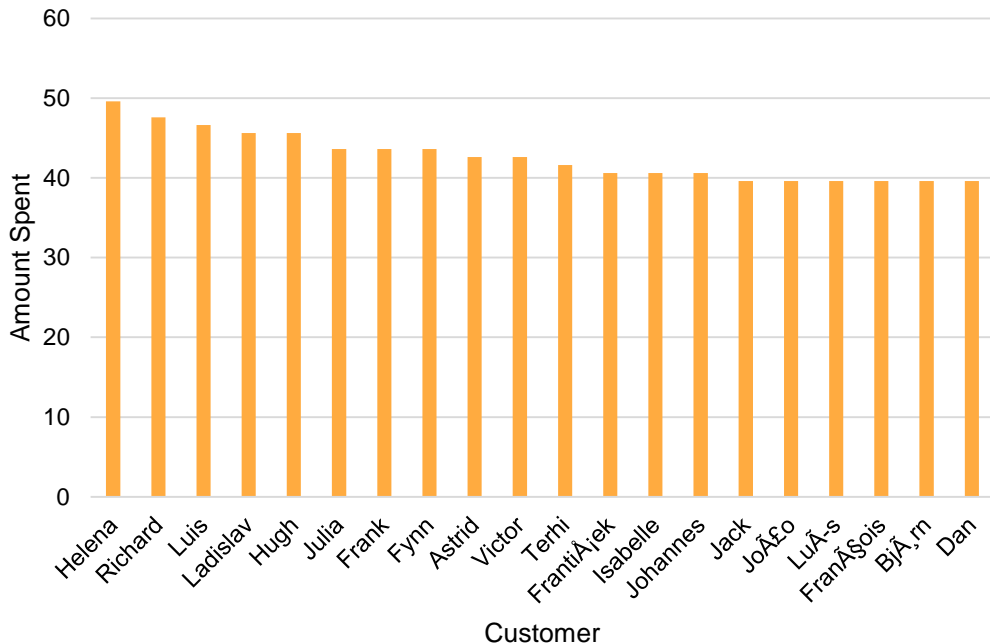


# Who are the valuable customers for Chinook store?

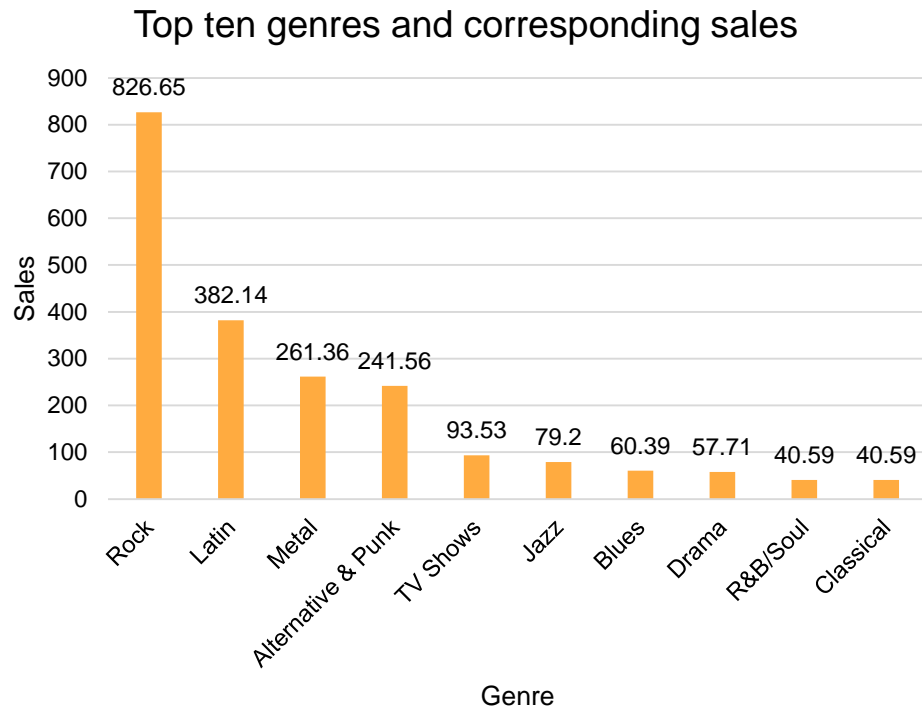
Top 20 customers by the amount spent



Here, we have top 20 customers of Chinook, sorted by the purchases they made till the date.

Chinook could partner with these top customers to be evangelists for the store as they proved to be loyal customers over the 5 years span of store's existence.

# What are the top selling genres in the store?

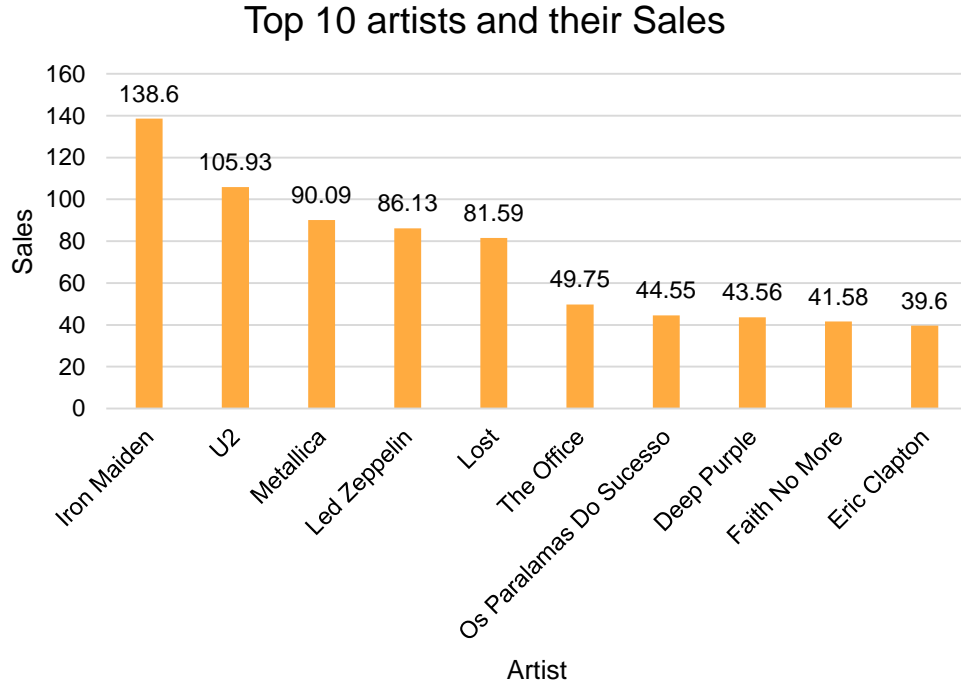


Looks like Rock is the single best selling genre of all.

Latin, Metal and Alternative & Punk are next best sellers with half of the sales of Rock.

In order to improve revenue, Chinook could promote other genres by offering special discounts, offering products in bundle that is by combining other genres with most selling genres etc.

# Who are the famous artists?

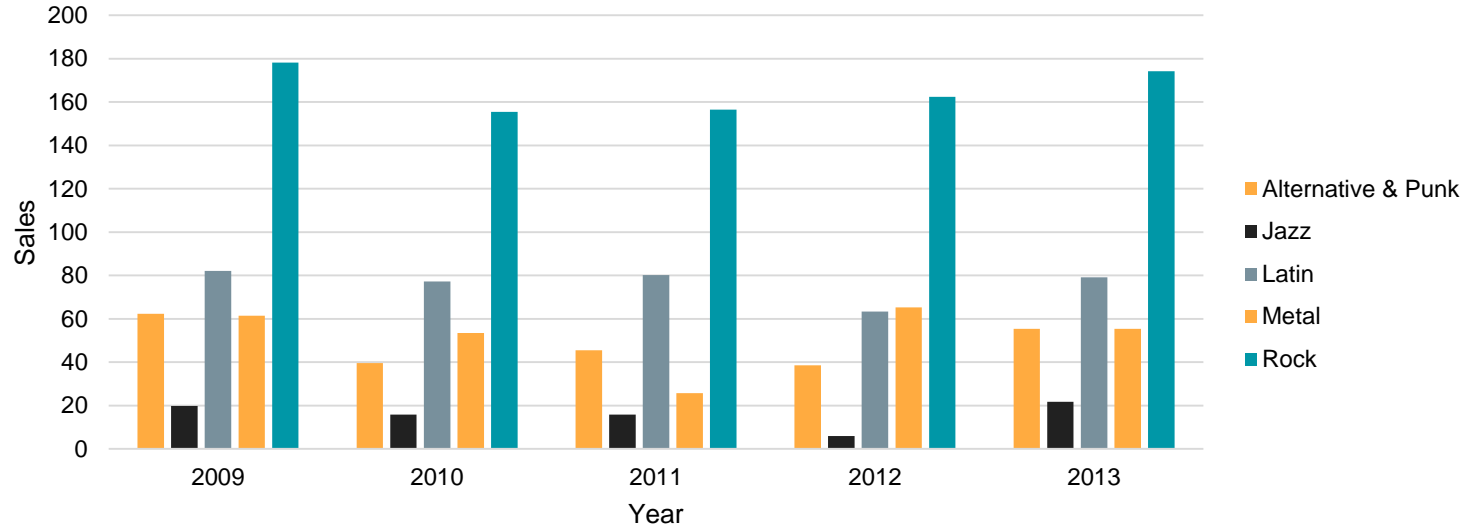


Iron Maiden seems to be the most famous artist closely followed by U2, Metallica etc.

By identifying famous artists, Chinook could stack up their inventory with albums from these artists and also do promotional activities with these artists like music festivals and also have any of them as a brand ambassador for the store.

# How Chinook has been doing over the past 5 years in top 5 genres?

Sales of top 5 genres year over year



Overall the relative pattern of all genre sales seem to be the same over the years with Jazz dipping way too low in 2012. Overall, we can see that the sales of genres have hit low in 2010, 2011 and then again picked up in 2013. Chinook could analyze reasons as to why there is such a pattern and may be forecast future sales and then take steps to boost their revenues.