Rhythm City Records

Durban, South Africa

Industry: Music Retail

Overview:

Rhythm City Records faced declining sales in non-Hip Hop genres. This case study explores data-driven approaches to rebalancing sales and optimizing inventory.

Analyst: Data Analysis Project

Report Type: Business Case Study

Rhythm City Records – Data Analyst Solutions Report

Executive Summary

This report presents a data-driven analysis of quarterly music genre sales for Rhythm City Records, a Durban-based music retailer. The study identifies imbalances in genre performance, with Hip Hop consistently outperforming all others, resulting in overstock and losses in underperforming categories.

Data Insights Summary: Hip Hop maintained a 45–55% share of total sales across all quarters, while genres like Rock, R&B;, and Trap Soul experienced consistent quarterly declines of 10–15%. The widening gap indicates poor demand forecasting and marketing misalignment.

Key Problems Identified

1. Excess inventory from underperforming genres causing financial losses.

2. Lack of adaptive marketing and promotions for low-selling genres.

3. Poor demand forecasting and insufficient customer segmentation.

4. Dependence on Hip Hop, making the business vulnerable to market shifts.

Data-Driven Solutions

• Introduce dynamic inventory optimization models using sales trend analysis to adjust stock levels quarterly.

• Implement targeted marketing for low-performing genres based on audience segmentation and behavioral analytics.

• Diversify supplier contracts to allow flexible procurement aligned with real-time demand data.

• Develop predictive dashboards to monitor quarterly sales and forecast upcoming demand.

Implementation Roadmap

Phase	Action	Timeline
1	Data Consolidation & Cleaning	Month 1
2	Demand Forecasting Model	Month 2
3	Inventory Adjustment & Promotions	Month 3
4	Monitoring & KPI Review	Month 4–6

Conclusion

By applying data analytics to inventory management and marketing strategies, Rhythm City Records can rebalance its genre portfolio, minimize losses, and sustain profitability across all product categories.