

DIGITAL DIGITAL MEDIA STORE ANALYSIS



JUSTICE OFOKANSI - DATA ANALYST

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DATASET OVERVIEW

- **This dataset contains information related to sales and customer behaviour within a digital media store.**
- **It encompasses various aspects of the store's operations, including sales data, customer demographics, product details, and transaction history.**
- **The dataset is in a tabular format in a SQL database and contains 11 tables of the above mentioned area of focus.**
- **The data are all related through a connecting IDs of the areas of focus and contains a total of 2240 rows of data after merging.**

METHODOLOGY

DATA COLLECTION

Collected from AltSchool
Africa Capstone Project

DATA PREPARATION

- Check for Null Values
- Change Datatype
- Categorisation & Aggregation
- Data Modeling

ANALYTICS

- Exploration
- Descriptive Analysis
- Comparative Analysis
- Correlation Analysis
- Visualisation

KEY INSIGHTS

- The results of the statistical analysis and modelling will be interpreted to generate actionable insights and identify key findings.

RECOMMENDATIONS

- Provide strategic recommendations based on the insights to improve sales outcome

ANALYTICS - ARTIST

Identify artists with the highest sales and analyse their sales trends over time.

Unique Count of Artist

275

Total Revenue

\$2328.6

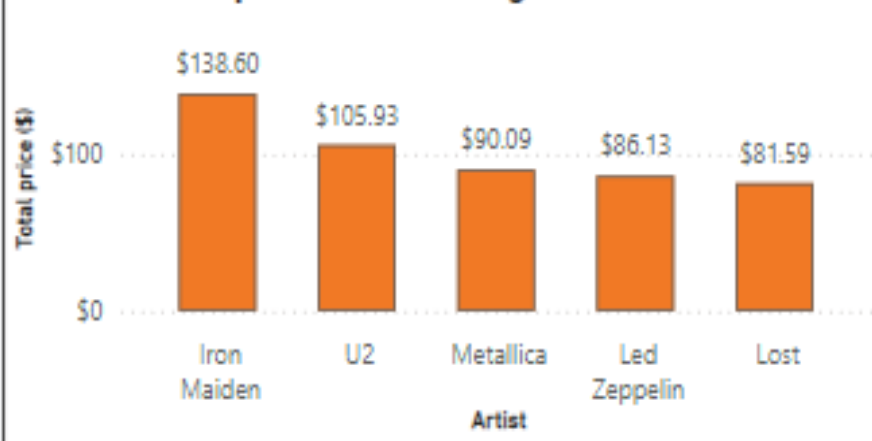
Top 5 Artist Revenue

\$502.3

Top 5 Artist % Revenue

21.57%

Top 5 Artist with Highest Sales



Top 5 Artist Showing Sales Trend

Month	Iron Maiden	Led Zeppelin	Lost	Metallica	U2
Jan	↑ \$33.66		↓ \$15.92		↓ \$9.90
Feb		↑ \$24.75	↓ \$1.99	↓ \$0.99	↓ \$9.90
Mar		↓ \$0.99	↓ \$5.97	↑ \$23.76	↓ \$6.93
Apr	↓ \$12.87		↓ \$15.92		↓ \$5.94
May	↑ \$22.77	↓ \$0.99		↓ \$0.99	↓ \$15.84
Jun	↑ \$23.76	↓ \$14.85	↓ \$5.97		↓ \$4.95
Jul	↓ \$9.90	↓ \$4.95		↓ \$16.83	
Aug		↓ \$16.83	↓ \$13.93	↓ \$5.94	↑ \$23.76
Sep	↑ \$18.81	↓ \$0.99		↑ \$17.82	
Oct	↓ \$15.84	↓ \$0.99	↓ \$5.97		↓ \$3.96
Nov		↑ \$19.80	↓ \$15.92	↓ \$1.98	↓ \$1.98
Dec	↓ \$0.99	↓ \$0.99		↑ \$21.78	↑ \$22.77

- Iron Maiden emerges as the top-selling artist with consistent sales throughout the year, while Metallica displays significant sales fluctuations.
- Metallica's sales exhibit significant peaks and troughs, implying potential factors like album releases, tours, or genre trends influencing their sales.

ANALYTICS - SALES

Analyse monthly and yearly sales trends, including seasonal effects and significant sales events.

Total Count of sales

2240

Total Revenue

\$2328.6

Average Revenue

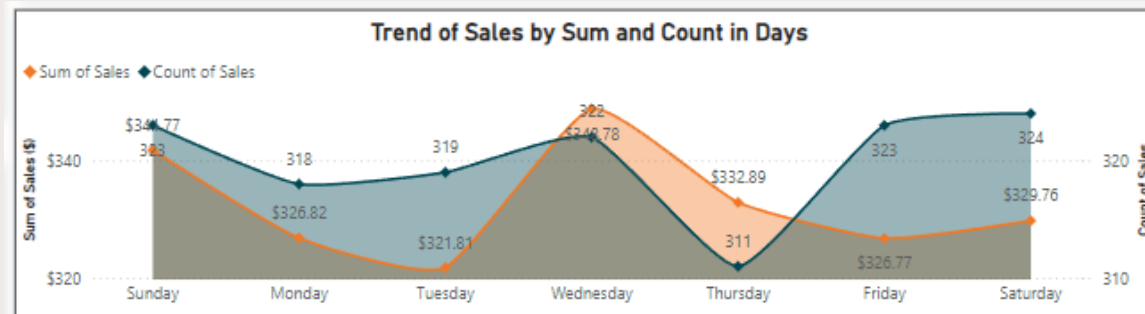
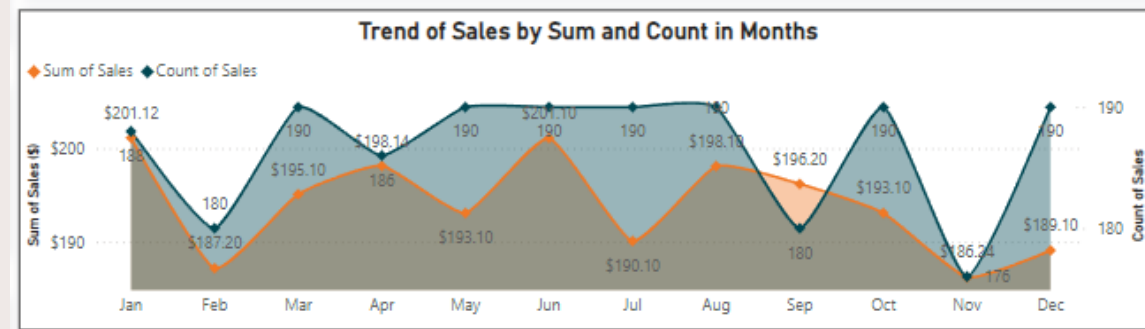
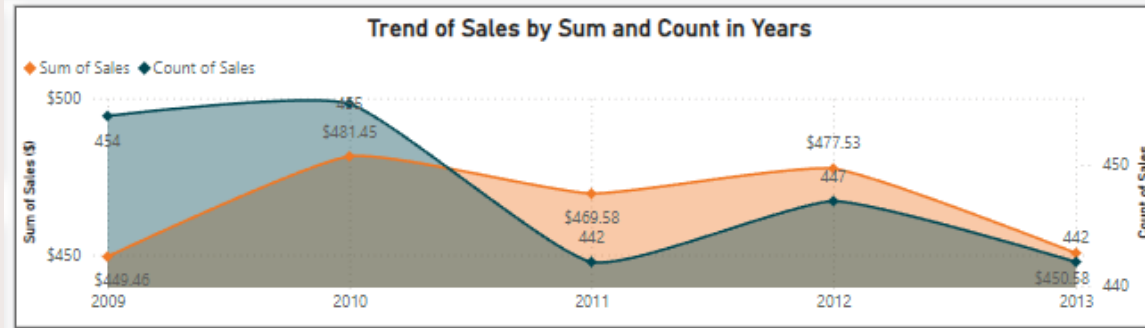
\$1.04

Total Invoice Generated

412

Avg Invoice Revenue

\$5.65



- Sales peaked in both quantity and revenue during 2010 and 2012. Conversely, while 2009 witnessed a surge in units sold, it yielded the lowest overall revenue.

- Sales vary seasonally, peaking in January and June, and declining in February and November. Quantity sold remained stable between the second and third quarters.

- Revenues are strong on Sundays and Wednesdays. The quantities sold on Tuesdays, Fridays and Saturdays are high, but generated the lowest revenues on the same days

ANALYTICS - GENRE

Determine the most popular music genres and analyse the change in genre popularity over different time periods.

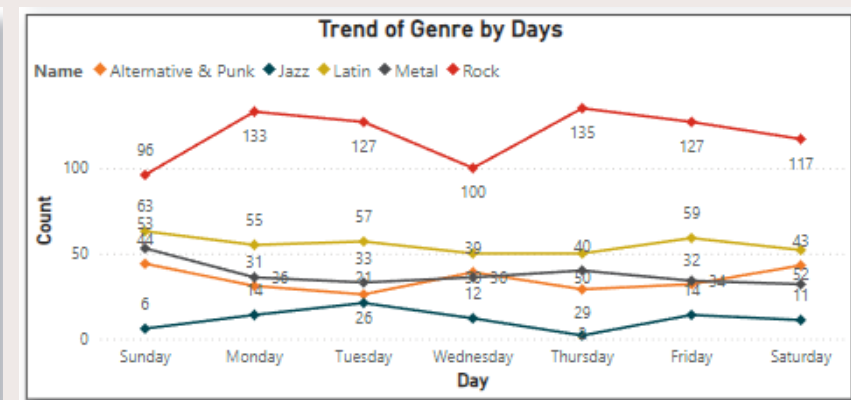
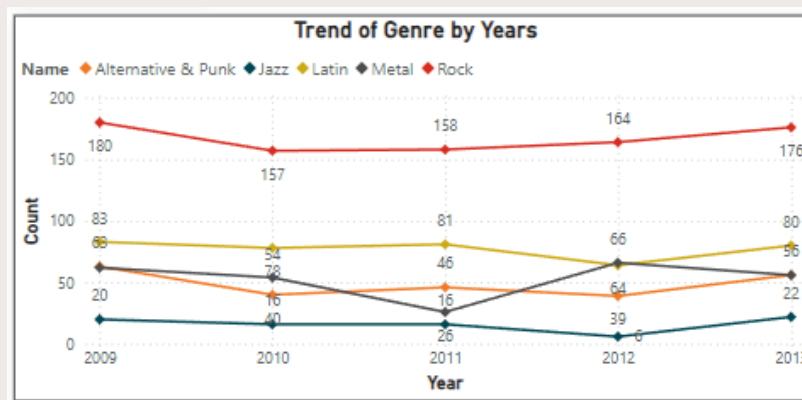
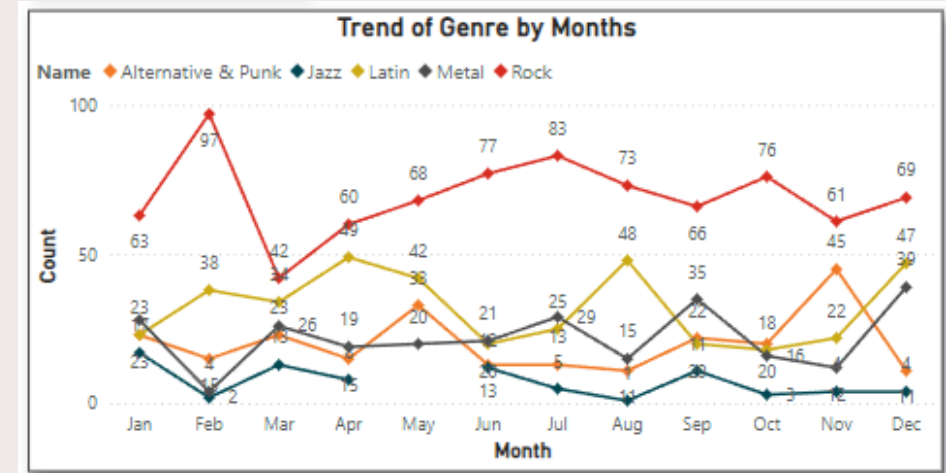
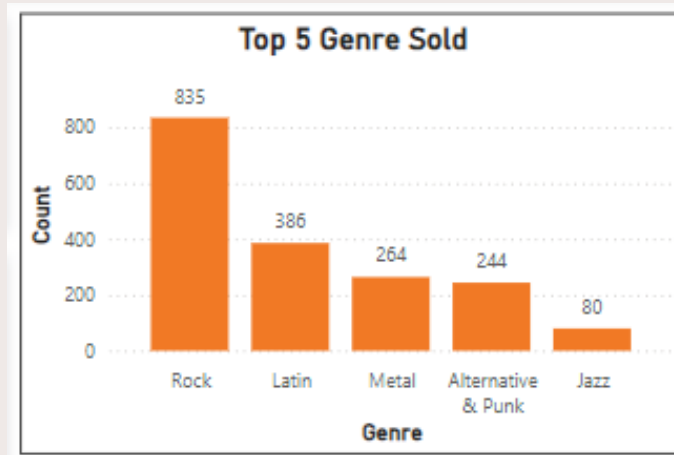
Unique Count of Genre

25

Count of Genre Sold

24

- Rock is the dominant genre across all time periods, consistently outperforming other genres by a wide margin.
- Latin music shows a trend of growing popularity, particularly in the beginning of the year.
- Metal and Alternative & Punk maintain a steady but lower level of popularity to Rock.
- Jazz consistently ranks as the least popular genre, indicating a niche market.



ANALYTICS - CUSTOMERS

Calculate the lifetime value of customers based on their purchase history and identify key characteristics of high-value customers.

Unique Count of Customers

59

Unique Count of Country

24

Top 10 Customer History & Lifetime Value

Customer ID	Revenue	Customer Lifetime Value	Country	City
6		49.62	Czech Republic	Prague
26		47.62	USA	Fort Worth
57		46.62	Chile	Santiago
46		45.62	Ireland	Dublin
45		45.62	Hungary	Budapest
24		43.62	USA	Chicago
28		43.62	USA	Salt Lake City
37		43.62	Germany	Frankfurt
7		42.62	Austria	Vienne
25		42.62	USA	Madison

Correlation between Genre & Customers Country

Genre/Country	Brazil	Canada	Czech Republic	France	Germany	India	Portugal	United Kingdom	USA
Alternative & Punk	7	36	9	31	13	11	5	9	50
Blues	6	4	1	2	14	3	1		15
Classical	6	5		10		2			8
Jazz		13	3	11	2	10	2	4	22
Latin	53	60	9	26	18	9	13	31	91
Metal	15	40	6	20	25	8	11	20	64
Rock	81	107	25	65	62	25	31	37	157

Top 10 Countries of Customers



- The top 10 customers contribute significantly to overall revenue, with customer ID 6 generating the highest revenue and lifetime value.
- Customer concentration is notably high in the USA, followed by Brazil, Canada, and the United Kingdom.
- There's a variation in customer lifetime value, indicating different levels of customer engagement and loyalty.
- There are variations in genre preferences across different countries. For instance, the US and Canada show a higher preference for Rock, while Latin might be more popular in Brazil.



KEY INSIGHTS & FINDINGS

- High sales volume doesn't always correlate to high revenue, as evident in 2009.
- Sunday and Wednesday are the most profitable days, while Tuesday, Friday, and Saturday generate lower revenue despite high sales volume.
- Rock is the dominant genre, but Latin music is growing in popularity.
- The majority of customers are from the USA, Brazil, Canada, and the UK.
- Customer lifetime value varies, indicating different levels of engagement.
- Genre preferences differ across countries, with Rock popular in the US and Canada, and Latin in Brazil.
- Sales peak in 2010 and 2012, with seasonal variations, highest in January and June, indicating change for the new year and reflection for the year so far.

RECOMMENDATIONS

1

Increase the availability of popular genres like Rock and Latin while introducing a wider variety of Jazz to cater to the niche market.

2

Focus marketing efforts and promotions during peak sales months (January and June) to maximize revenue.

3

Focus on retaining high-value customers by offering personalized recommendations and exclusive deals.

4

Implement a loyalty program to reward repeat customers and encourage increased spending.

5

Optimize inventory levels based on sales trends and genre popularity to avoid stockouts or overstocking.

6

Continuously analyse sales data to identify trends, customer preferences, and areas for improvement.

THANK
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YOU

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