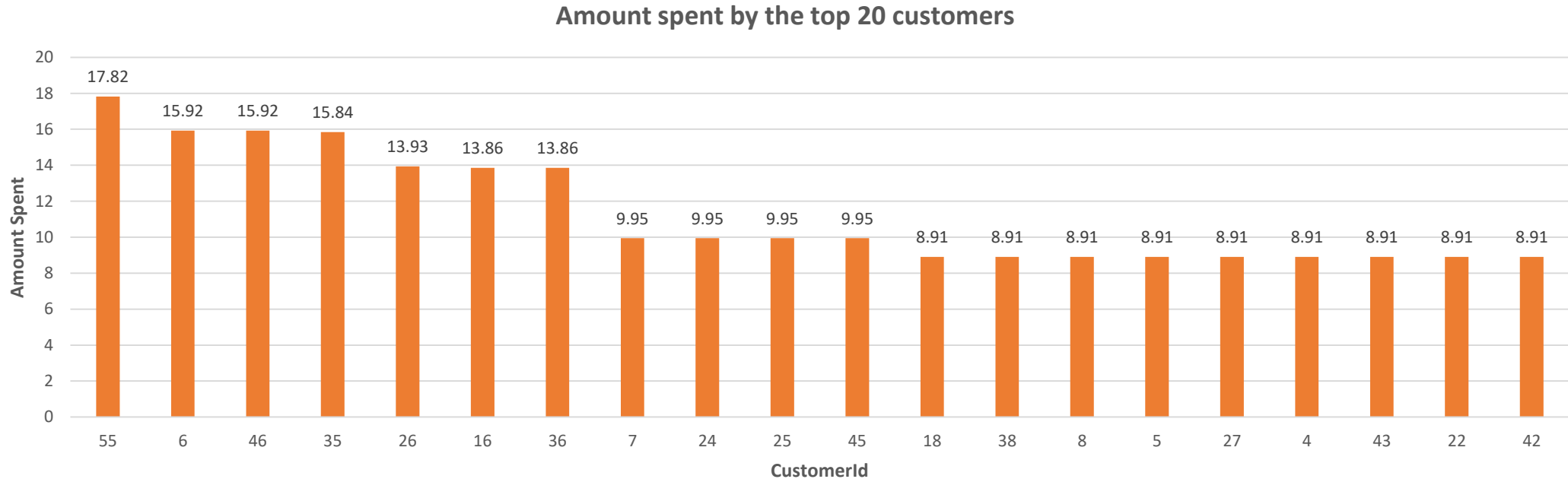


Title:20 highest spending customers

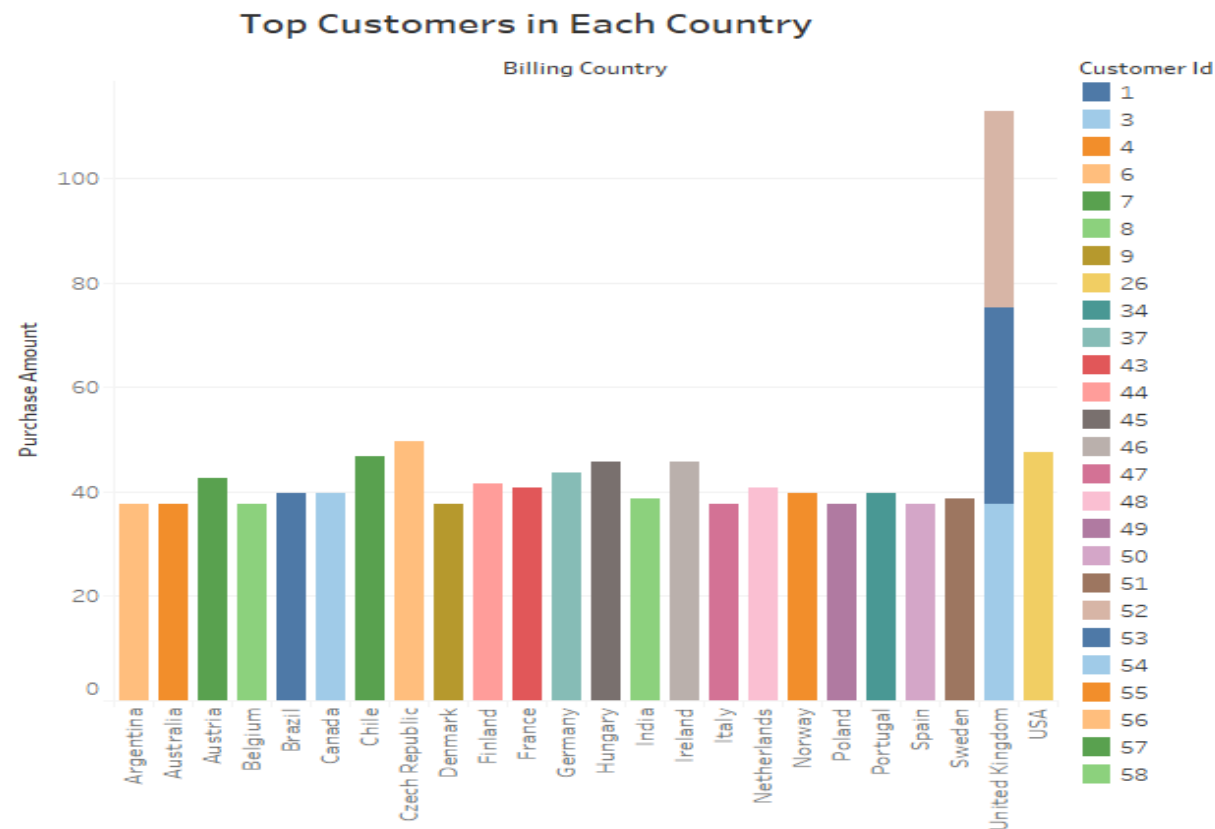


Description:

The above is a chart showing the data obtained with a query run to show the top 20 highest spending customers. Since the horizontal axis (customerId) is categorical, I will not include any measure of center in this analysis. The highest amount spent is 17.82 and it was by customer with customerId 55. Of the top twenty customers, the lowest spending was a tie between 9 customers.

A knowledge of this can help the music target a reward program or even marketing tactics towards the highest spending customers.

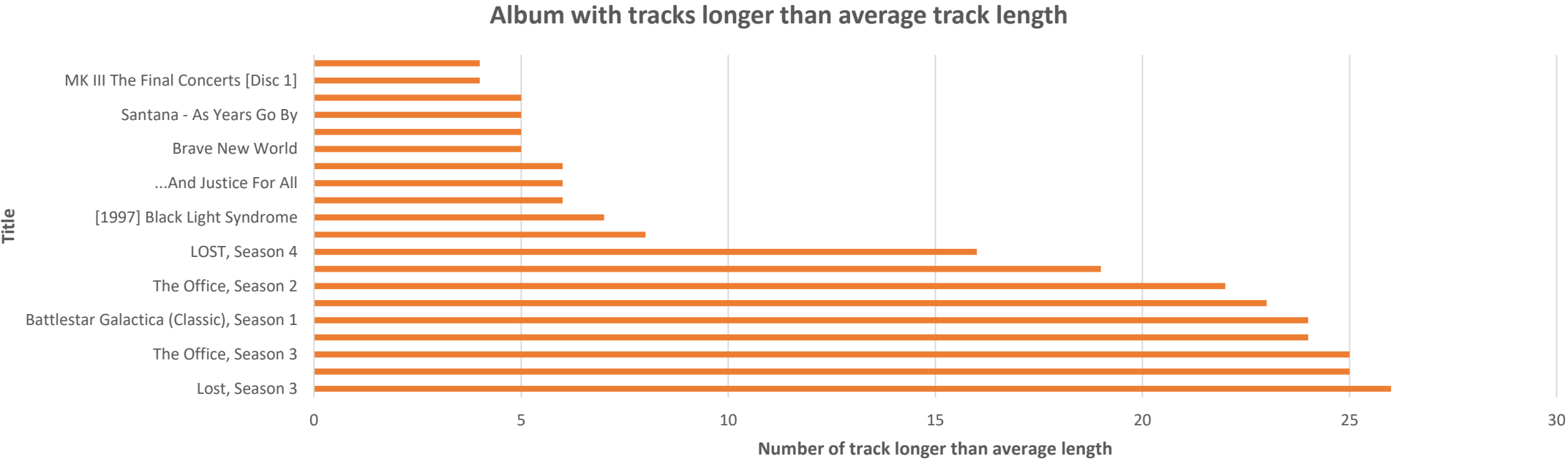
Title: Top Customers in Each Country



Sum of Purchase Amount for each Billing Country. Color shows details about Customer Id.
Details are shown for Customer Id.

The chart on the left shows the top customers in each country and the corresponding spending on music. It is worthy of note that in the United Kingdom, three customers tie for the highest purchase amount of 37.62. The highest purchase by a single customer (49.6) is in the Czech Republic and it belongs to customerId 6

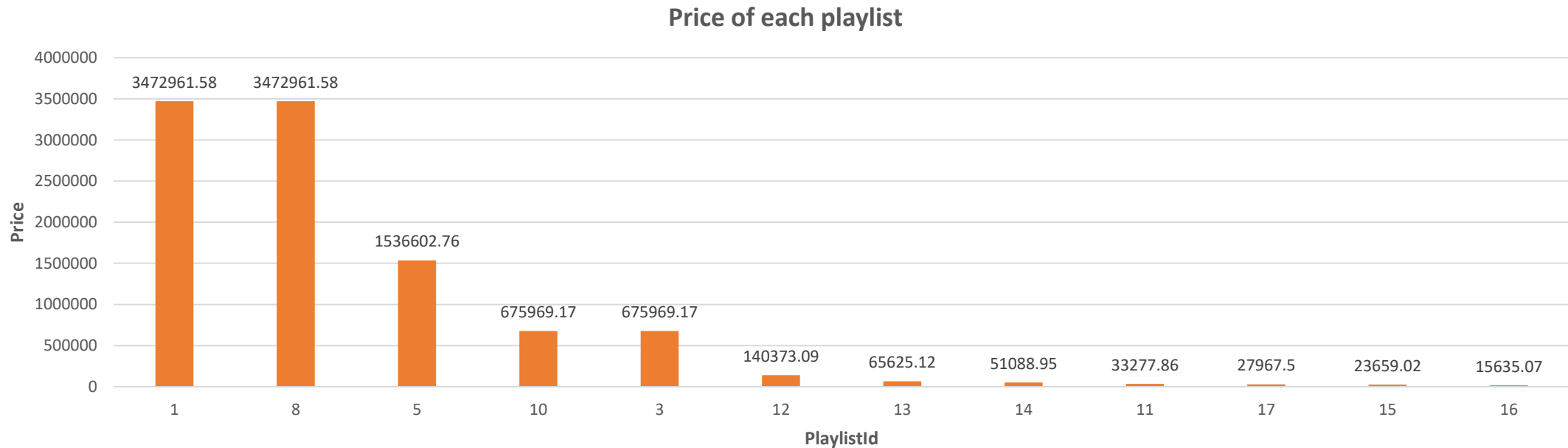
Title: Top 20 Albums With Track Lengths Longer Than Average Track Length.



Description:

The above is a chart showing the data obtained with a query run to show the top 20 albums containing tracks longer than the average track lengths. Since the horizontal axis (Title) is categorical, I will not include any measure of center in this analysis. The album containing the highest number of tracks longer than average track length is 229 with 26 tracks longer than average track lengths.

Title: How many tracks are in each Playlist?



There are only 15 playlists. The chart on the left shows a wide variation in their prices as a result of difference in number of tracks in each of the playlist.

The chart shows positive skew. So, we can say that some of the highest prices are outliers.