

Selecting Albums to Purchase

with a significant 53.38% of tracks sold. Following closely are "Alternative & Punk" at 12.37% and "Metal" at 11.80%, showcasing a strong preference for these energetic and diverse genres. In light of this, it's recommended that the store consider purchasing albums from artists who specialize in these genres. Reriditizing artists who have contributed to the success of these top-selling genres can help the store cater to its audience's preferences, thereby boosting

• **Jana Denesky:** Jana has the highest total sales amount among the sales support agents, totaling \$1791.51. She was hired on April 1, 2017, and is located

Overall, the analysis indicates that Jane Peacock has achieved the highest total sales, followed closely by Margaret Park and Steve Johnson. The variations in their sales amounts could be influenced by factors like tenure, customer relationships, sales strategies, and the types of customers they interact with. This data provides valuable insights into the performance of each sales support agent and can guide decisions regarding training, resource allocation, and ongoing

Analyzing Sales by Country

USA: The USA has the highest number of customers (12) and the highest total sales (\$1040.49). The average sales

Canada: Canada follows with 8 customers and total sales of \$535.59. The average sales per customer are \$66.95, similar to the USA, while the average order value is \$7.05. Customers in Canada also exhibit a preference for one

Brazil: With 5 customers, Brazil's total sales amount to \$427.68. The average sales per customer are relatively higher at \$85.54, indicating that customers from Brazil tend to make larger individual purchases. The average or

France, Germany, Czech Republic, United Kingdom, Portugal, India: These countries share similarities in terms of the number of customers, total sales, and average sales per customer. While their average order values vary slightly, they all maintain a relatively high average order value compared to the other countries.

Other: The "Other" group consists of countries with only one customer each. Despite the higher number of countries in this group, the total number of customers is small.

In summary, the analysis highlights variations in customer behavior and spending patterns across different countries. While the USA and Canada lead in terms of customer base and total sales, other countries like Brazil exhibit

dicating similar purchasing trends. The "Other" category, which groups countries with one customer, showcases lower average sales per customer and highlights the impact of smaller markets on overall sales figures. This infor

These results indicate that a significant portion of the invoices consist of non-album purchases (81.43%), where customers have purchased individual tracks that are not part of a full album. On the other hand, a smaller proportion of invoices (18.57%) are categorized as album purchases, where customers have

This insight into the distribution of album and non-album purchases can be valuable for business decisions and marketing strategies. For instance, you might