

# TOP 10 MOST POPULAR GENRES BY PURCHASES

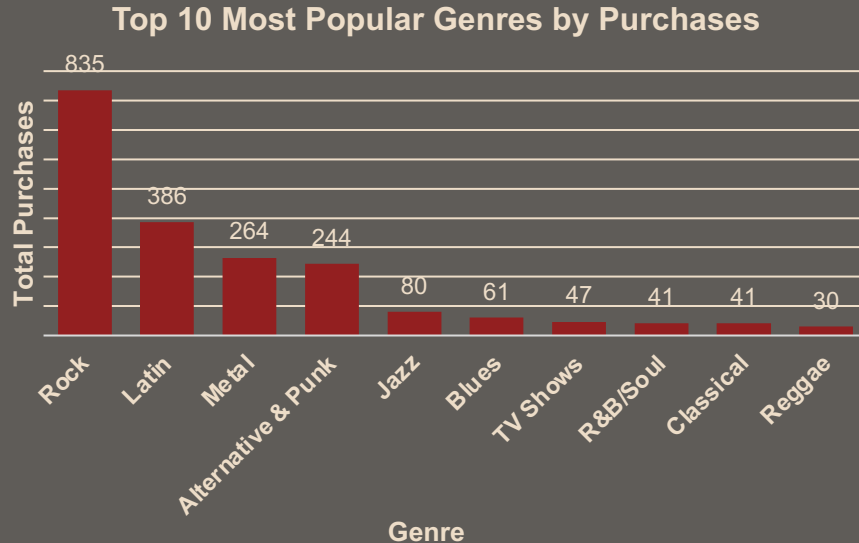


Fig. 1: Top 10 Most Popular Genres by Purchases

- **Rock** is the most popular genre, based on total customer purchases, with a total of **835 purchases**.
- **Latin**, is the second most popular genre, with 386 total purchases, which is **less than half of Rock's total purchases**.



# TOP 10 ROCK ALBUMS BY PURCHASES

## Top 10 Rock Albums by Purchases

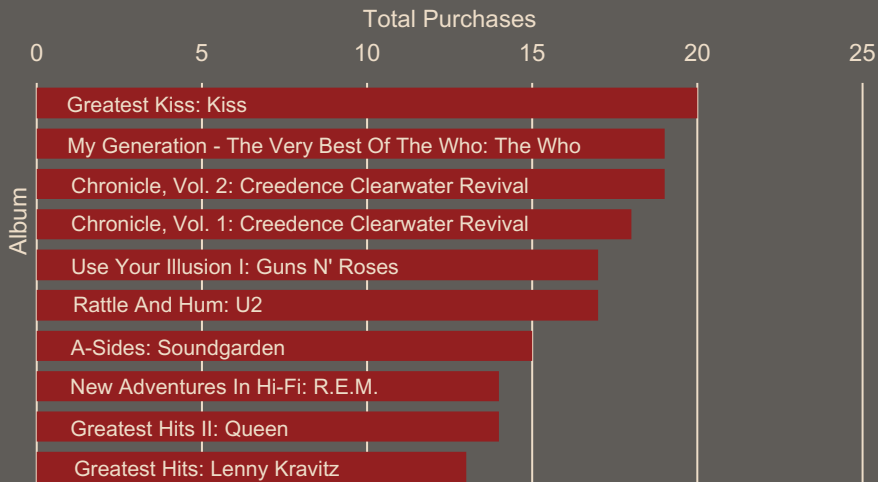


Fig. 2: Top 10 Rock Albums by Purchases

- The most popular rock album, based on total customer purchases, was **'Greatest Kiss'** by Kiss, with a total of **20 purchases**.
- The top 10 rock albums each had **between 13 to 20 purchases**.



# TOP 10 ROCK SONGS VS TOP 10 ROCK ALBUMS

Are the Top 10 Rock Songs within the Top 10 Rock Albums?

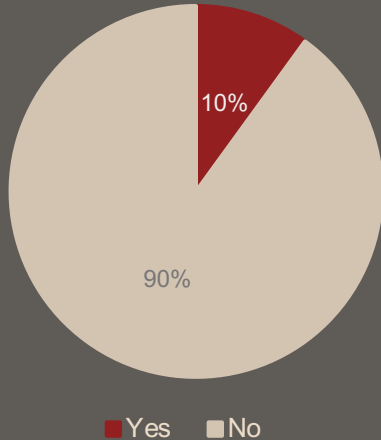


Fig. 3: Top 10 Rock Songs vs Top 10 Rock Albums

- Only **1 out of 10** top-selling songs is featured in the top-selling albums. This indicates that **customers may not purchase entire albums, even if their favourite songs are in those albums.**

# DURATION OF TOP 10 ROCK ALBUMS

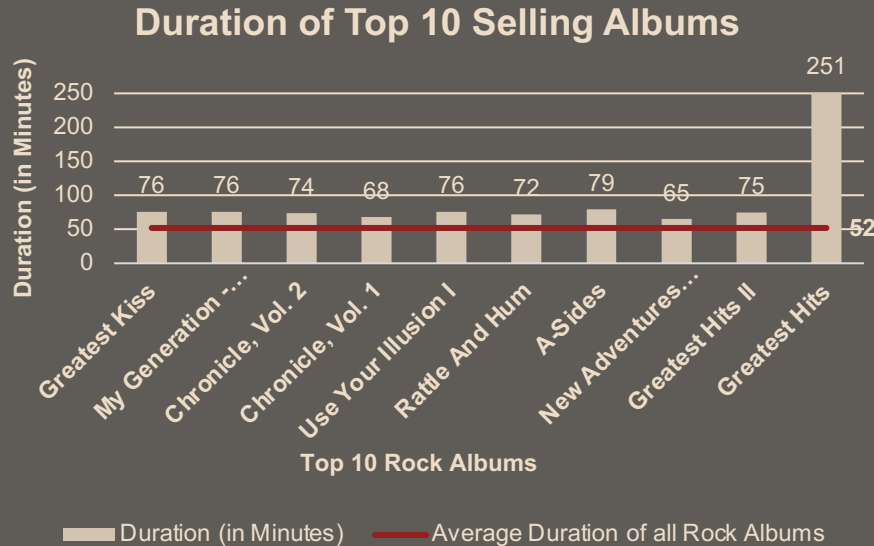


Fig. 4: Duration of Top 10 Selling Albums

- All albums, except for 'Greatest Hits,' had a duration of **approximately 70 minutes**.
- All the top 10 selling albums were **longer than the average** duration of all rock albums, which is 52 minutes. This might suggest they have more tracks or longer songs in their albums for customers to enjoy.