Apple iTunes Music Analysis

$4.71K	59	$79.82	4757	81.52
Total Revenue	**Total Customers**	**Customer LTV**	**Tracks Sold**	**Sales Growth %**

Quarterly Revenue Comparison

$443.47
$372.24
$270.27
$218.79
$231.66
$322.74
$322.74
$248.49
$410.85

Customer Segments

Tr...

Most common composer

Chico ...
Audios...
Alanis ...
Cornel...
Angus ...
Tony I...
AC/DC
Apocal...

Invoice_id by total

4 (0.65%)
14 (2.2...)
38 (6...)
39 (6.35%)
42 (6.84%)
42 (6.84%)
43 (7%)
43 (7%)
48 (7.82%)
55 (8.96%)
68 (11.07%)
71 (11.56%)
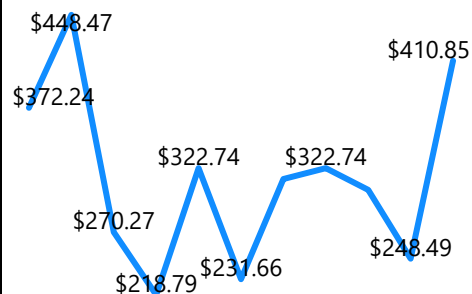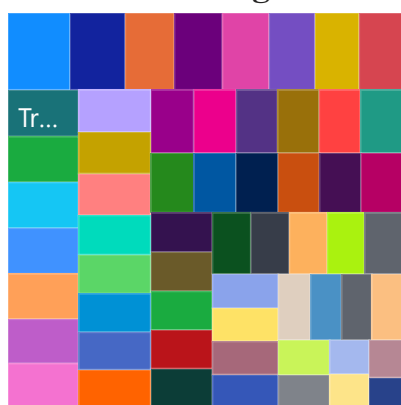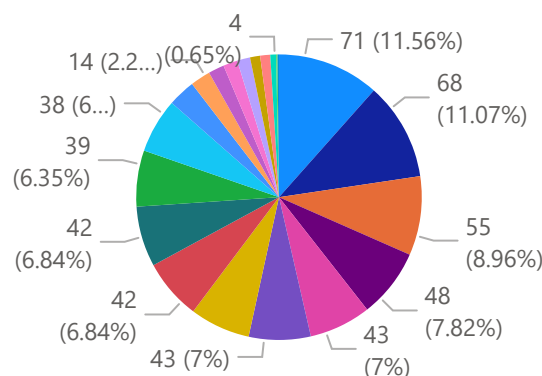
Top 10 Revenue-Generating Artists

AC/DC	15K
Aeros...	6K
Alanis ...	6K
Black S...	5K
Alice I...	3K
Audios...	2K
Apocal...	1K
Buddy ...	1K
AntÃ´n...	0K
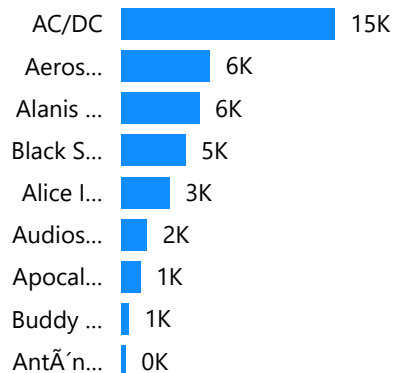
Revenue by region (Employee location)
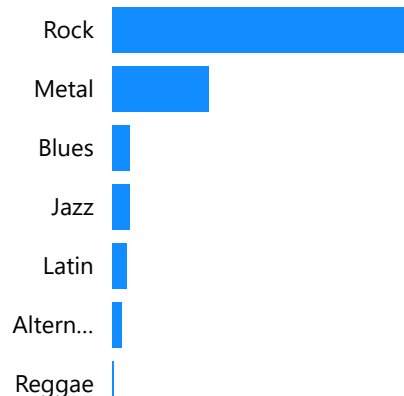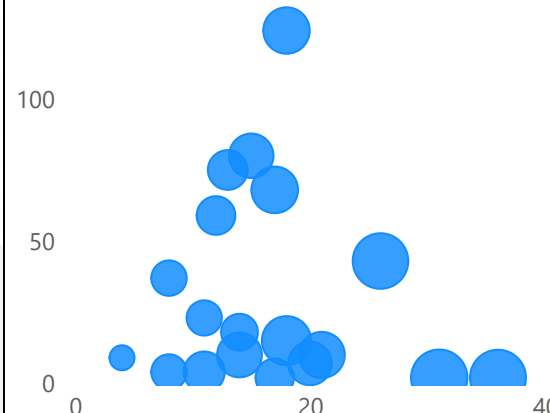
Canada

Revenue by Genre

Rock
Metal
Blues
Jazz
Latin
Altern...
Reggae

Artist Engagement

100
50
0   20   40

Year, Quarter

☐ Select all
∨ ☐ 2017
∨ ☐ 2018
∨ ☐ 2019

Invoice_id

1
614

State

☐ Select all
☐ AB
☐ AZ

Genre

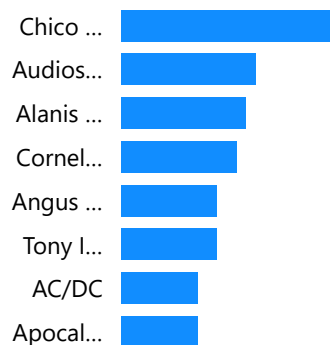☐ Select all
☐ (Blank)
☐ Alternative

Apple iTunes Music Analysis

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Total Revenue	Total Customers	Customer LTV	Tracks Sold	Sales Growth %

Overpriced Tracks

track_id	Sum of unit_price	Duration Minutes	price_per_minute
350	0.99	11.86	0.08
357	0.99	11.29	0.09
154	0.99	10.74	0.09
349	0.99	10.32	0.10
204	0.99	9.83	0.10
127	0.99	9.70	0.10
142	0.99	9.25	0.11
192	0.99	8.49	0.12
156	0.99	8.24	0.12
187	0.99	8.24	0.12

Customer Billing Density by State
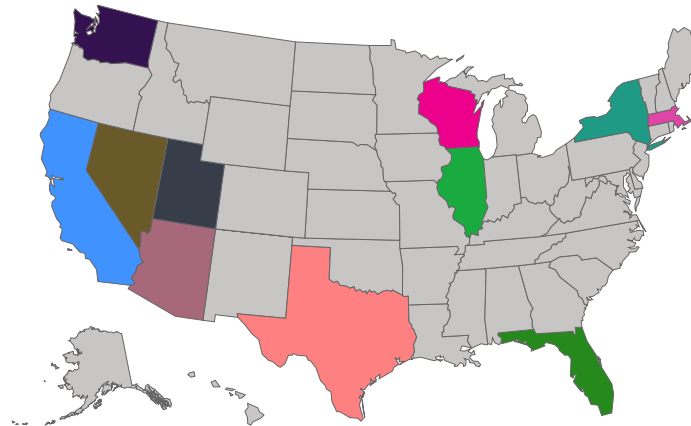
Revenue Growth Variance by Region

Calgary   Edmonton   Lethbridge   Total
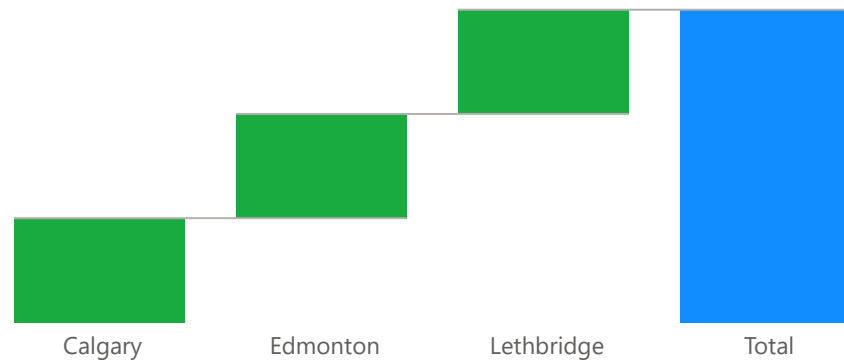
Rep Efficiency

first_name	Total Revenue	Customer Count
Andrew	$4,709.43	59
Jane	$4,709.43	59
Laura	$4,709.43	59
Margaret	$4,709.43	59
Michael	$4,709.43	59
Mohan	$4,709.43	59
Nancy	$4,709.43	59
Robert	$4,709.43	59

Year, Quarter
- [ ] Select all
- [ ] 2017
- [ ] 2018
- [ ] 2019

Invoice_id
1
614

State
- [ ] Select all
- [ ] AB
- [ ] AZ

Genre
- [ ] Select all
- [ ] (Blank)
- [ ] Alternative