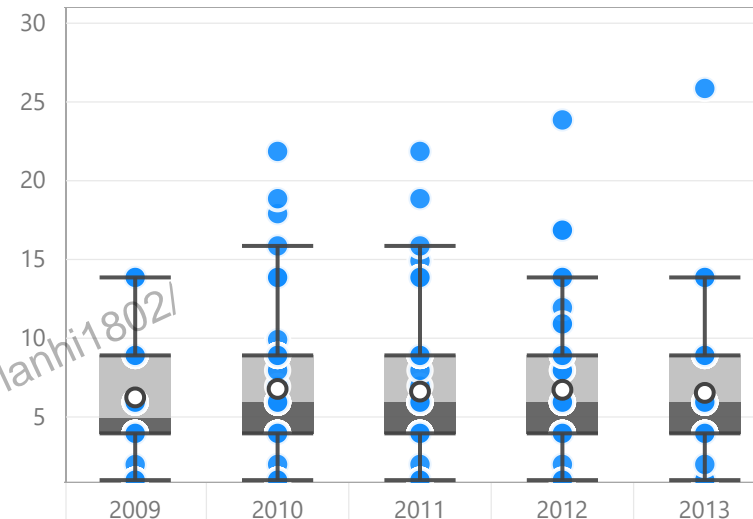
UnitPrice Distribution (by SaleKeyTrack)



UnitPrice Distribution by Year (Invoice)



UnitPrice Distribution by Year (DateKey)



Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

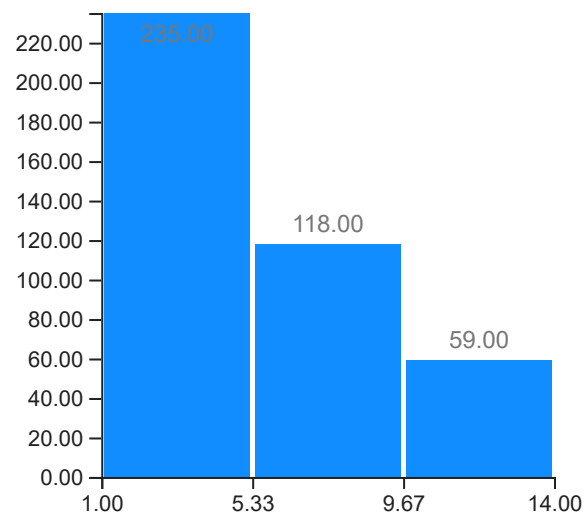
TrackName

All

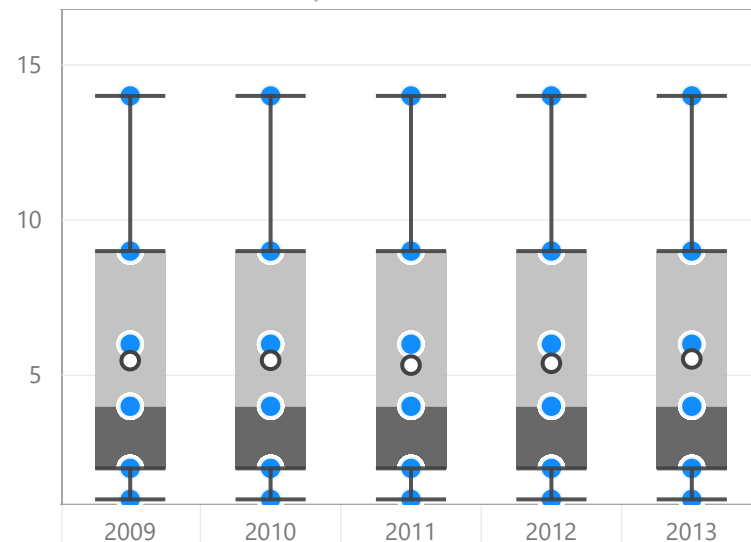
Employee

All

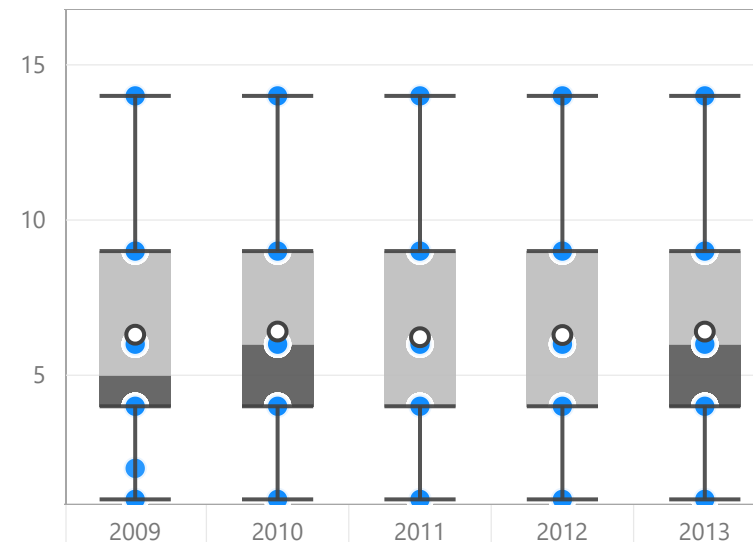
Quantity Distribution (by Invoice)



Quantity Distribution by Year (Invoice)



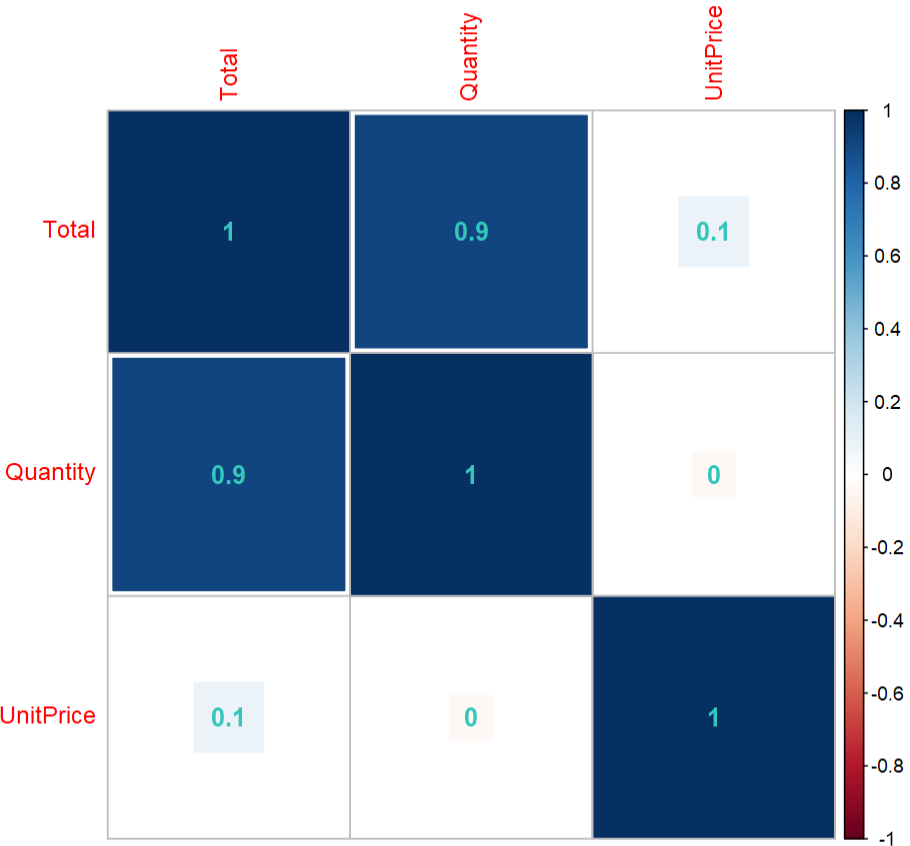
Quantity Distribution by Year (DateKey)



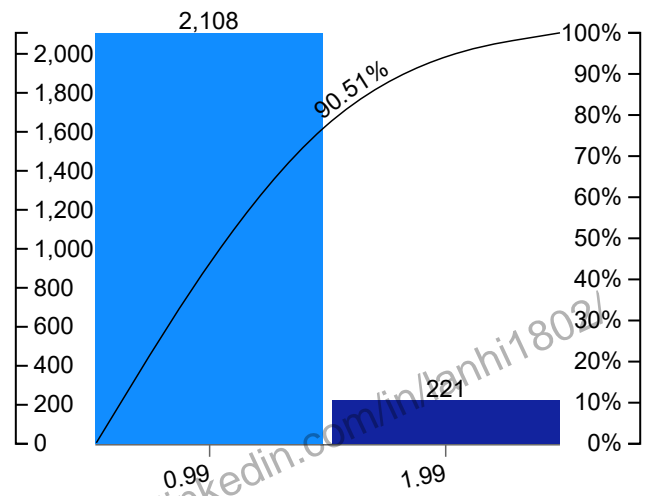
# Sale Analysis

Transaction by Track	Transaction by Invoice	Revenue Total	Avg Revenue (Inv)	Revenue YoY	Revenue MoM
2240	412	2.33K	5.65	24%	1.69%

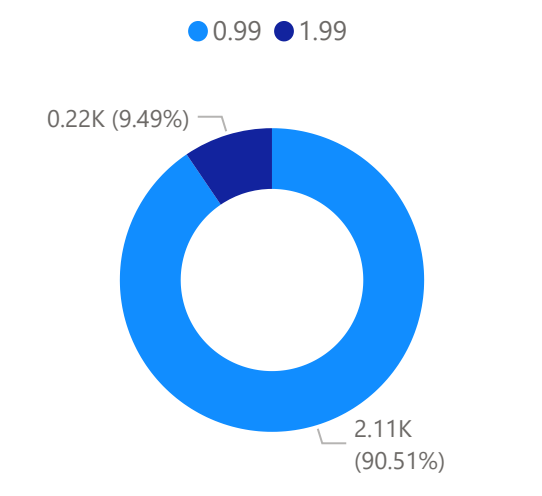
Correlation Plot



Pareto of Revenue by UnitPrice



Revenue vs UnitPrice



Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

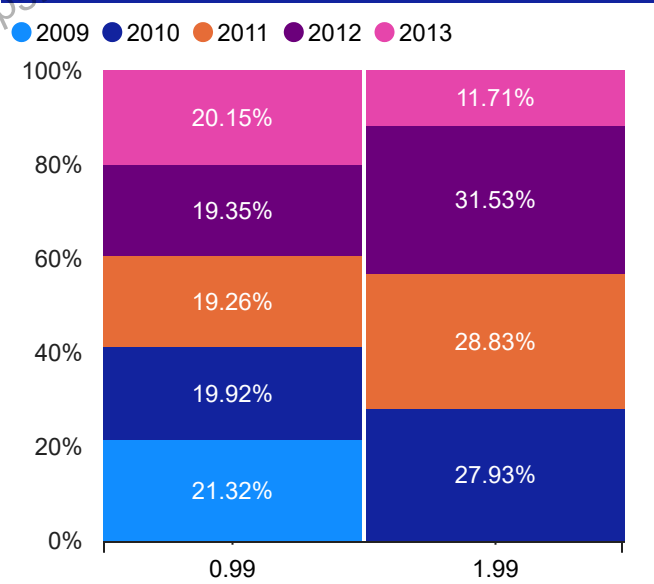
TrackName

All

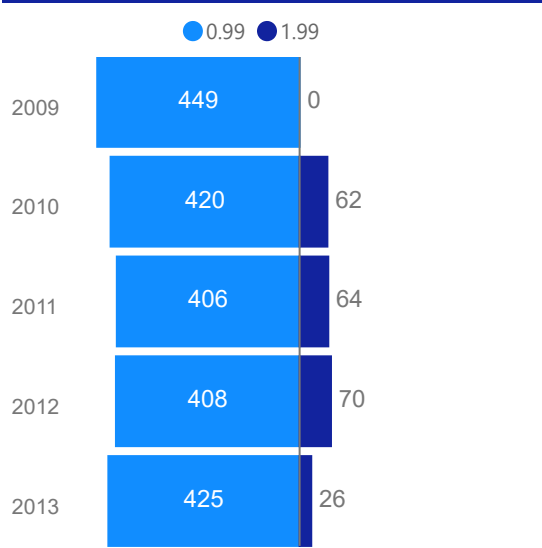
Employee

All

Revenue vs UnitPrice (over time)



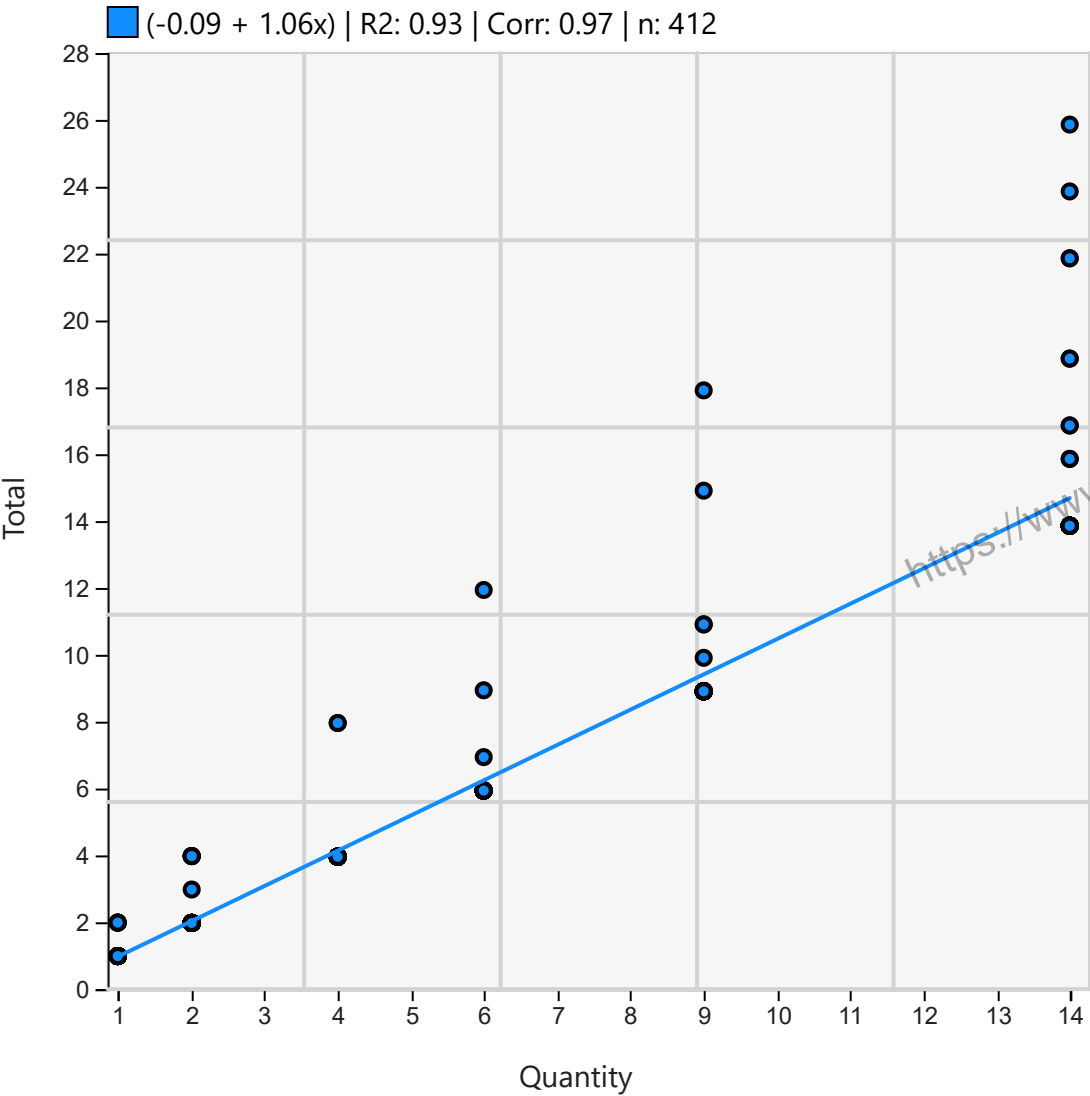
Revenue vs UnitPrice (over time)



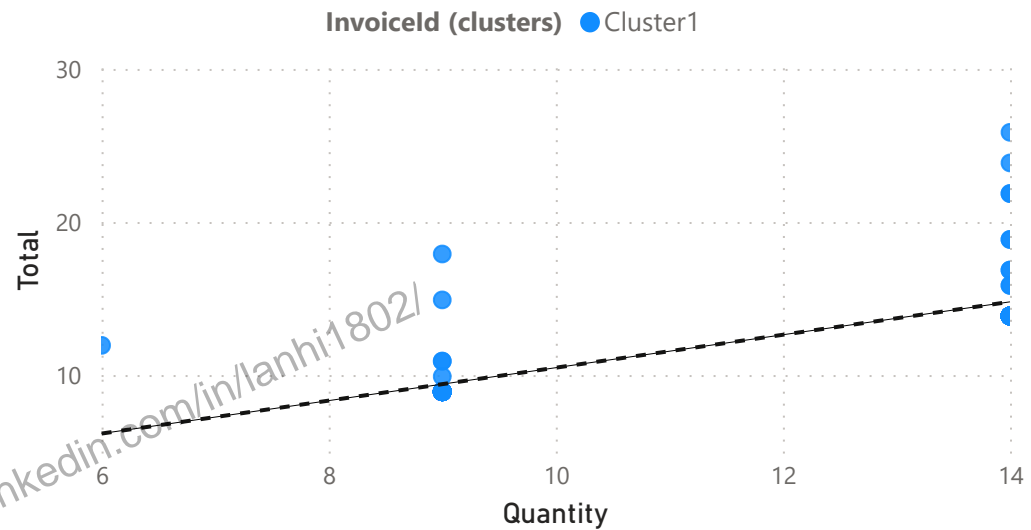
# Sale Analysis

Transaction by Track	Transaction by Invoice	Revenue Total	Avg Revenue (Inv)	Revenue YoY	Revenue MoM
2240	412	2.33K	5.65	24%	1.69%

Revenue and Quantity by Invoiceld



Quantity and Revenue by Invoiceld and Invoiceld (clusters)



Quantity and Revenue by Invoiceld and Invoiceld (clusters)



Calendar

MediaType

Location

Genre

ArtistName

AlbumTitle

TrackName

Employee

Sale - Key Analysis

Transaction by Track	Transaction by Invoice	Revenue Total	Avg Revenue (Inv)	Revenue YoY	Revenue MoM
2240	412	2.33K	5.65	24%	1.69%

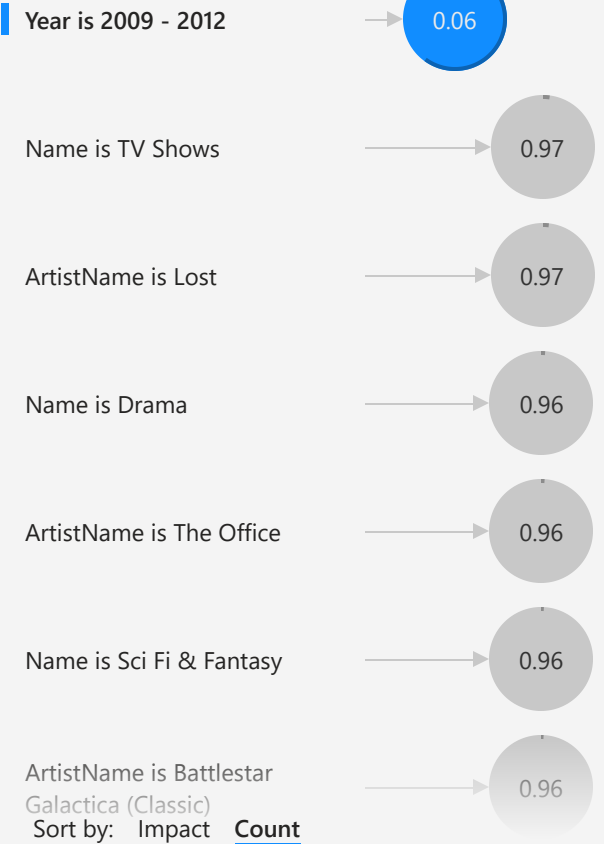
Key influencers    Top segments

What influences Revenue/Track to 

Increase

 ?

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



# MediaType Analysis

Transaction by ACC Audio

153

Transaction by MPEG Audio

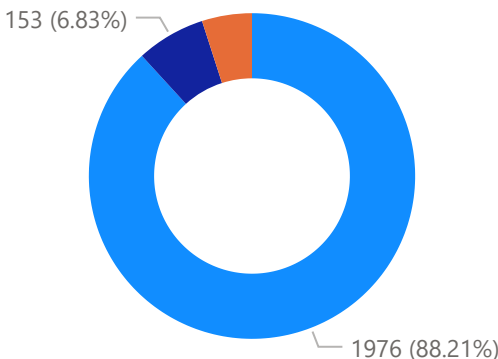
1976

Transaction by Protected MPEG-4 Audio

111

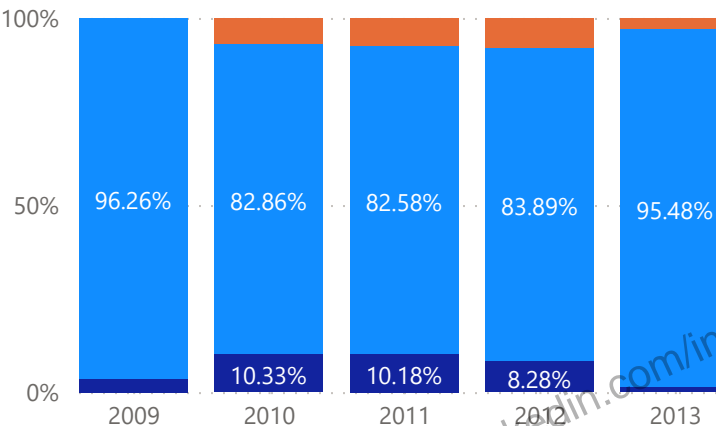
Count of SaleKeyTrack by MediaType

● MPEG audio file ● AAC audio file ● Protected MP...

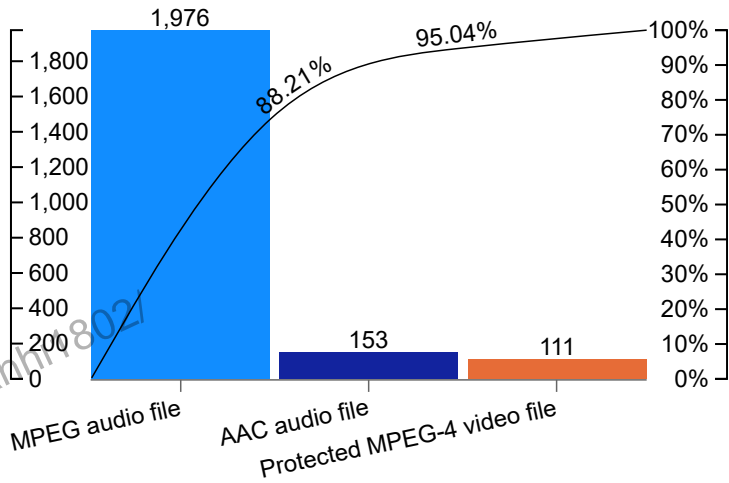


Count of SaleKeyTrack by Year and MediaType

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

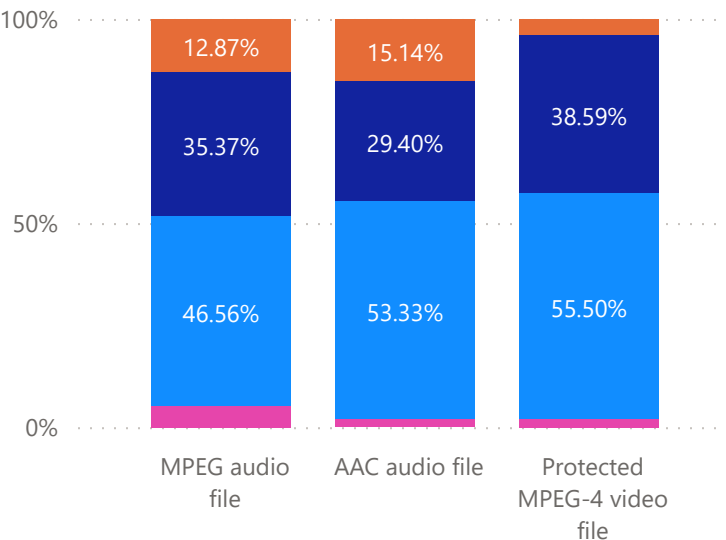


Pareto of SaleKeyTrack by MediaType



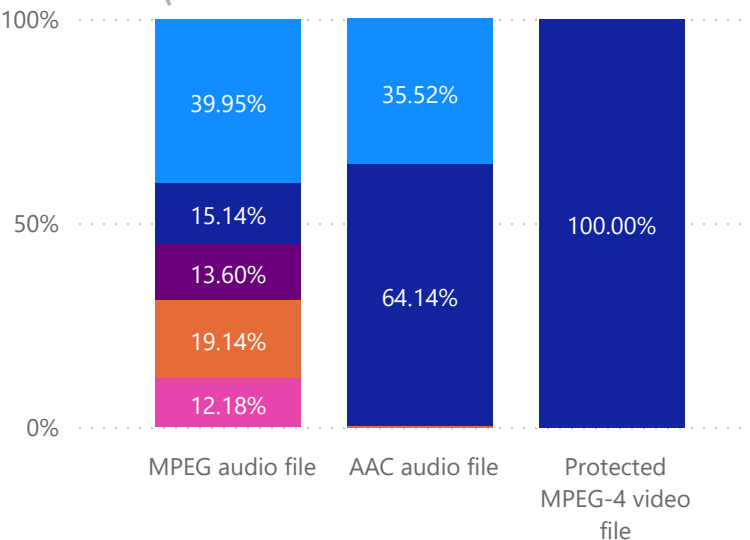
SaleKeyTrack by MediaType/ Location

● Asia & Oceania ● Europe ● North America ● South Amer...

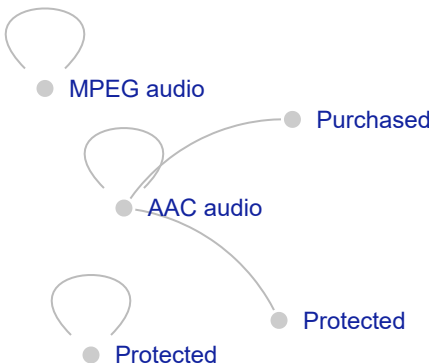


SaleKeyTrack by MediaType/ Genre

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



Parent-Child MediaType



Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

All

Employee

All



# MediaType Analysis

Revenue by ACC Audio

151.47

Revenue by MPEG Audio

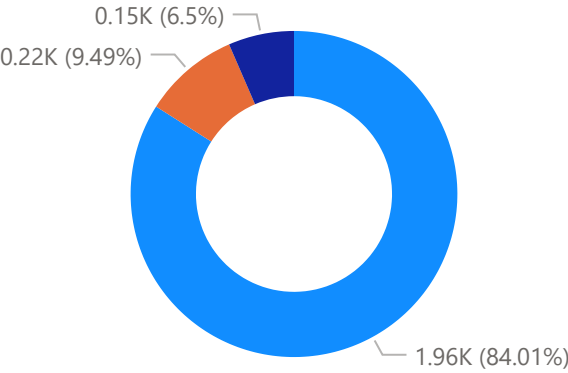
1.96K

Revenue by Protected MPEG-4 Audio

220.89

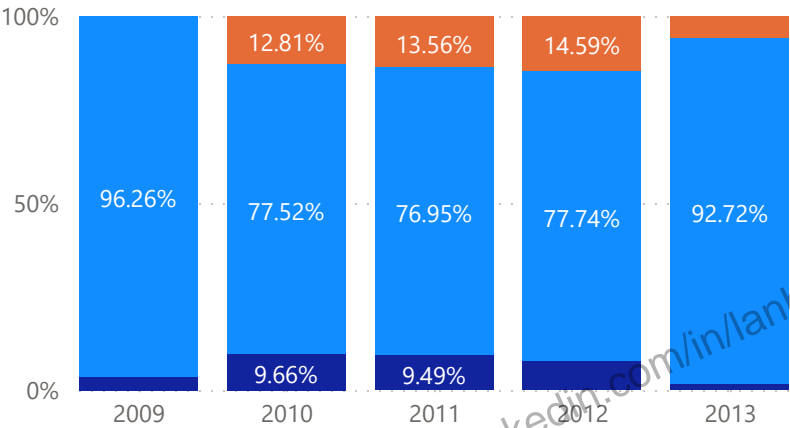
Revenue by MediaType

MPEG audio file Protected MP... AAC audio file

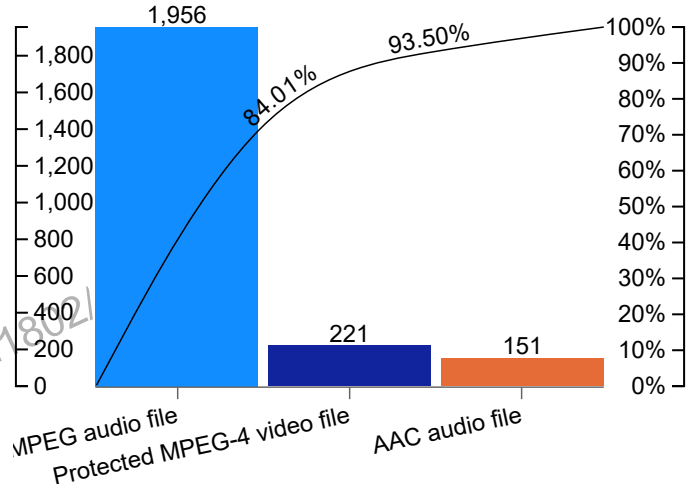


Revenue by MediaType (over time)

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



Pareto of Revenue by MediaType



Calendar

All

MediaType

All

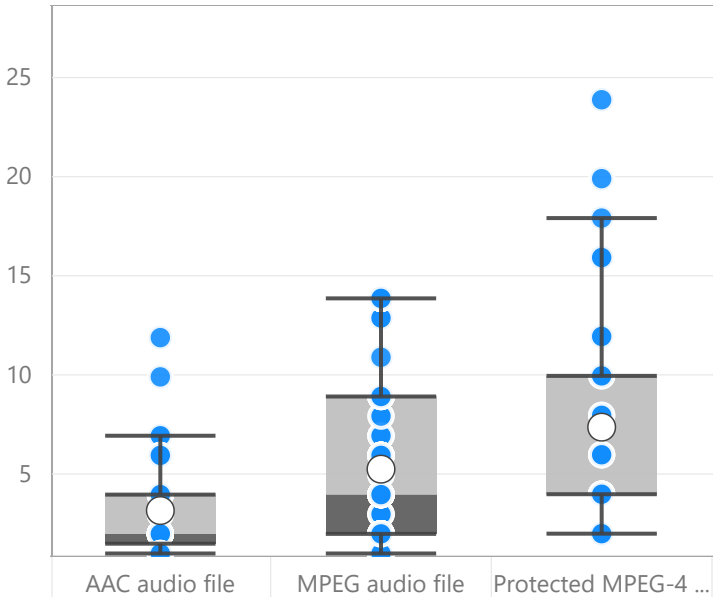
Location

All

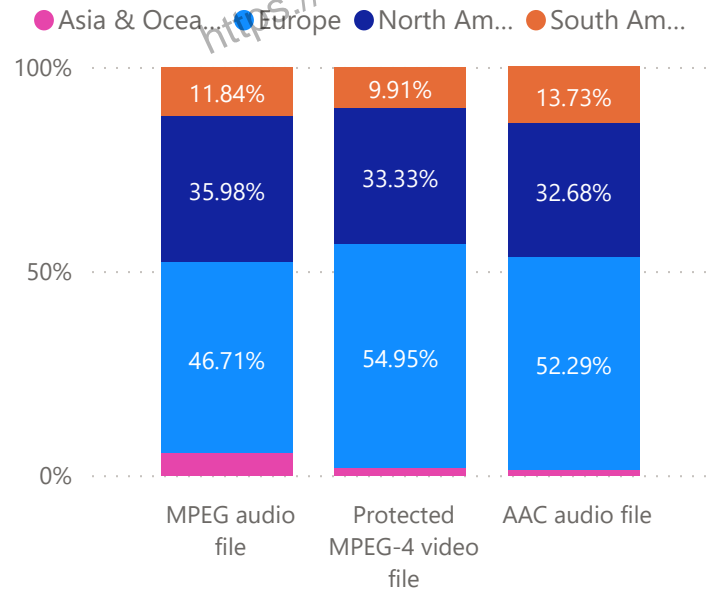
Genre

All

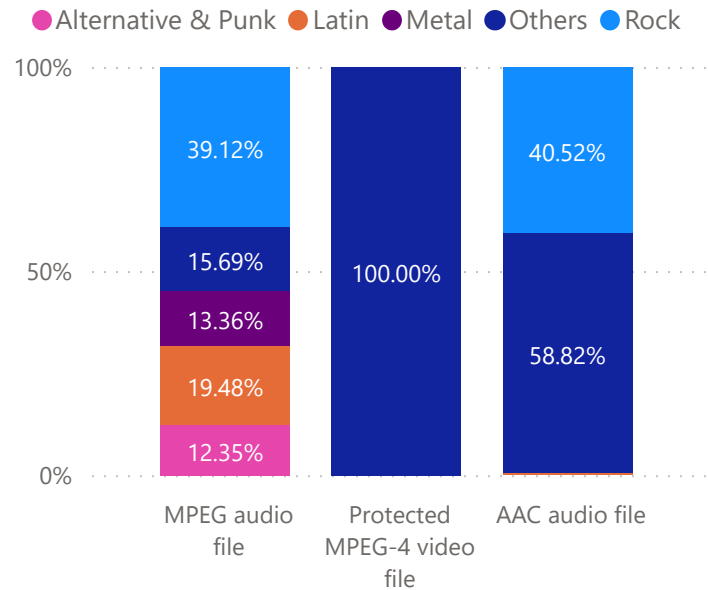
Revenue by MediaType (Invoice)



Revenue by MediaType/ Location



Revenue by MediaType/ Genre



ArtistName

All

AlbumTitle

All

TrackName

All

Employee

All

# Location Analysis

Transaction by Asia & Oceania

112

Transaction by Europe

1064

Transaction by North America

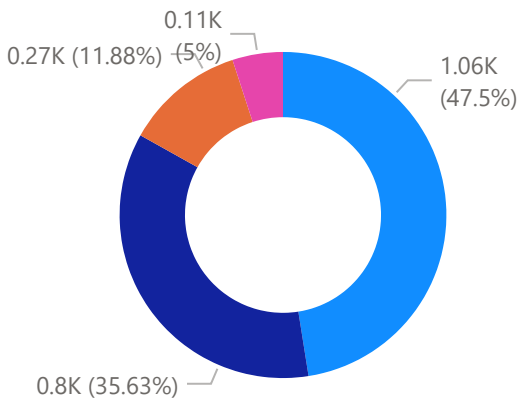
798

Transaction by South America

266

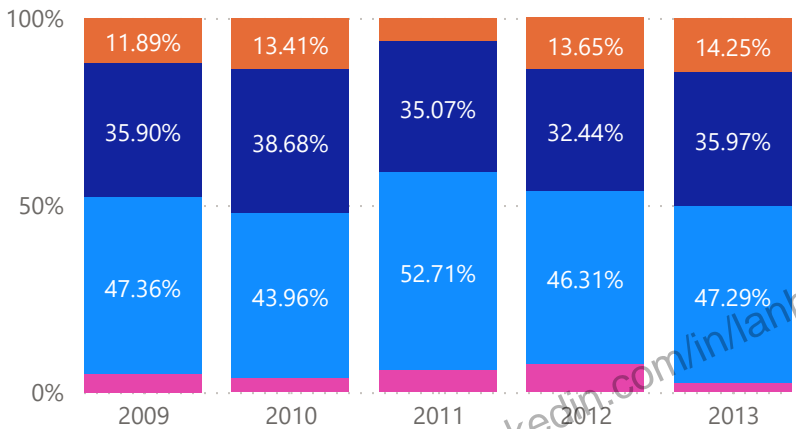
Count of SaleKeyTrack by Location

Europe North America South America Asia & Oceania

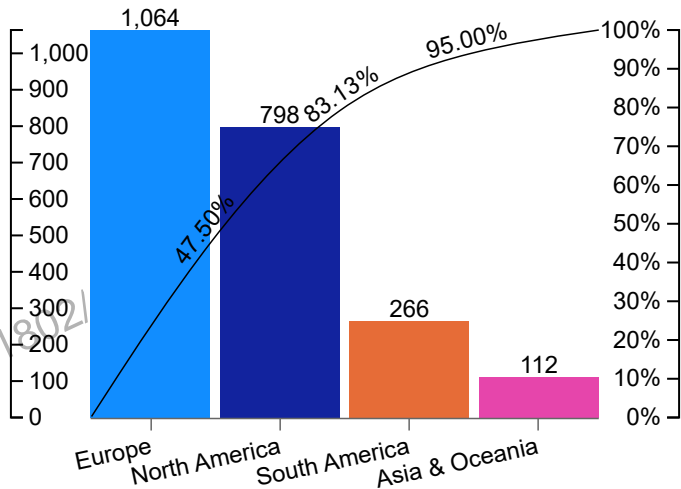


Count of SaleKeyTrack by Year and Location

Asia & Oceania Europe North America South America



Pareto of SaleKeyTrack by Location



Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

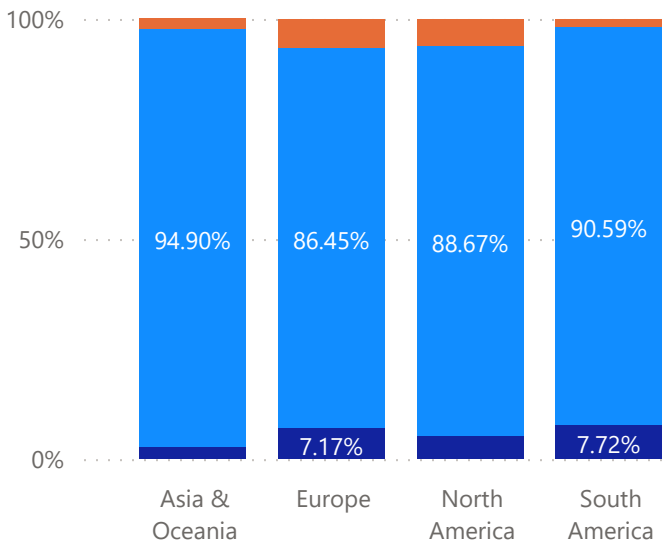
All

Employee

All

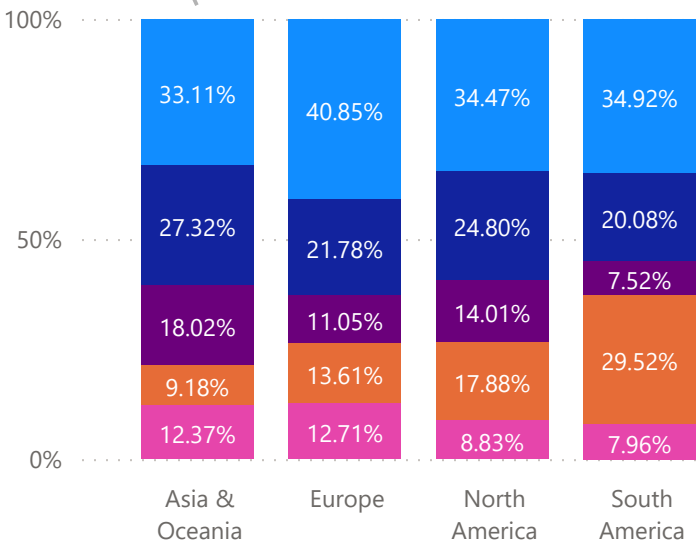
SaleKeyTrack by Location/ MediaType

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



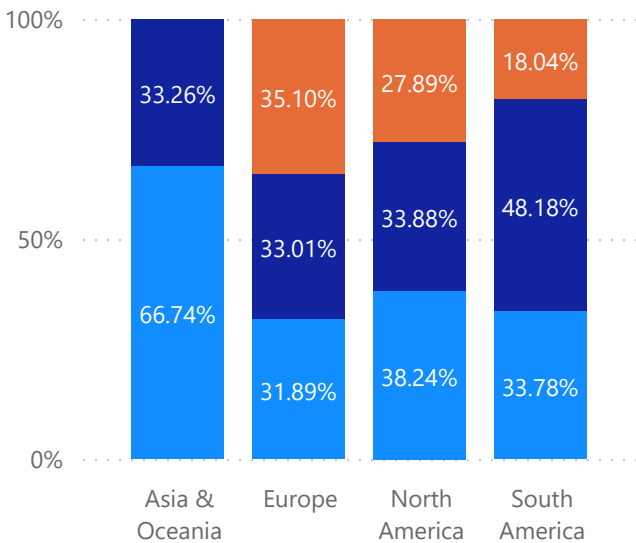
SaleKeyTrack by Location/ Genre

Alternative & Punk Latin Metal Others Rock



SaleKeyTrack by Location/ Employee

Jane Peacock Margaret Park Steve Johnson

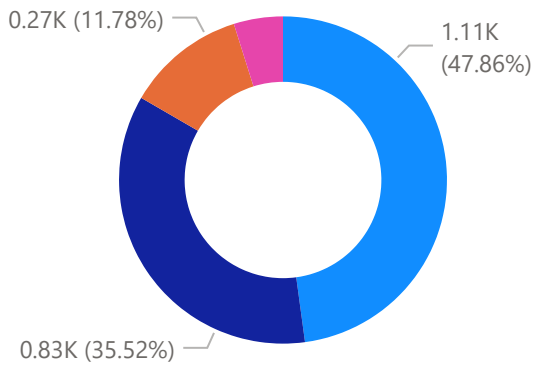


Location Analysis

Revenue by Asia & Oceania	Revenue by Europe	Revenue by North America	Revenue by South America
112.88	1.11K	827.02	274.34

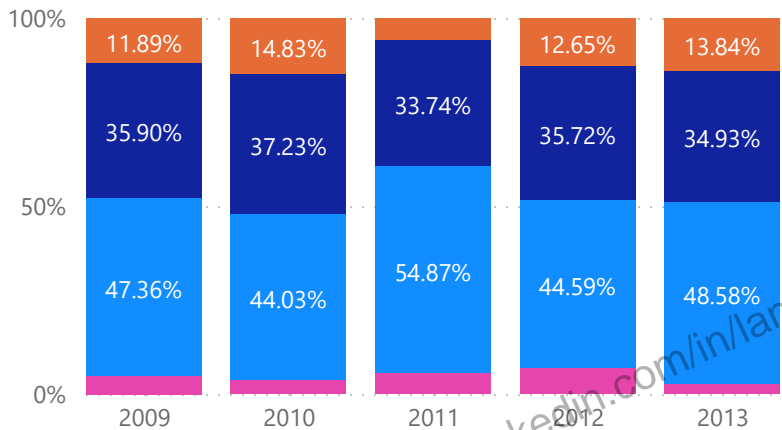
Revenue by Location

● Europe ● North Ameri... ● South A... ● Asia & O...

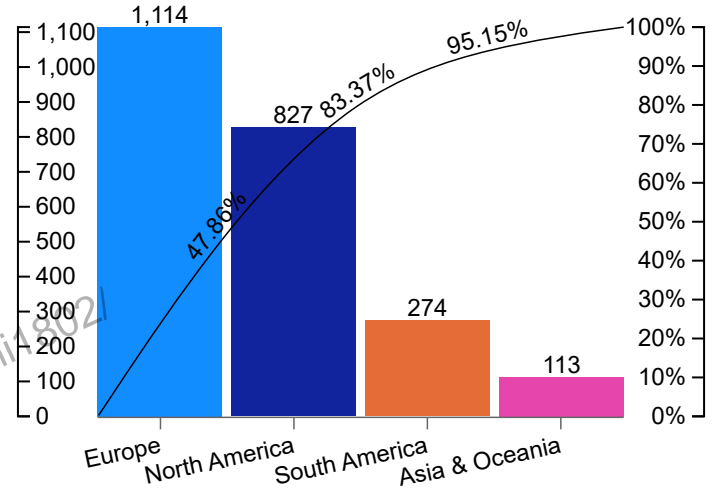


Revenue by Location (over time)

● Asia & Oceania ● Europe ● North America ● South America



Pareto of Revenue by Location



Calendar

MediaType

Location

Genre

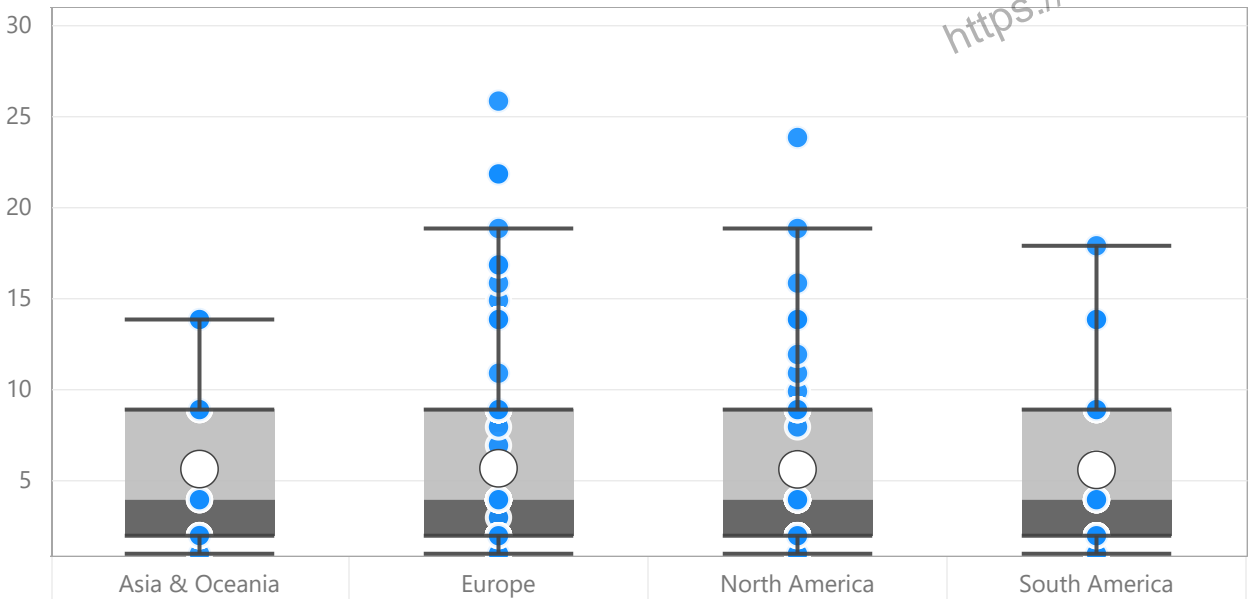
ArtistName

AlbumTitle

TrackName

Employee

Revenue by Location (Invoice)



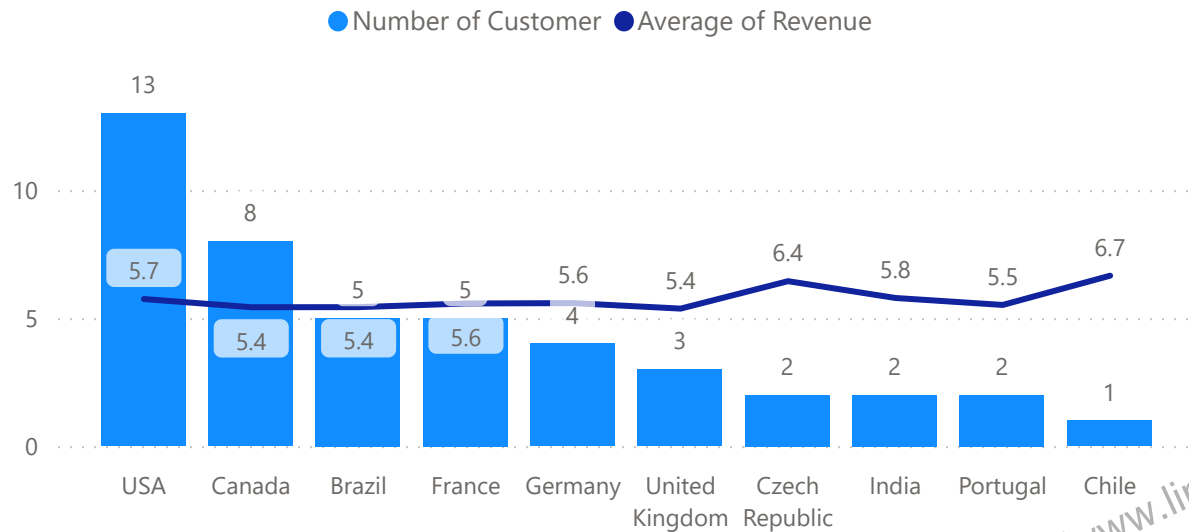
Parent-Child Location



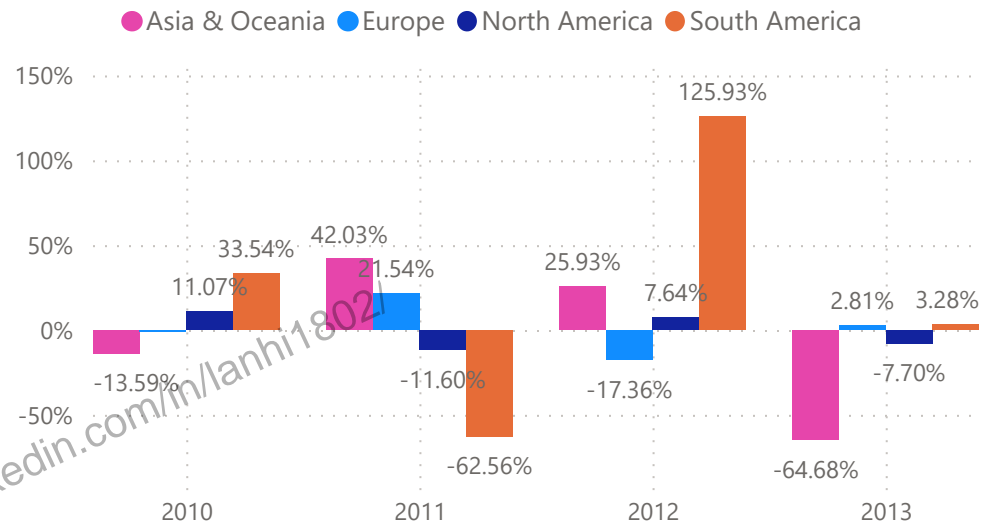
Location Analysis

Revenue by Asia & Oceania	Revenue by Europe	Revenue by North America	Revenue by South America
112.88	1.11K	827.02	274.34

Number of Customer and Average of Revenue by Top 10 Country



Revenue YoY% by Year and Location



Calendar

MediaType

Location

Genre

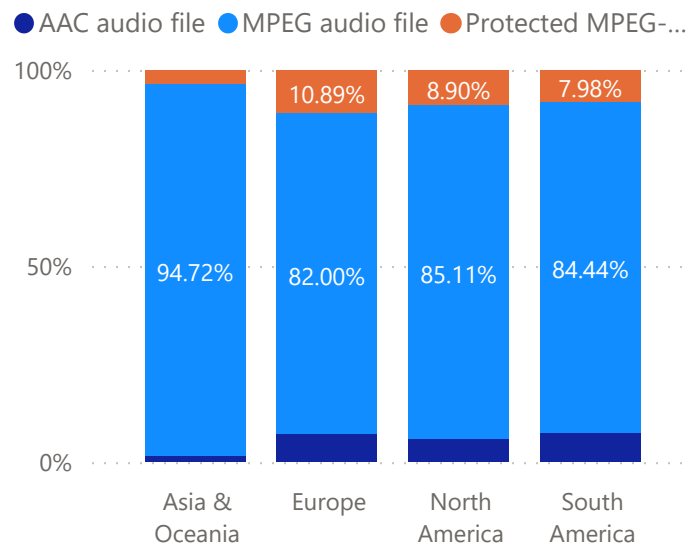
ArtistName

AlbumTitle

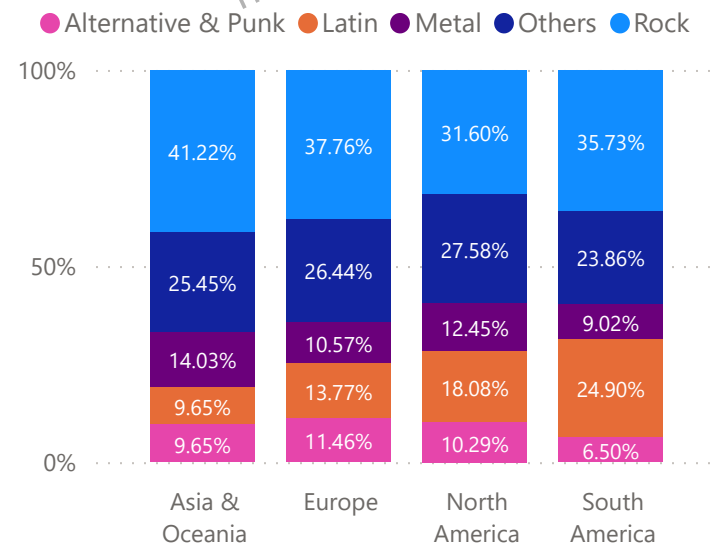
TrackName

Employee

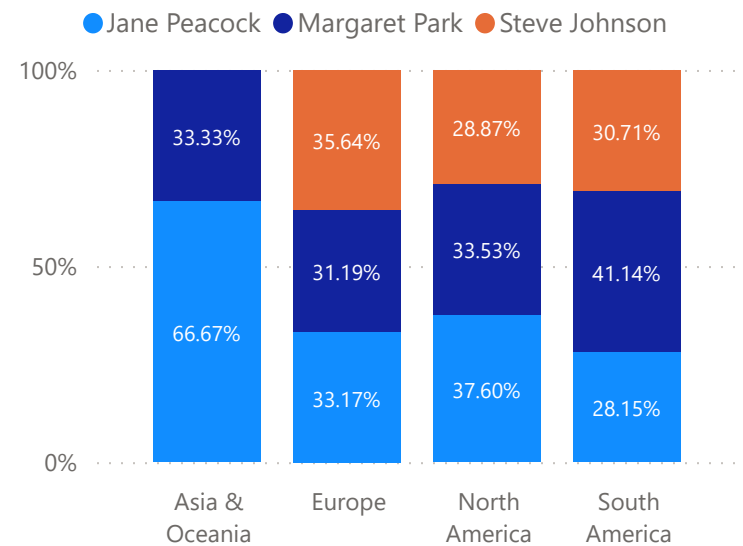
Revenue by Location/ MediaType



Revenue by Location/ Genre



Revenue by Location/ Employee



# Genre Analysis

Transaction by Alter-Punk

244

Transaction by Rock

835

Transaction by Metan

264

Transaction by Latin

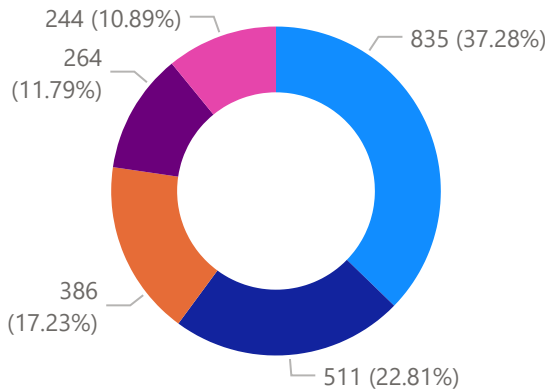
386

Transaction by Others

511

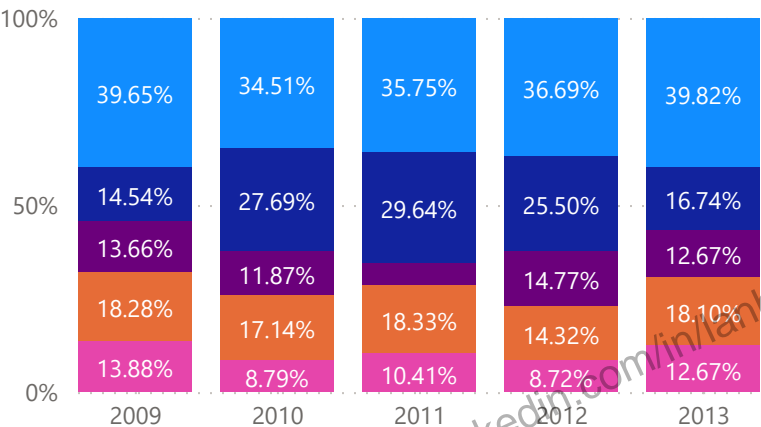
Count of SaleKeyTrack by Genre (groups)

Rock Others Latin Metal Alternative & Punk

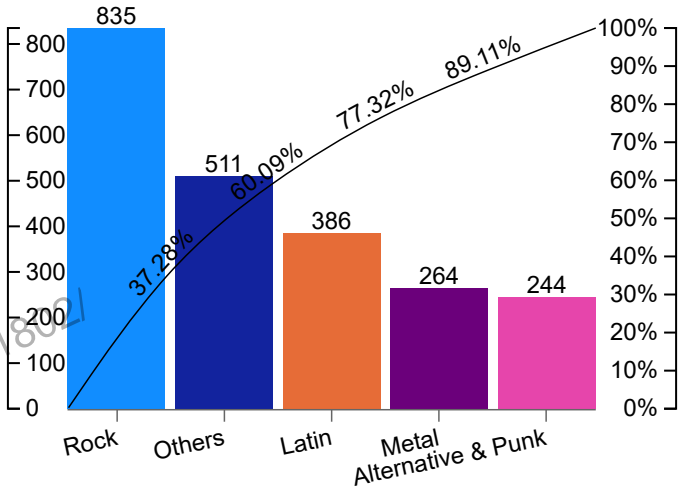


Count of SaleKeyTrack by Year and Genre (groups)

Alternative & Punk Latin Metal Others Rock



Pareto of SaleKeyTrack by Genre



Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

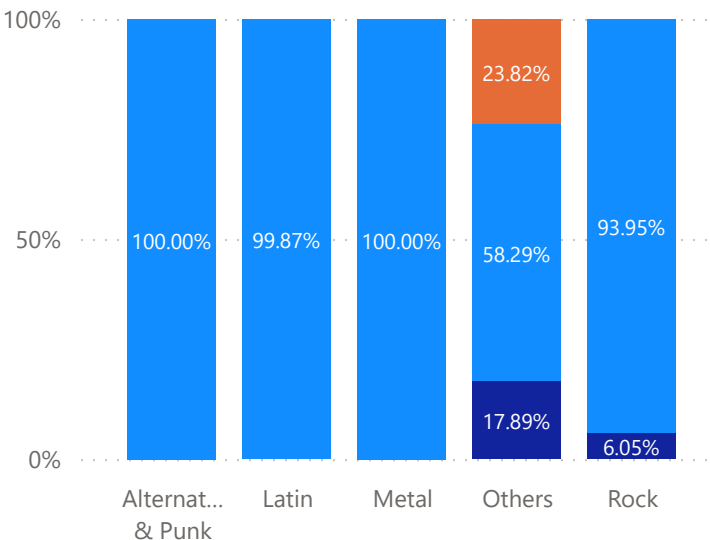
All

Employee

All

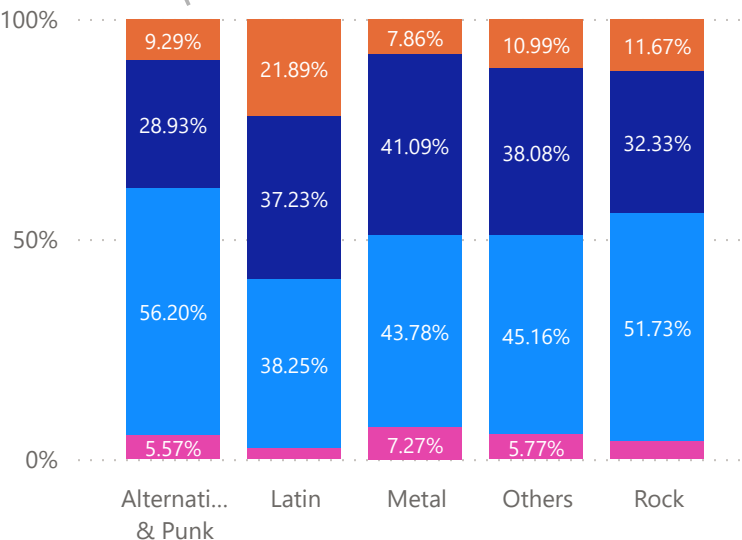
SaleKeyTrack by Genre/ MediaType

AAC audio file MPEG audio file Protected MPEG-4 v...

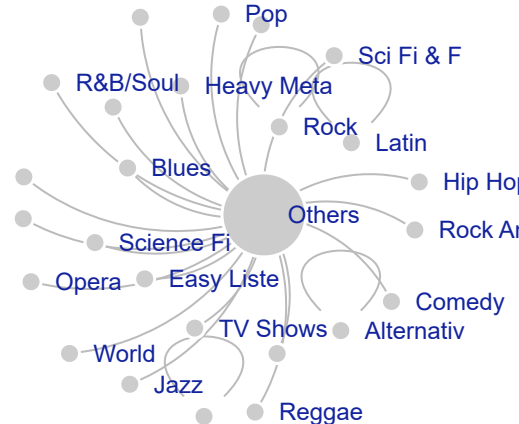


SaleKeyTrack by Genre/ Location

Asia & Oceania Europe North America South America



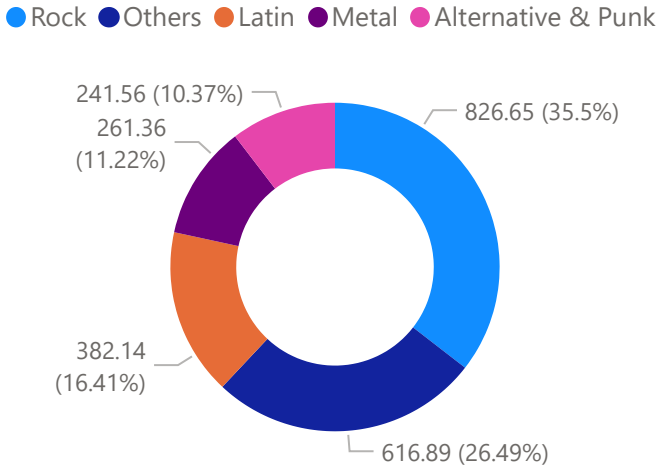
Parent-Child Genre



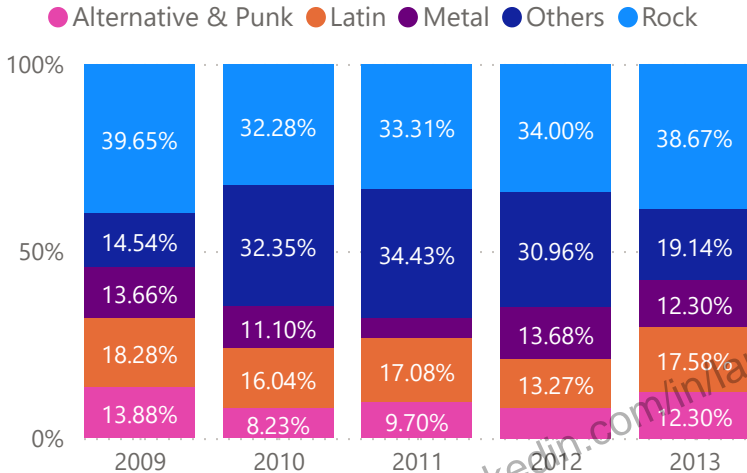
Genre Analysis

Revenue by Alter-Punk	Revenue by Rock	Revenue by Metan	Revenue by Latin	Revenue by Others
241.56	826.65	261.36	382.14	616.89

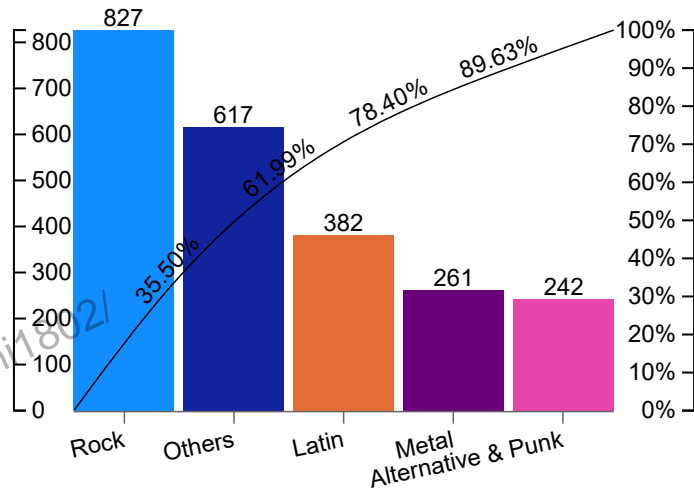
Revenue by Genre



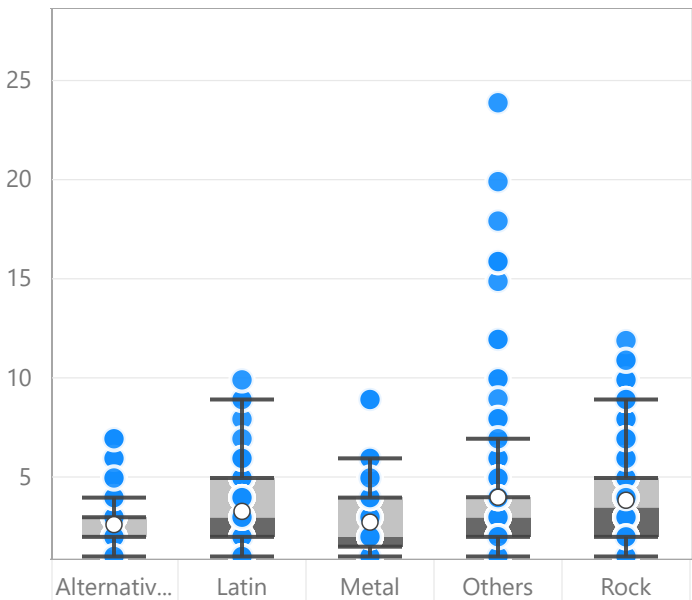
Revenue by Genre (over time)



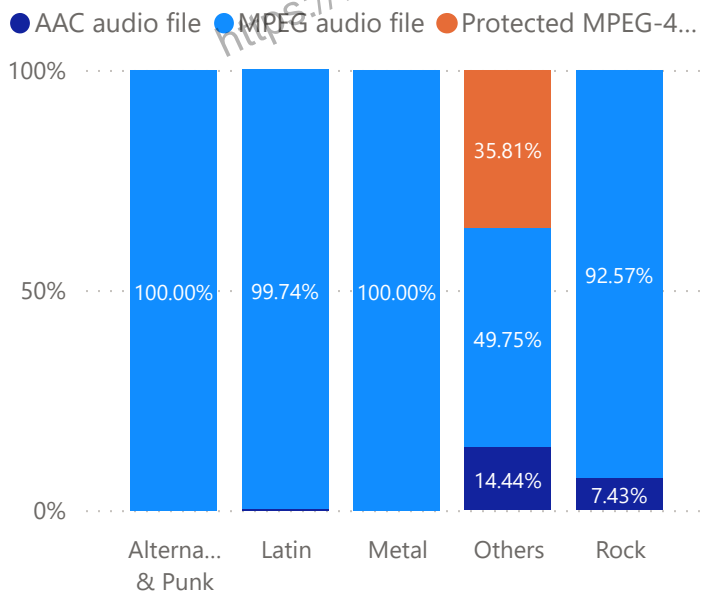
Pareto of Revenue by Genre



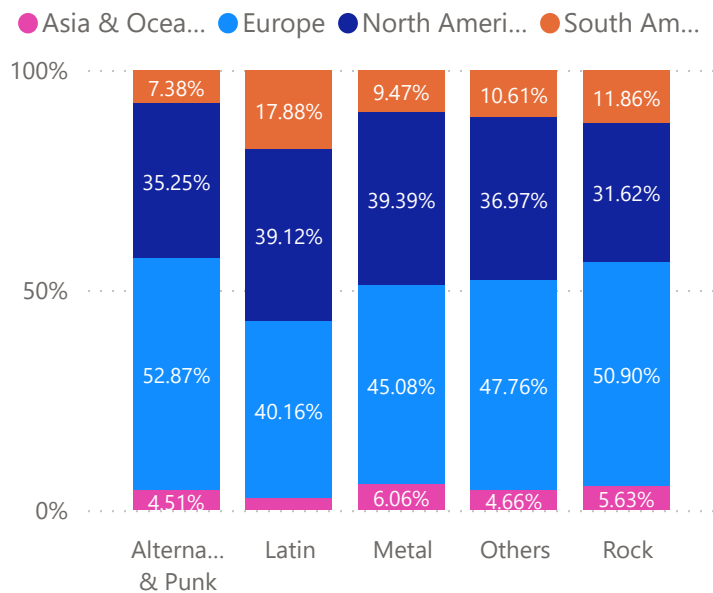
Revenue by Genre (Invoice)



Revenue by Genre/ MediaType



Revenue by Genre/ Location



Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

All

Employee

All

# Employee Analysis

Transaction by Jane

796

Transaction by Margaret

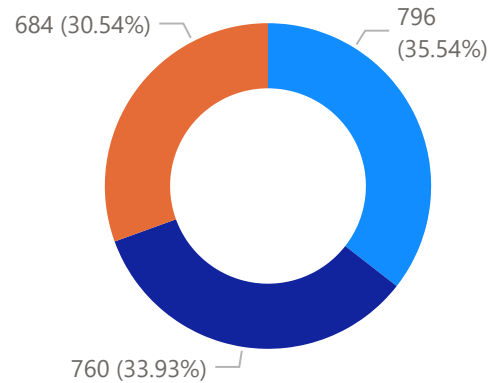
760

Transaction by Steve

684

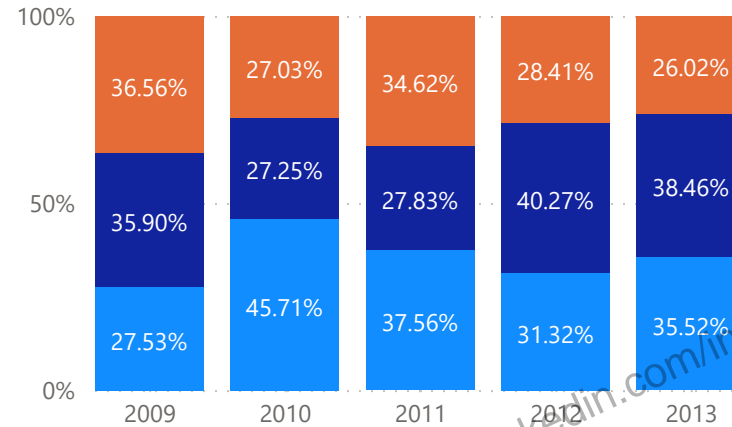
### Count of SaleKeyTrack by Employee

Jane Peacock Margaret Park Steve Johnson

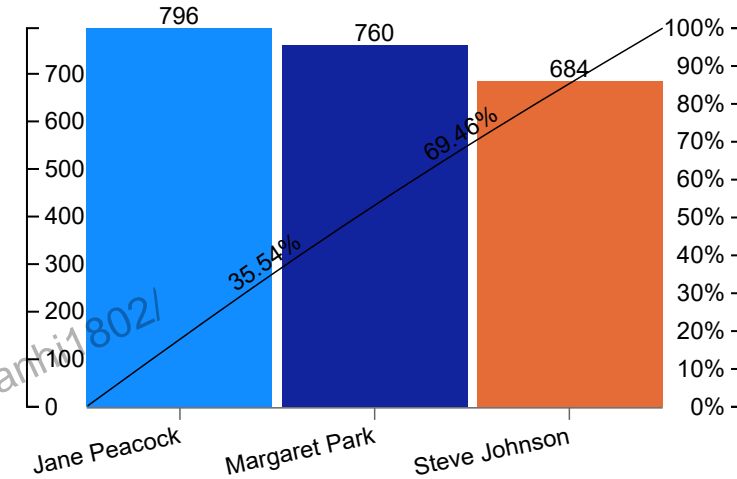


### Count of SaleKeyTrack by Year and Employee

Jane Peacock Margaret Park Steve Johnson

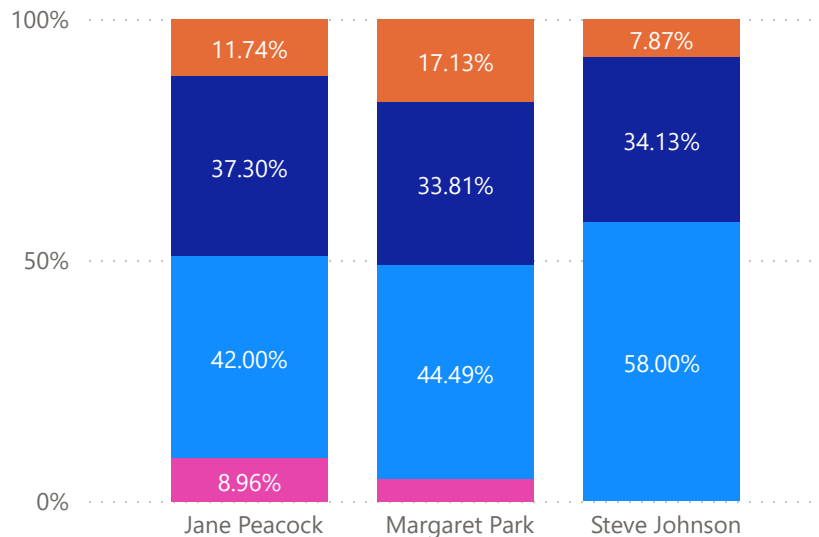


### Pareto of SaleKeyTrack by Employee



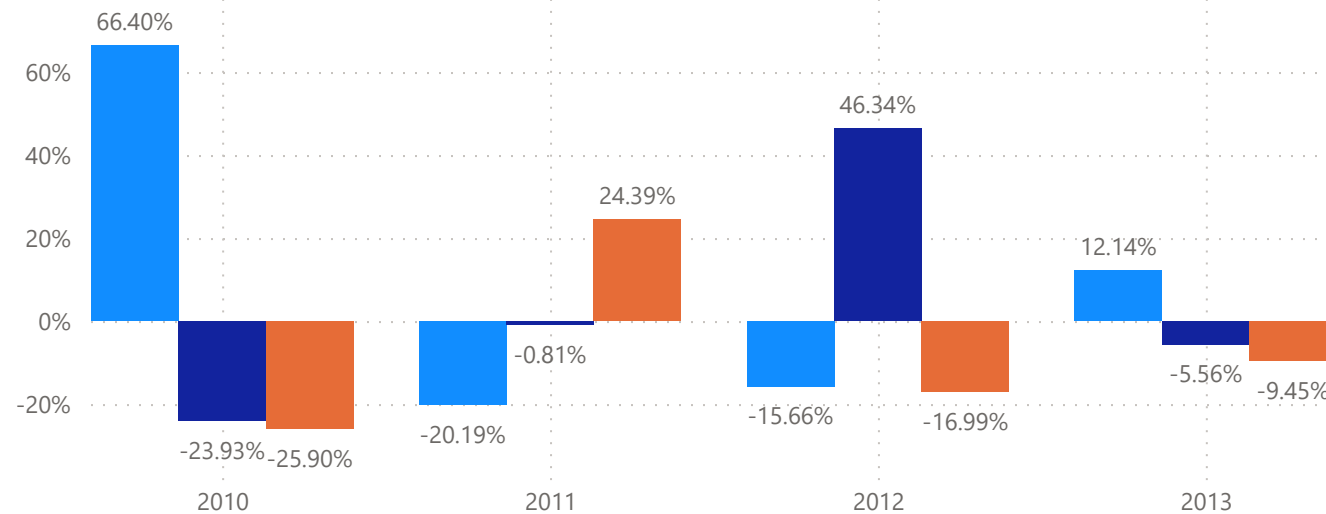
### SaleKeyTrack by Employee and Location

Asia & Oceania Europe North America South America



### SaleKeyTrack YoY% by Year and Employee

Jane Peacock Margaret Park Steve Johnson



Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

All

Employee

All

# Employee Analysis

Revenue by Jane

833.04

Revenue by Margaret

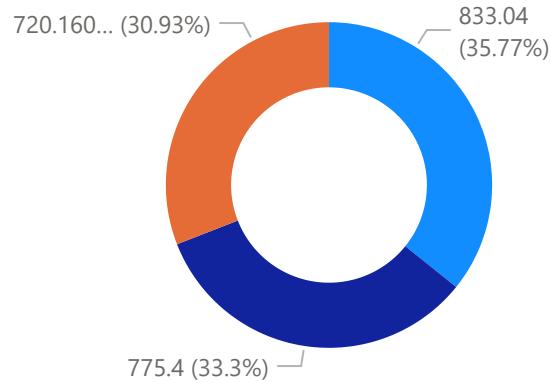
775.40

Revenue by Steve

720.16

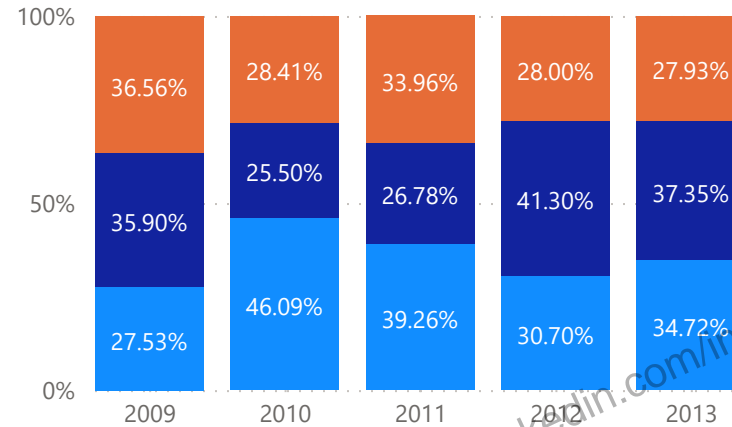
## Revenue by Employee

● Jane Peacock ● Margaret Park ● Steve Johnson

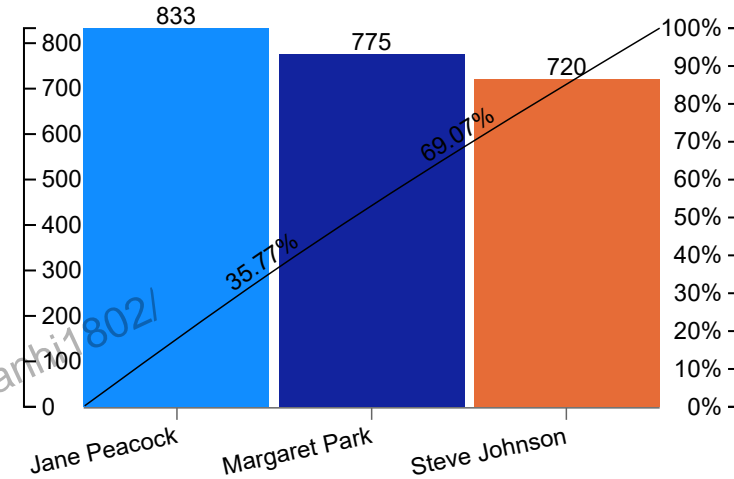


## Revenue by Employee (over time)

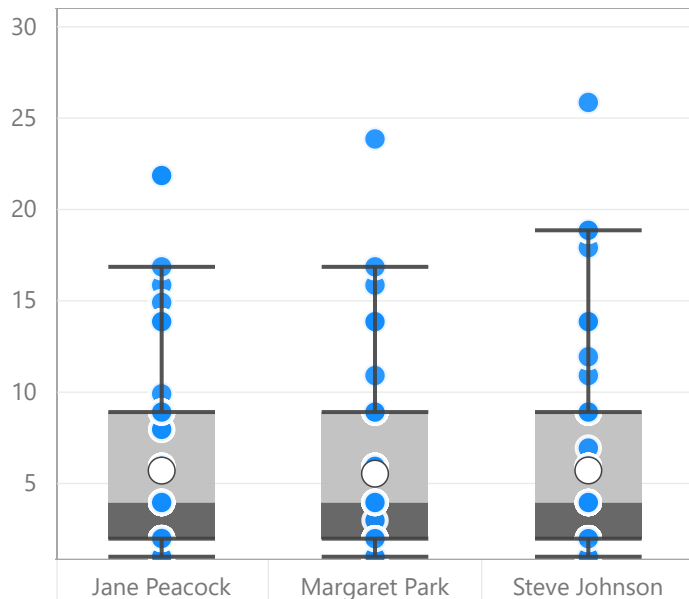
● Jane Peacock ● Margaret Park ● Steve Johnson



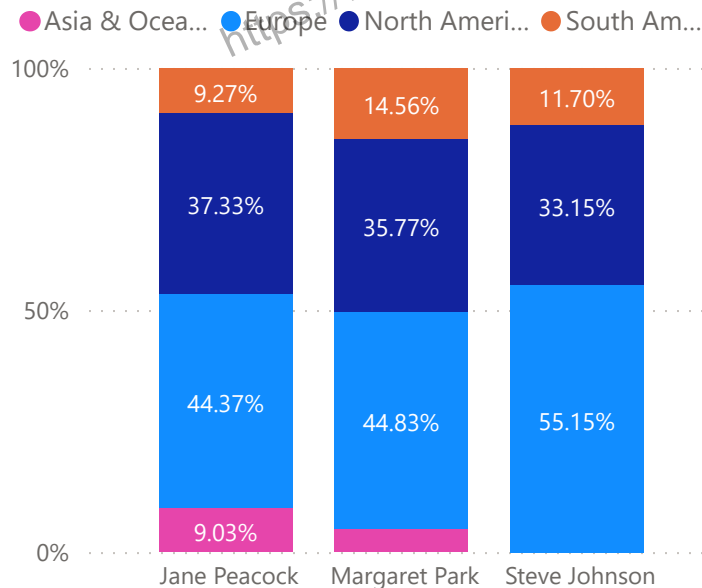
## Pareto of Revenue by Employee



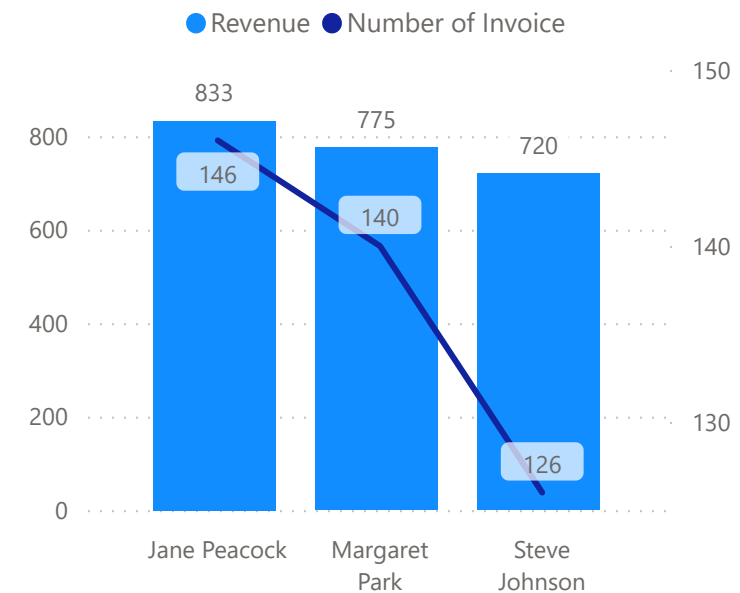
## Revenue by Employee (Invoice)



## Revenue by Employee/ Location



## Revenue and Number of Invoice by Employee



Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

All

Employee

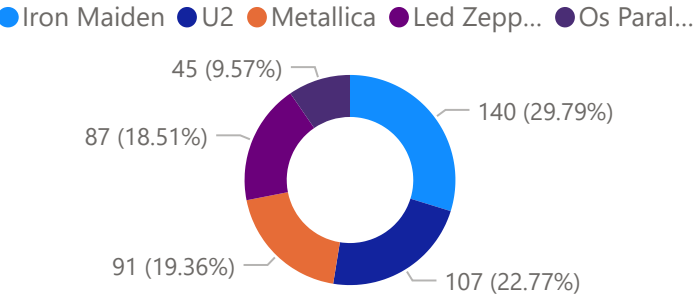
All



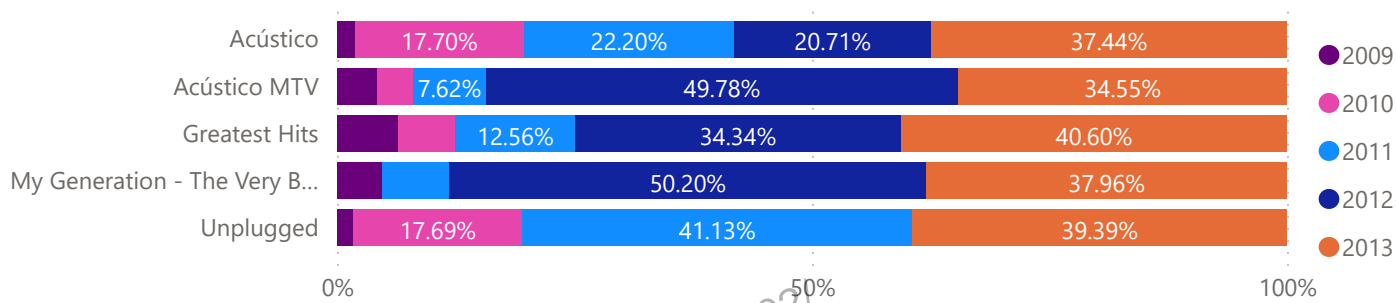
# Track (Top5) Analysis

Top 5 Artist Revenue	Top 5 Artist Transaction	Top 5 Album Revenue	Top 5 Album Transaction	Top 5 Track Revenue
502.34	466	146.13	87	45.72

Count of SaleKeyTrack by Top 5 Artist



SaleKeyTrack by Top 5 Album (over time)



Calendar

All

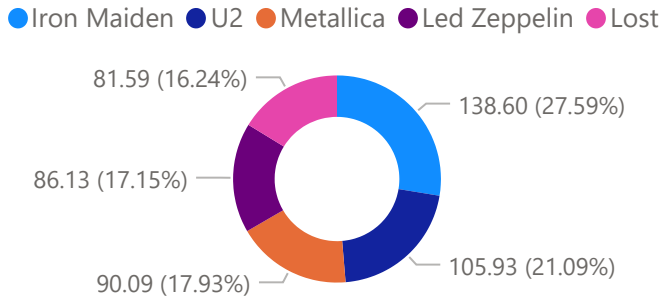
MediaType

All

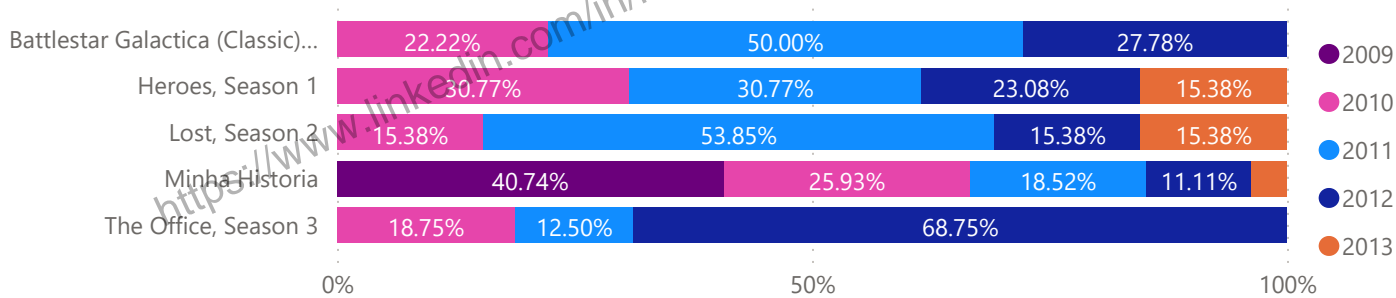
Location

All

Revenue by Top 5 Artist



Revenue by Top 5 Album (over time)



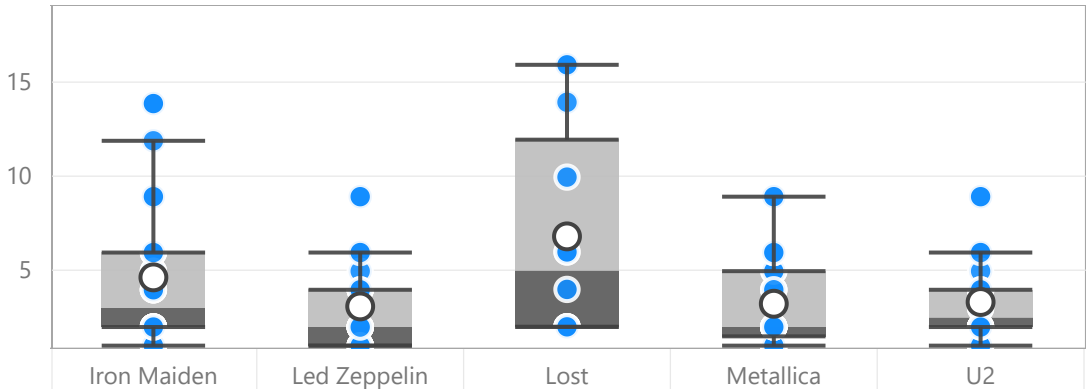
Genre

All

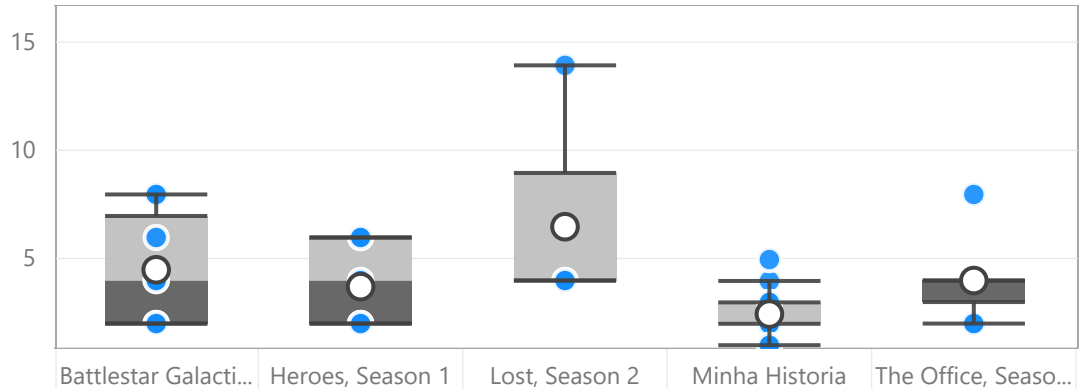
ArtistName

All

Revenue by Top 5 Artist (Invoice)



Revenue by Top 5 Album (Invoice)



AlbumTitle

All

TrackName

All

Employee

All

# Track Analysis

Top 5 Artist Revenue

502.34

Top 5 Artist Transaction

466

Top 5 Album Revenue

146.13

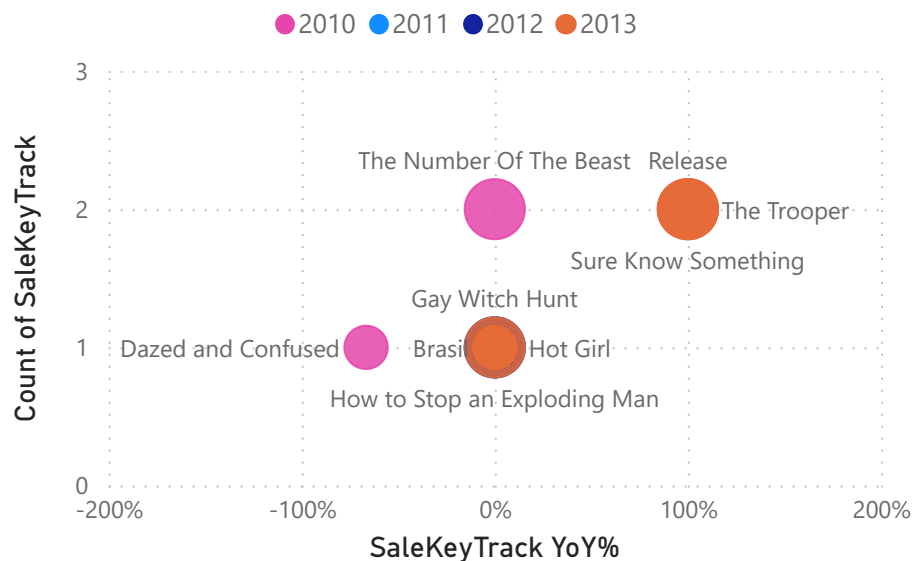
Top 5 Album Transaction

87

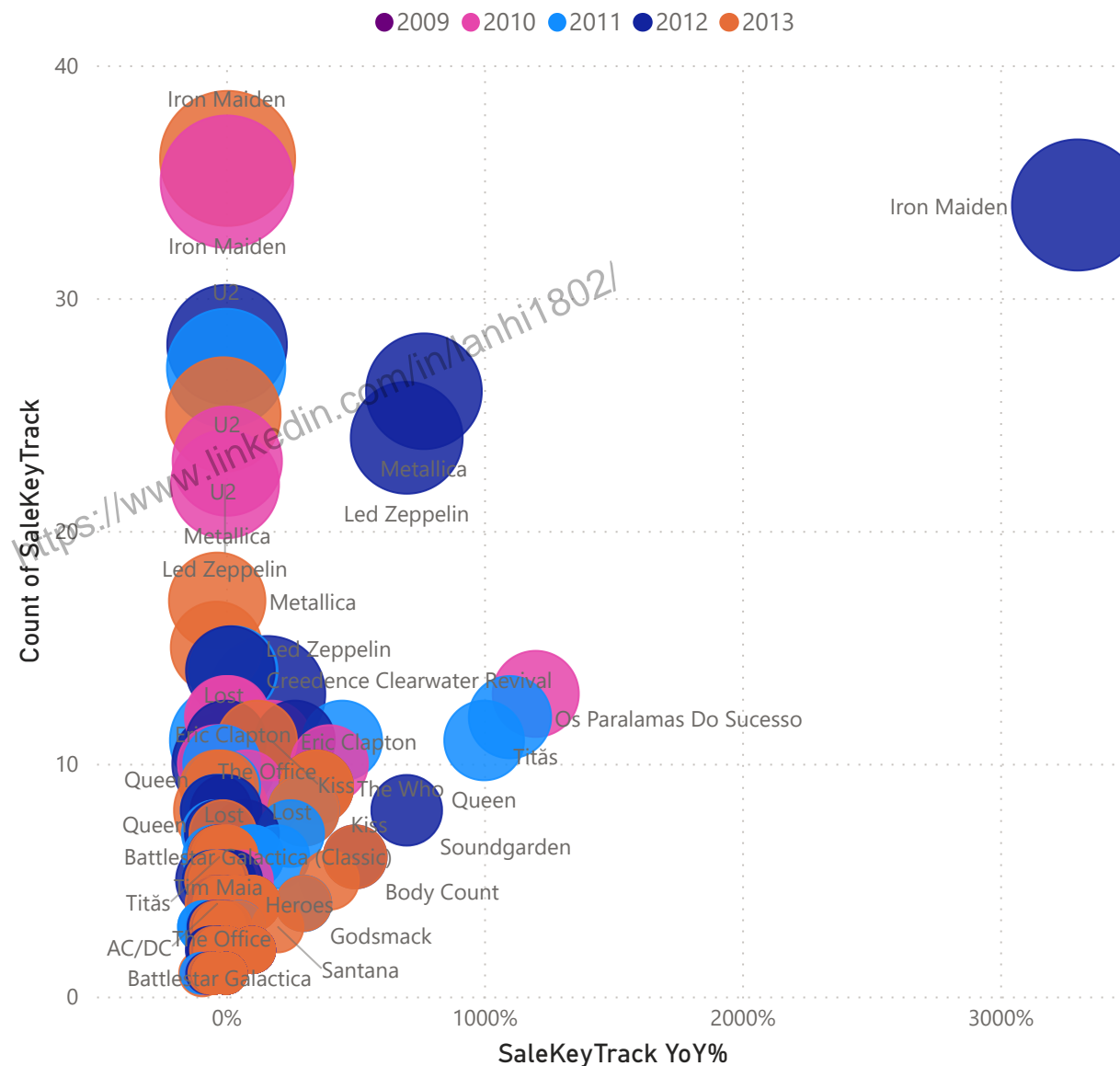
Top 5 Track Revenue

45.72

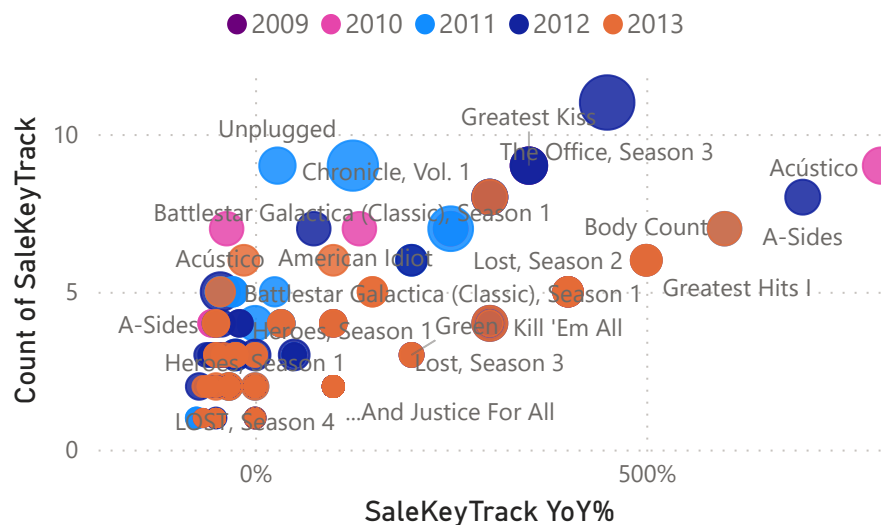
SaleKeyTrack YoY% by TrackName and Year



SaleKeyTrack YoY% by Track (Artist) and Year



SaleKeyTrack YoY% by Track (Album) and Year



Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

All

Employee

All

# Report - Transaction

Transaction by MediaType (over time)											
Year	2009		2010		2011		2012		2013		Total
MediaType	Count	%GT	Count	%GT	Count	%GT	Count	%GT	Count	%GT	Count %GT
MPEG audio file	437	19.51%	377	16.83%	365	16.29%	375	16.74%	422	18.84%	1976 88.21%
AAC audio file	17	0.76%	47	2.10%	45	2.01%	37	1.65%	7	0.31%	153 6.83%
Protected MPEG-4 video file			31	1.38%	32	1.43%	35	1.56%	13	0.58%	111 4.96%
Total	454	20.27%	455	20.31%	442	19.73%	447	19.96%	442	19.73%	2240 100.00%

Transaction by Location (over time)											
Year	2009		2010		2011		2012		2013		Total
Continents	Count	%GT	Count	%GT	Count	%GT	Count	%GT	Count	%GT	Count %GT
⊕ Europe	215	9.60%	200	8.93%	233	10.40%	207	9.24%	209	9.33%	1064 47.50%
⊕ North America	163	7.28%	176	7.86%	155	6.92%	145	6.47%	159	7.10%	798 35.63%
⊕ South America	54	2.41%	61	2.72%	27	1.21%	61	2.72%	63	2.81%	266 11.88%
⊕ Asia & Oceania	22	0.98%	18	0.80%	27	1.21%	34	1.52%	11	0.49%	112 5.00%
Total	454	20.27%	455	20.31%	442	19.73%	447	19.96%	442	19.73%	2240 100.00%

Transaction by Genre (over time)											
Year	2009		2010		2011		2012		2013		Total
Genre (groups)	Count	%GT	Count	%GT	Count	%GT	Count	%GT	Count	%GT	Count %GT
⊕ Rock	180	8.04%	157	7.01%	158	7.05%	164	7.32%	176	7.86%	835 37.28%
⊕ Others	66	2.95%	126	5.63%	131	5.85%	114	5.09%	74	3.30%	511 22.81%
⊕ Latin	83	3.71%	78	3.48%	81	3.62%	64	2.86%	80	3.57%	386 17.23%
⊕ Metal	62	2.77%	54	2.41%	26	1.16%	66	2.95%	56	2.50%	264 11.79%
⊕ Alternative & Punk	63	2.81%	40	1.79%	46	2.05%	39	1.74%	56	2.50%	244 10.89%
Total	454	20.27%	455	20.31%	442	19.73%	447	19.96%	442	19.73%	2240 100.00%

Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

All

Employee

All

# Report - Transaction

Transaction by Top 5 Artist (over time)												
Year	2009		2010		2011		2012		2013		Total	
ArtistName	Count	%GT	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%	140	29.79%
U2			27	5.74%	27	5.74%	28	5.96%	25	5.32%	107	22.77%
Metallica	22	4.68%	23	4.89%	3	0.64%	26	5.53%	17	3.62%	91	19.36%
Led Zeppelin	23	4.89%	22	4.68%	3	0.64%	24	5.11%	15	3.19%	87	18.51%
Os Paralamas Do Sucesso	9	1.91%	1	0.21%	12	2.55%	14	2.98%	9	1.91%	45	9.57%
Total	88	18.72%	108	22.98%	46	9.79%	126	26.81%	102	21.70%	470	100.00%

Transaction by Top 5 Album (over time)												
Year	2009		2010		2011		2012		2013		Total	
AlbumTitle	Count	%GT	Count	%GT	Count	%GT	Count	%GT	Count	%GT	Count	%GT
Greatest Hits	6	5.45%	3	2.73%	4	3.64%	7	6.36%	6	5.45%	26	23.64%
Unplugged	3	2.73%	7	6.36%	9	8.18%			6	5.45%	25	22.73%
Acústico	1	0.91%	9	8.18%	5	4.55%	3	2.73%	4	3.64%	22	20.00%
My Generation - The Very Best Of The Who	3	2.73%			2	1.82%	9	8.18%	5	4.55%	19	17.27%
Acústico MTV	3	2.73%	1	0.91%	2	1.82%	8	7.27%	4	3.64%	18	16.36%
Total	16	14.55%	20	18.18%	22	20.00%	27	24.55%	25	22.73%	110	100.00%

Transaction by Employee (over time)												
Year	2009		2010		2011		2012		2013		Total	
Employee	Count	%GT	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%	796	35.54%
Margaret Park	163	7.28%	124	5.54%	123	5.49%	180	8.04%	170	7.59%	760	33.93%
Steve Johnson	166	7.41%	123	5.49%	153	6.83%	127	5.67%	115	5.13%	684	30.54%
Total	454	20.27%	455	20.31%	442	19.73%	447	19.96%	442	19.73%	2240	100.00%

Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

All

Employee

All

# Report - Revenue

Revenue by Invoice (over time)													
Month	Total		Average of Total		Min of Total		Max of Total		Median of Total		SD		
January	201.12		5.92		0.99		18.86		3.96		5.09		
February	187.20		5.67		0.99		21.86		3.96		5.02		
March	195.10		5.57		0.99		15.86		3.96		4.38		
April	198.14		6.00		0.99		21.86		3.96		5.19		
May	193.10		5.52		0.99		18.86		3.96		4.64		
June	201.10		5.75		0.99		15.86		3.96		4.38		
July	190.10		5.43		0.99		13.86		3.96		4.35		
August	198.10		5.66		0.99		23.86		3.96		5.11		
September	196.20		5.95		0.99		16.86		3.98		4.55		
October	193.10		5.52		0.99		16.86		3.96		4.54		
November	186.24		5.48		0.99		25.86		3.96		5.20		
December	189.10		5.40		0.99		13.86		3.96		4.27		
Total	2,328.60		5.65		0.99		25.86		3.96		4.74		

UnitPrice by SaleKeyTrack (over time)							Quantity by Invoice (over time)						
Year	UnitPrice	Mean	Min	Max	Median	SD	Year	Quantity	Average	Min	Max	Median	SD
2009	449.46	0.99	0.99	0.99	0.99	0.00	2009	454	5.47	1	14	4	4.35
2010	481.45	1.06	0.99	1.99	0.99	0.25	2010	455	5.48	1	14	4	4.34
2011	469.58	1.06	0.99	1.99	0.99	0.26	2011	442	5.33	1	14	4	4.26
2012	477.53	1.07	0.99	1.99	0.99	0.27	2012	447	5.39	1	14	4	4.35
2013	450.58	1.02	0.99	1.99	0.99	0.17	2013	442	5.53	1	14	4	4.41
Total	2,328.60	1.04	0.99	1.99	0.99	0.22	Total	2240	5.44	1	14	4	4.34

Revenue vs UnitPrice (over time)												
Year	2009		2010		2011		2012		2013		Total	
UnitPrice	Total	%	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%	2,107.71	90.51%
1.99			61.69	12.81%	63.68	13.56%	69.65	14.59%	25.87	5.74%	220.89	9.49%
Total	449.46	100.00%	481.45	100.00%	469.58	100.00%	477.53	100.00%	450.58	100.00%	2,328.60	100.00%

Calendar

All

MediaType

All

Location

All

Genre

All

ArtistName

All

AlbumTitle

All

TrackName

All

Employee

All

# Report - Revenue

Calendar

All

MediaType

All

Location

All

Genre

All

TrackName

All

Employee

All

Revenue by MediaType (over time)																		
Year	2009			2010			2011			2012			2013			Total		
MediaType	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%
MPEG audio file	432.63	96.26%		373.23	77.52%	-13.73%	361.35	76.95%	-3.18%	371.25	77.74%	2.74%	417.78	92.72%	12.53%	1,956.24	84.01%	27.16%
Protected MPEG-4 video file				61.69	12.81%		63.68	13.56%	3.23%	69.65	14.59%	9.38%	25.87	5.74%	-62.86%	220.89	9.49%	13.27%
AAC audio file	16.83	3.74%		46.53	9.66%	176.47%	44.55	9.49%	-4.26%	36.63	7.67%	-17.78%	6.93	1.54%	-81.08%	151.47	6.50%	4.79%
Total	449.46	100.00%		481.45	100.00%	7.12%	469.58	100.00%	-2.47%	477.53	100.00%	1.69%	450.58	100.00%	-5.64%	2,328.60	100.00%	23.99%

Revenue by Location (over time)																		
Year	2009			2010			2011			2012			2013			Total		
Continents	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%
⊕ Europe	212.85	47.36%		212.00	44.03%	-0.40%	257.67	54.87%	21.54%	212.93	44.59%	-17.36%	218.91	48.58%	2.81%	1,114.36	47.86%	24.45%
⊕ North America	161.37	35.90%		179.24	37.23%	11.07%	158.45	33.74%	-11.60%	170.55	35.72%	7.64%	157.41	34.93%	-7.70%	827.02	35.52%	23.51%
⊕ South America	53.46	11.89%		71.39	14.83%	33.54%	26.73	5.69%	-62.56%	60.39	12.65%	125.93%	62.37	13.84%	3.28%	274.34	11.78%	29.42%
⊕ Asia & Oceania	21.78	4.85%		18.82	3.91%	-13.59%	26.73	5.69%	42.03%	33.66	7.05%	25.93%	11.89	2.64%	-64.68%	112.88	4.85%	11.77%
Total	449.46	100.00%		481.45	100.00%	7.12%	469.58	100.00%	-2.47%	477.53	100.00%	1.69%	450.58	100.00%	-5.64%	2,328.60	100.00%	23.99%

Revenue by Genre (over time)																		
Year	2009			2010			2011			2012			2013			Total		
Genre (groups)	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%
⊕ Rock	178.20	39.65%		155.43	32.28%	-12.78%	156.42	33.31%	0.64%	162.36	34.00%	3.80%	174.24	38.67%	7.32%	826.65	35.50%	26.71%
⊕ Others	65.34	14.54%		155.74	32.35%	138.35%	161.69	34.43%	3.82%	147.86	30.96%	-8.55%	86.26	19.14%	-41.66%	616.89	26.49%	16.26%
⊕ Latin	82.17	18.28%		77.22	16.04%	-6.02%	80.19	17.08%	3.85%	63.36	13.27%	-20.99%	79.20	17.58%	25.00%	382.14	16.41%	26.14%
⊕ Metal	61.38	13.66%		53.46	11.10%	-12.90%	25.74	5.48%	-51.85%	65.34	13.68%	153.85%	55.44	12.30%	-15.15%	261.36	11.22%	26.92%
⊕ Alternative & Punk	62.37	13.88%		39.60	8.23%	-36.51%	45.54	9.70%	15.00%	38.61	8.09%	-15.22%	55.44	12.30%	43.59%	241.56	10.37%	29.79%
Total	449.46	100.00%		481.45	100.00%	7.12%	469.58	100.00%	-2.47%	477.53	100.00%	1.69%	450.58	100.00%	-5.64%	2,328.60	100.00%	23.99%

# Report - Revenue

Calendar

All

MediaType

All

Location

All

Genre

All

TrackName

All

Employee

All

Revenue by Employee (over time)																		
Year	2009			2010			2011			2012			2013			Total		
Employee	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%
Jane Peacock	123.75	27.53%		221.92	46.09%	79.33%	184.34	39.26%	-16.93%	146.60	30.70%	-20.47%	156.43	34.72%	6.71%	833.04	35.77%	23.12%
Margaret Park	161.37	35.90%		122.76	25.50%	-23.93%	125.77	26.78%	2.45%	197.20	41.30%	56.79%	168.30	37.35%	-14.66%	775.40	33.30%	27.72%
Steve Johnson	164.34	36.56%		136.77	28.41%	-16.78%	159.47	33.96%	16.60%	133.73	28.00%	-16.14%	125.85	27.93%	-5.89%	720.16	30.93%	21.18%
Total	449.46	100.00%		481.45	100.00%	7.12%	469.58	100.00%	-2.47%	477.53	100.00%	1.69%	450.58	100.00%	-5.64%	2,328.60	100.00%	23.99%

Revenue by TrackName (over time)																		
Year	2009			2010			2011			2012			2013			Total		
Name	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%	Total	%	YoY%
Dazed and Confused	2.97	0.66%		0.99	0.21%	-66.67%			-100.00%				0.99	0.22%		4.95	0.21%	25.00%
The Trooper	0.99	0.22%		0.99	0.21%	0.00%			-100.00%	0.99	0.21%		1.98	0.44%	100.00%	4.95	0.21%	66.67%
Branch Closing				1.99	0.41%				-100.00%	1.99	0.42%				-100.00%	3.98	0.17%	0.00%
Gay Witch Hunt							1.99	0.42%		1.99	0.42%	0.00%			-100.00%	3.98	0.17%	0.00%
Hot Girl										1.99	0.42%		1.99	0.44%	0.00%	3.98	0.17%	100.00%
How to Stop an Exploding Man				1.99	0.41%		1.99	0.42%	0.00%			-100.00%				3.98	0.17%	0.00%
Phyllis's Wedding				1.99	0.41%				-100.00%	1.99	0.42%				-100.00%	3.98	0.17%	0.00%
Pilot				1.99	0.41%				-100.00%	1.99	0.42%				-100.00%	3.98	0.17%	0.00%
The Fix				1.99	0.41%				-100.00%				1.99	0.44%		3.98	0.17%	100.00%
The Woman King				1.99	0.41%				-100.00%				1.99	0.44%		3.98	0.17%	100.00%
Walkabout				1.99	0.41%				-100.00%				1.99	0.44%		3.98	0.17%	100.00%
Eruption				1.98	0.41%				-100.00%				1.98	0.44%		3.96	0.17%	100.00%
Hallowed Be Thy Name	0.99	0.22%		0.99	0.21%	0.00%			-100.00%	0.99	0.21%		0.99	0.22%	0.00%	3.96	0.17%	33.33%
Sure Know Something	0.99	0.22%		1.98	0.41%	100.00%			-100.00%				0.99	0.22%		3.96	0.17%	33.33%
The Number Of The Beast	1.98	0.44%		1.98	0.41%	0.00%			-100.00%							3.96	0.17%	0.00%
Untitled	1.98	0.44%				-100.00%	0.99	0.21%				-100.00%	0.99	0.22%		3.96	0.17%	33.33%
Total	449.46	100.00%		481.45	100.00%	7.12%	469.58	100.00%	-2.47%	477.53	100.00%	1.69%	450.58	100.00%	-5.64%	2,328.60	100.00%	23.99%



Report - Revenue

Calendar

All

MediaType

All

Location

All

Genre

All

TrackName

All

Employee

All

Revenue by MediaType & Location

MediaTypes	Continents	AAC audio file				MPEG audio file				Protected MPEG-4 video file				Total			
		Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue
+	Europe	80	7.52%	79.20	7.11%	923	86.75%	913.77	82.00%	61	5.73%	121.39	10.89%	1064	100.00%	1,114.36	100.00%
+	North America	50	6.27%	49.50	5.99%	711	89.10%	703.89	85.11%	37	4.64%	73.63	8.90%	798	100.00%	827.02	100.00%
+	South America	21	7.89%	20.79	7.58%	234	87.97%	231.66	84.44%	11	4.14%	21.89	7.98%	266	100.00%	274.34	100.00%
+	Asia & Oceania	2	1.79%	1.98	1.75%	108	96.43%	106.92	94.72%	2	1.79%	3.98	3.53%	112	100.00%	112.88	100.00%
Total		153	6.83%	151.47	6.50%	1976	88.21%	1,956.24	84.01%	111	4.96%	220.89	9.49%	2240	100.00%	2,328.60	100.00%

Revenue by MediaType & Genre

MediaTypes	Genre (groups)	AAC audio file				MPEG audio file				Protected MPEG-4 video file				Total			
		Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue
+	Rock	62	7.43%	61.38	7.43%	773	92.57%	765.27	92.57%					835	100.00%	826.65	100.00%
+	Others	90	17.61%	89.10	14.44%	310	60.67%	306.90	49.75%	111	21.72%	220.89	35.81%	511	100.00%	616.89	100.00%
+	Latin	1	0.26%	0.99	0.26%	385	99.74%	381.15	99.74%					386	100.00%	382.14	100.00%
+	Metal					264	100.00%	261.36	100.00%					264	100.00%	261.36	100.00%
+	Alternative & Punk					244	100.00%	241.56	100.00%					244	100.00%	241.56	100.00%
Total		153	6.83%	151.47	6.50%	1976	88.21%	1,956.24	84.01%	111	4.96%	220.89	9.49%	2240	100.00%	2,328.60	100.00%

Revenue by Genre & Location

Continents	Genre (groups)	Asia & Oceania				Europe				North America				South America				Total			
		Count	%Count	Revenue	%Rev	Count	%Count	Revenue	%Rev	Count	%Count	Revenue	%Rev	Count	%Count	Revenue	%Rev	Count	%Count	Revenue	%Rev
+	Rock	47	5.63%	46.53	5.63%	425	50.90%	420.75	50.90%	264	31.62%	261.36	31.62%	99	11.86%	98.01	11.86%	835	100.00%	826.65	100.00%
+	Others	27	5.28%	28.73	4.66%	236	46.18%	294.64	47.76%	193	37.77%	228.07	36.97%	55	10.76%	65.45	10.61%	511	100.00%	616.89	100.00%
+	Latin	11	2.85%	10.89	2.85%	155	40.16%	153.45	40.16%	151	39.12%	149.49	39.12%	69	17.88%	68.31	17.88%	386	100.00%	382.14	100.00%
+	Metal	16	6.06%	15.84	6.06%	119	45.08%	117.81	45.08%	104	39.39%	102.96	39.39%	25	9.47%	24.75	9.47%	264	100.00%	261.36	100.00%
+	Alternative & Punk	11	4.51%	10.89	4.51%	129	52.87%	127.71	52.87%	86	35.25%	85.14	35.25%	18	7.38%	17.82	7.38%	244	100.00%	241.56	100.00%
Total		112	5.00%	112.88	4.85%	1064	47.50%	1,114.36	47.86%	798	35.63%	827.02	35.52%	266	11.88%	274.34	11.78%	2240	100.00%	2,328.60	100.00%



# Report - Revenue

Calendar

All

MediaType

All

Location

All

Genre

All

TrackName

All

Employee

All

## Revenue by Employee & Location

Employee Continents	Jane Peacock				Margaret Park				Steve Johnson				Total			
	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue
⊕ Europe	342	32.14%	369.58	33.17%	342	32.14%	347.58	31.19%	380	35.71%	397.20	35.64%	1064	100.00%	1,114.36	100.00%
⊕ North America	304	38.10%	310.96	37.60%	266	33.33%	277.34	33.53%	228	28.57%	238.72	28.87%	798	100.00%	827.02	100.00%
⊕ South America	76	28.57%	77.24	28.15%	114	42.86%	112.86	41.14%	76	28.57%	84.24	30.71%	266	100.00%	274.34	100.00%
⊕ Asia & Oceania	74	66.07%	75.26	66.67%	38	33.93%	37.62	33.33%					112	100.00%	112.88	100.00%
Total	796	35.54%	833.04	35.77%	760	33.93%	775.40	33.30%	684	30.54%	720.16	30.93%	2240	100.00%	2,328.60	100.00%

## Revenue by Employee & MediaType

Employee MediaType	Jane Peacock				Margaret Park				Steve Johnson				Total			
	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue
MPEG audio file	697	35.27%	690.03	35.27%	675	34.16%	668.25	34.16%	604	30.57%	597.96	30.57%	1976	100.00%	1,956.24	100.00%
AAC audio file	54	35.29%	53.46	35.29%	62	40.52%	61.38	40.52%	37	24.18%	36.63	24.18%	153	100.00%	151.47	100.00%
Protected MPEG-4 video file	45	40.54%	89.55	40.54%	23	20.72%	45.77	20.72%	43	38.74%	85.57	38.74%	111	100.00%	220.89	100.00%
Total	796	35.54%	833.04	35.77%	760	33.93%	775.40	33.30%	684	30.54%	720.16	30.93%	2240	100.00%	2,328.60	100.00%

## Revenue by Employee & Genre

Employee Genre (groups)	Jane Peacock				Margaret Park				Steve Johnson				Total			
	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue	Count	%Count	Revenue	%Revenue
⊕ Rock	304	36.41%	300.96	36.41%	300	35.93%	297.00	35.93%	231	27.66%	228.69	27.66%	835	100.00%	826.65	100.00%
⊕ Others	196	38.36%	239.04	38.75%	151	29.55%	172.49	27.96%	164	32.09%	205.36	33.29%	511	100.00%	616.89	100.00%
⊕ Latin	139	36.01%	137.61	36.01%	128	33.16%	126.72	33.16%	119	30.83%	117.81	30.83%	386	100.00%	382.14	100.00%
⊕ Metal	86	32.58%	85.14	32.58%	97	36.74%	96.03	36.74%	81	30.68%	80.19	30.68%	264	100.00%	261.36	100.00%
⊕ Alternative & Punk	71	29.10%	70.29	29.10%	84	34.43%	83.16	34.43%	89	36.48%	88.11	36.48%	244	100.00%	241.56	100.00%
Total	796	35.54%	833.04	35.77%	760	33.93%	775.40	33.30%	684	30.54%	720.16	30.93%	2240	100.00%	2,328.60	100.00%