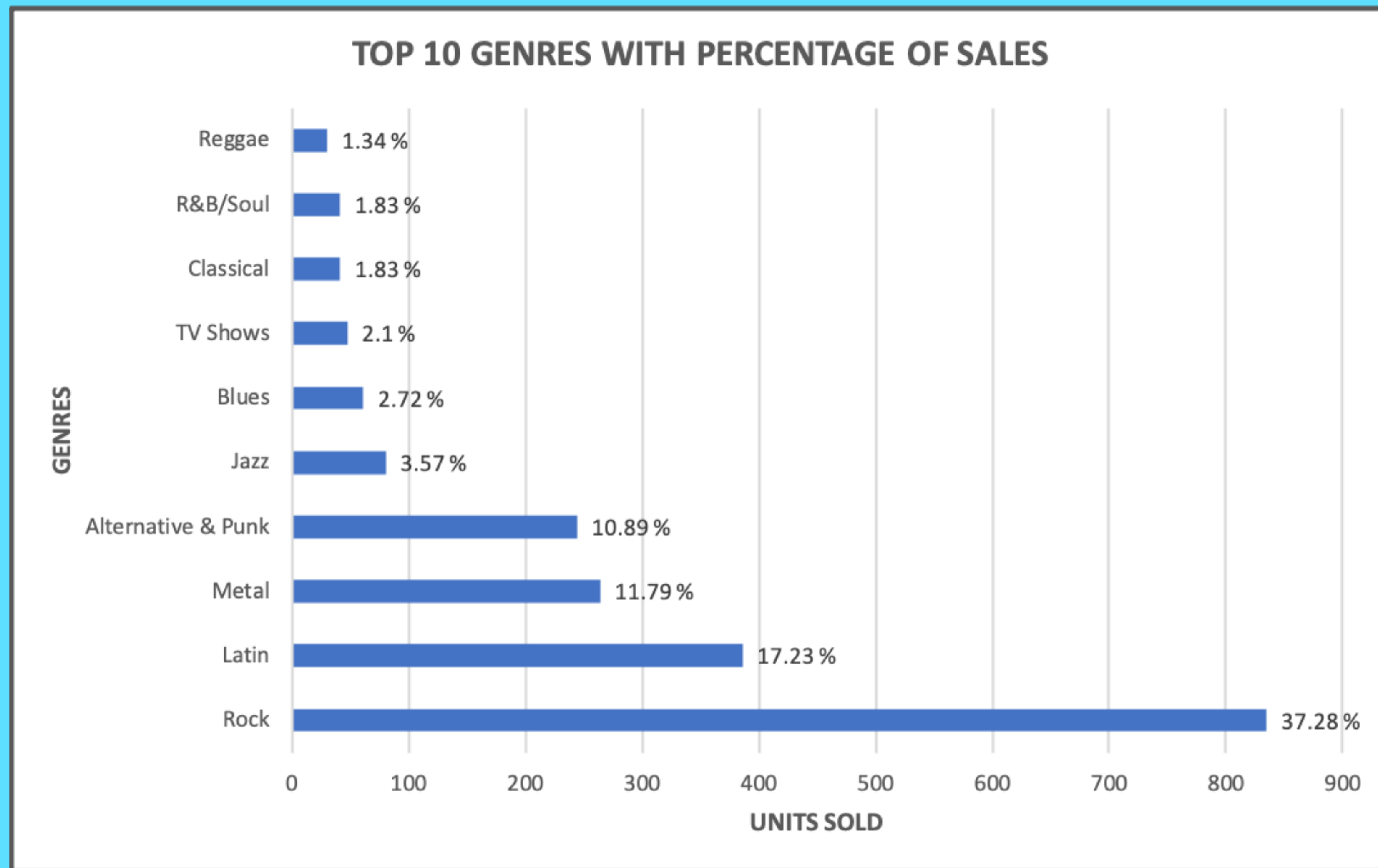


MARK SORO | NOV 21, 2020

ANALYZING THE CHINOOK MUSIC STORE DATABASE

TOP 10 GENRES

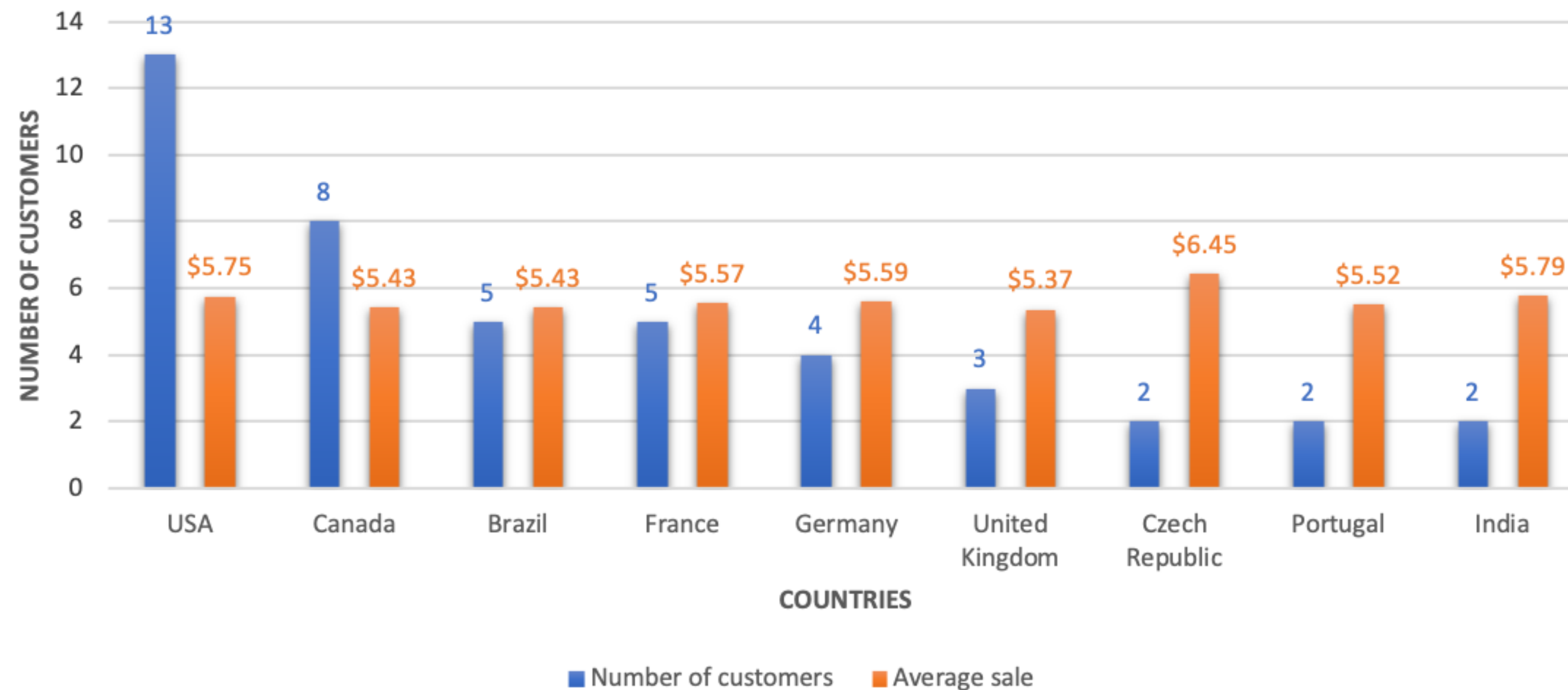


The most popular genre sold is **Rock** which is about 37 percent of sale, next is **Latin, Metal** and **Alternative and Punk** which are all above 10 percent of the music store's sale.

In order to maximize sale, the store should offer more songs based in this genres.

THE NEW FRONTIER

Number of customers vs average sale



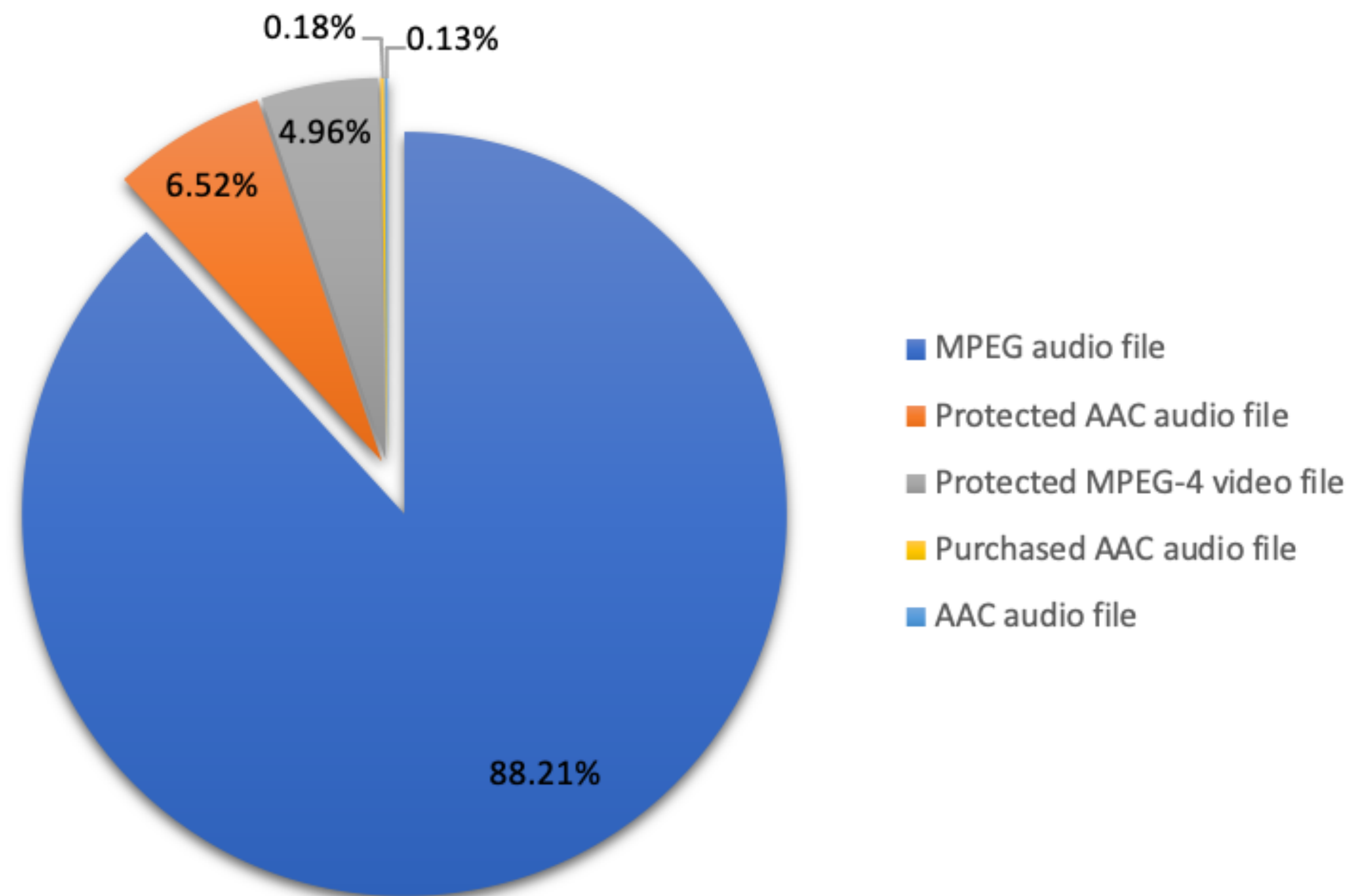
The **USA** has the largest market with **13** customers, next is **Canada, Brazil** and **France**.

However the highest amount of average orders are coming from **Czech Republic, India, Portugal**. Despite having a small market of only **2** customers each, they seem to be spending more in average.

To maximize revenue, these countries shows great potential as a next investment opportunity.

WHATS THE PREFERRED FORMAT?

Sale by percentage based on media type



MPEG still proves to be the king of media type which makes up about **88** percent of the sales.

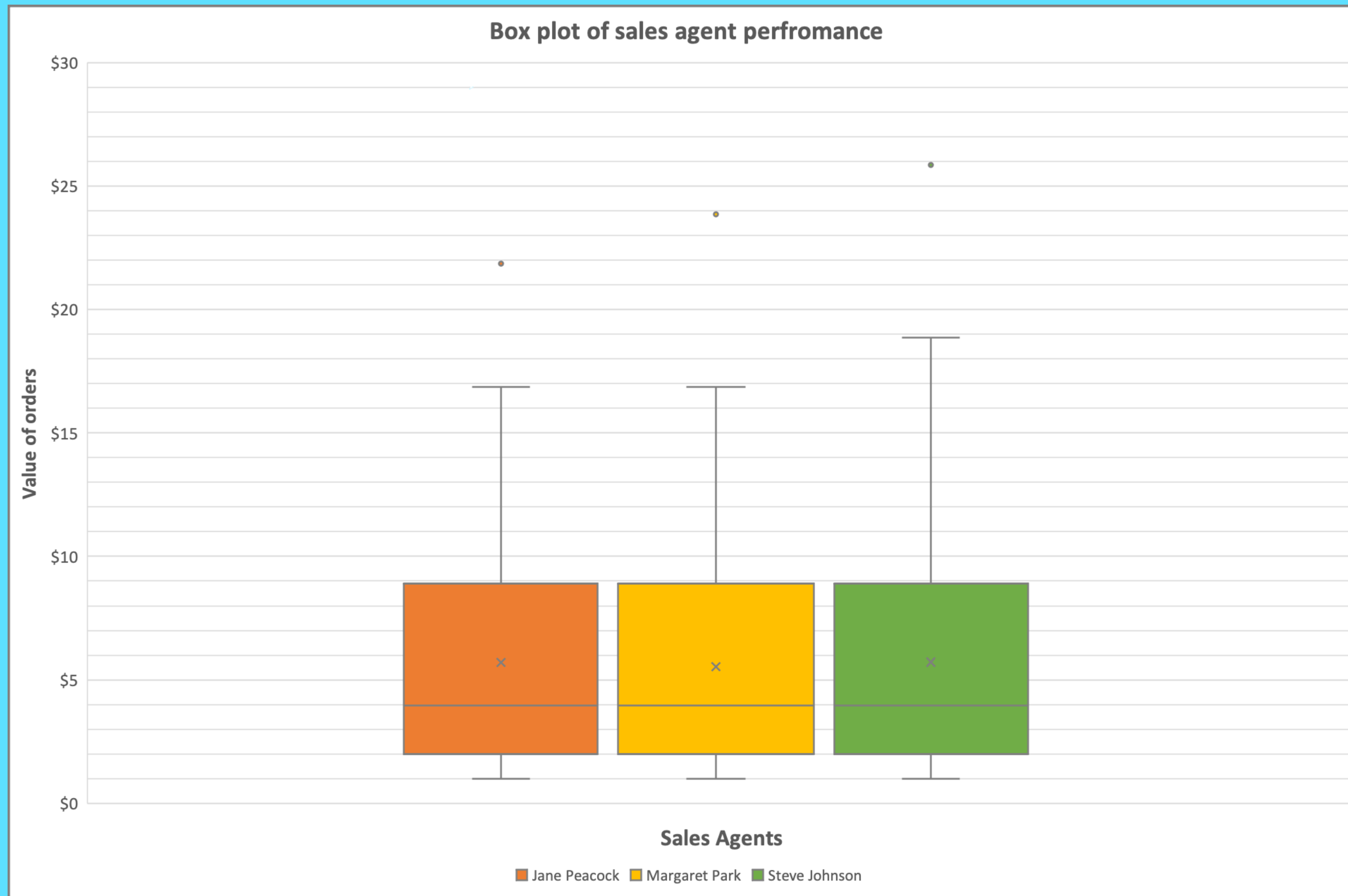
MPEG are still the preferred because most devices offers support playback for this media type.

However the **AAC** format which at about 7 percent offers better audio quality and is the default for all **Apple** products.

The music store should keep an eye with how popular these apple products are.

Since this types of customers are willing to spend hundreds of dollars for these devices, they are more likely to spend for high quality audio types. The store should increase its catalog of **AAC** type songs.

MEET THE SALES AGENTS

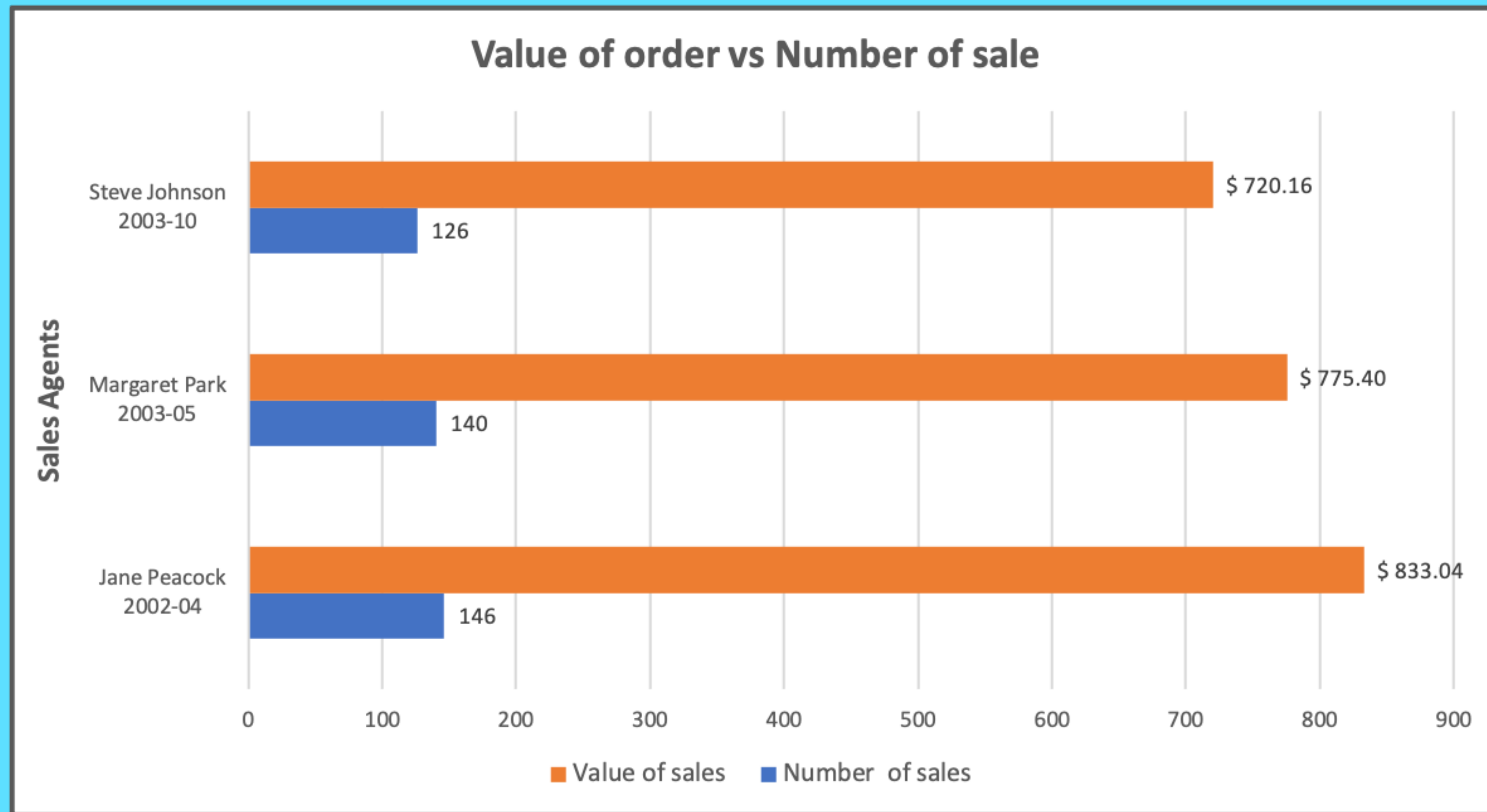


Steve has the highest single sale of about **\$25**, followed **Margaret** at about **\$23** and **Jane** at about **\$21**.

The **median** sale for all agents is **\$3.96**, while the **mode** or the frequently occurring sale is **\$1.98** which amounts to two songs.

To maximize revenue, their sales manager can incrementally increase this number as a sales challenge that they all have to meet.

AND THE MOST SALES IS.....



Jane recorded the most sales with **\$833** compared to Steve and Margaret, but she is also the **most tenured** between the agents

Steve on the other hand who is the most **junior** and has made the least number of transaction recorded a significant total sale of **\$720**

While **Margaret** who made almost similar number of transaction and is hired a about a year from Jane recorded **\$775**

While being the most tenured equates to the most recorded sales. **Steve** and **Margaret** are rising in the sales team.

Their Sales manager should find ways to optimize **Jane's** selling techniques.