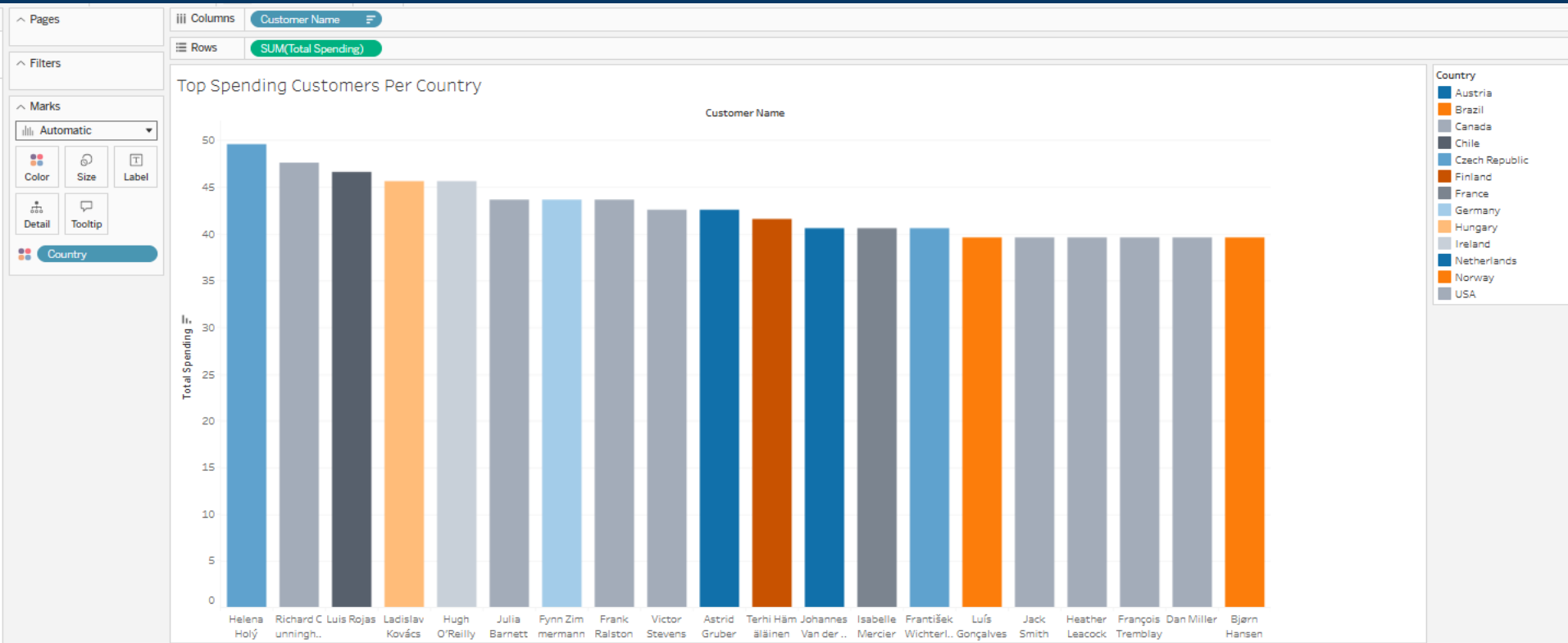
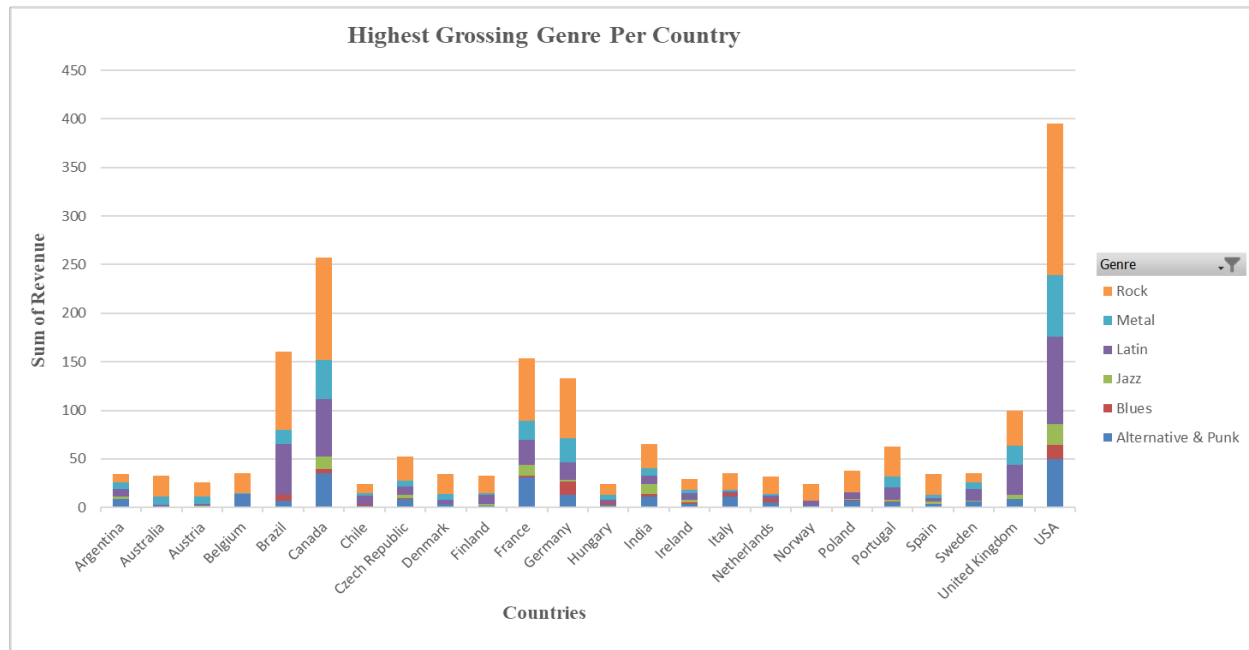


Global Leaders: Top 20 Highest-Spending Customers



The chart highlights the top-spending customers across different countries, with Helena Holy from Austria standing out as one of the highest contributors in her market. While high-value customers are present in many countries, the distribution is uneven. The United States clearly dominates, with up to eight customers appearing among the top spenders, all showing significant spending patterns. This concentration suggests a larger and more active high-value customer base in the U.S. compared to other markets, where only one or two individuals tend to appear in the top tier. Such a pattern could reflect differences in market size,

Sum of Revenue Per Genre Per Country



The chart shows that rock music generates the highest revenue across all countries, consistently outperforming other genres. Metal and Latin music follow behind in most markets, but their revenue is significantly lower compared to rock, indicating that rock holds a dominant position in global music sales.

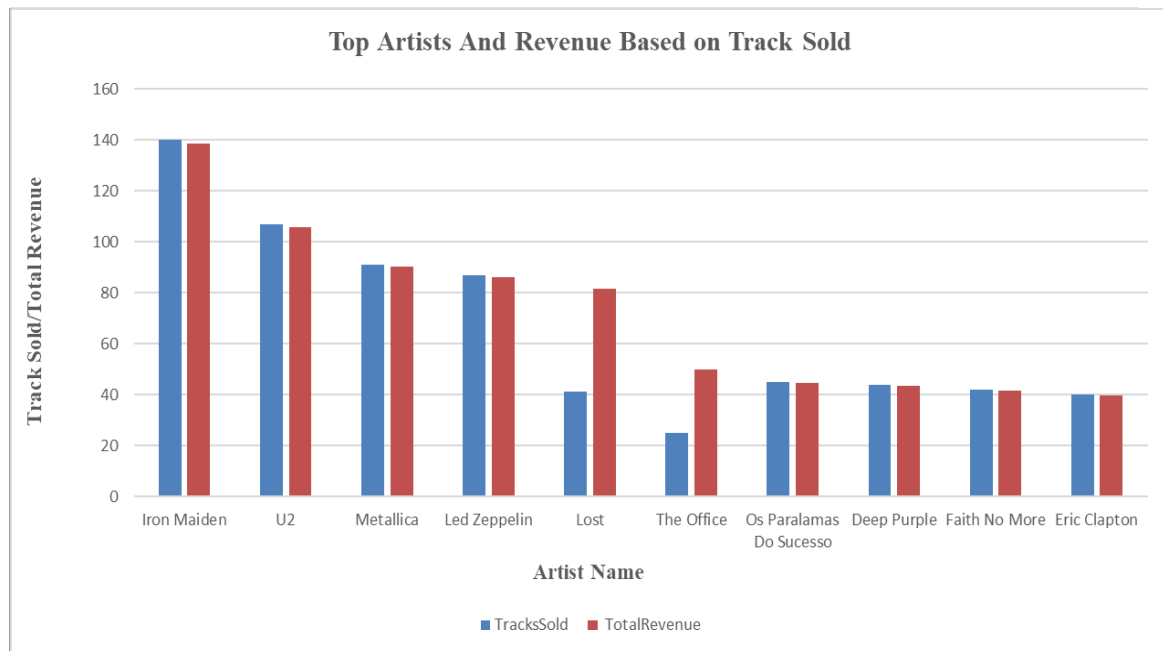
Average invoice per Top Sales Agents

Top Sales Agent Per Average Invoice



This chart displays the top sales agent in the based on the total average invoice. Steve Johnson and Jane Peacock are the highest sales agent with Margaret Park in third ranking. Commission based businesses can use this metric in awarding additional compensation to high performing staff.

Comparison of Artist Revenue to Tracks Sold



The chart shows the revenue generated per artist per track sold. Each track is priced at the same unit but some artists generated more revenue than tracks sold. Artists like Iron Maiden, Eric Clapton etc. received the revenue in the same range as units sold. Artists like Lost and The office received more total revenue than units sold. The phenomenon could be due to several factors including streaming platforms, royalties received based on the number of plays as referenced here [“ Instead of only receiving a percentage of record sales or radio revenues, artists are now entitled to collect their earnings based on the number of plays they receive from each streaming service”](#). This could explain why their revenue is higher than other artists.

Market Standouts: Top Spenders Ranked Within Each Country



This chart shows the total top spending customers ranked by countries. Brazil, Canada, France, Germany and USA stand out to be the countries with the most top spending customers. The trendline suggests that many countries, such as Argentina, Australia, the Netherlands, and Norway, have only 1 to 5 top spenders. This disparity highlights the concentration of high spending customers in a few key markets. Brazil, Canada, France, Germany, and the United Kingdom have a significantly higher number of customers who rank as top spenders compared to other countries. The USA has the highest number of customers when ranked spending more than all the other countries, with about 86 top spenders. The data indicates that while several countries have top spending customers, the USA's significant lead in this category suggests a strong market potential. Companies looking to expand or focus their efforts may benefit from reviewing this trend, the high spending in the USA could be due to population size, GDP or economic factors as referenced here: [The U.S. also ranked high when it came to cost of](#)

References

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