Chinook Sample Database

Deliverables:

Data Visualizations for all questions Tableau

Analytical requirements: answer these business questions.

- 1. Total sales \$ via Invoice
- 2. Total sales \$ via Invoiceline
- 3. Total tracks (songs) sold
- 4. Total sales \$ by customer's country ranked (sorted largest to smallest)
 - a. In data viz: provide comparison
 - b. In data viz: provide composition
- 5. Total sales \$ by customer's geo (country, state & city)
 - a. In data viz: need to drill down from country to city
- 6. Total sales \$ by customer (a person with last name & first name) ranked (sorted largest to smallest)
- 7. Total sales \$ by company ranked (sorted largest to smallest)
- 8. Total sales \$ by artist ranked (sorted largest to smallest)
 - a. In data diz: All artists with sales
 - b. In data viz: Top 20 artists
- 9. Total sales \$ by album ranked (sorted largest to smallest)
- 10. Total sales \$ by salesperson (employee)
 - a. In data viz: provide comparison
 - b. In data viz: provide composition
- 11. Total sales \$ by media type
 - a. In data viz: provide comparison
 - b. In data viz: provide composition
- 12. Total sales \$ by genre
 - a. In data viz: provide comparison
 - b. In data viz: provide composition
- 13. What are the total sales \$ by year
- 14. What are the total sales \$ by year-month
- 15. For the artist "Led Zeppelin" what are the:
 - a. Total sales
 - b. Sales by Country
 - c. Sales by Customer
 - d. Sales by Employee
 - e. Sales by Album
 - g. Sales by Genre
 - h. Sales by Media Type
 - Sales Over Time

TotalSales byInvoice



Sum of Total.

TotalSales byInvoiceLine

2,329

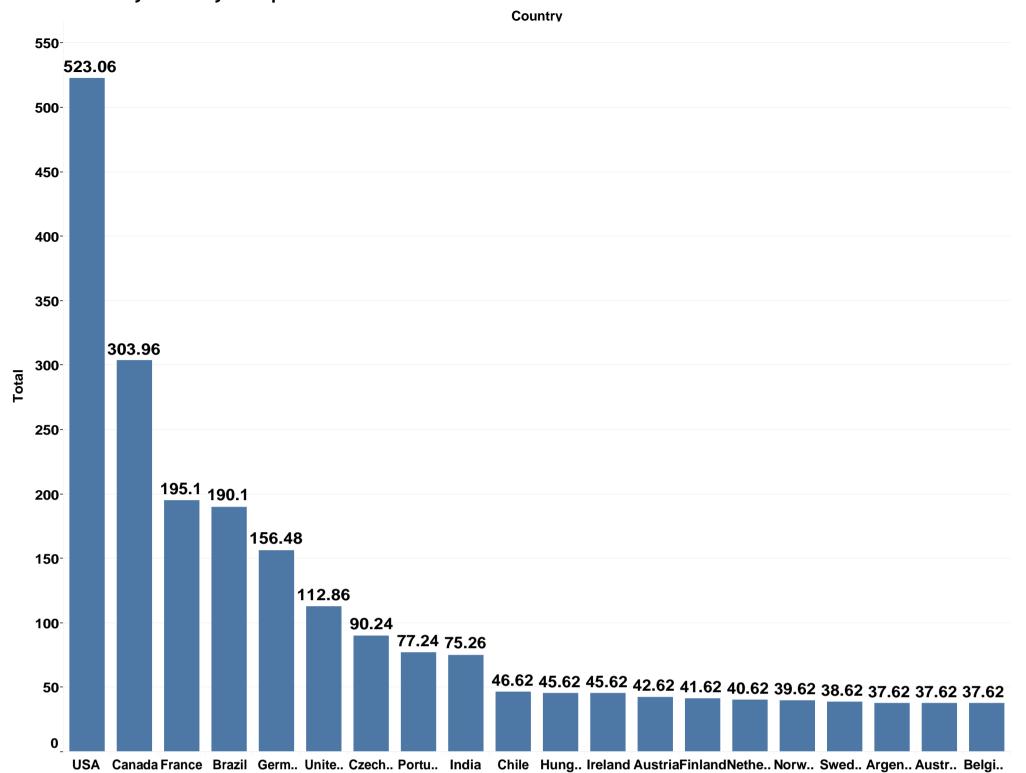
Sum of Unit Price.

TotalTrack Sold



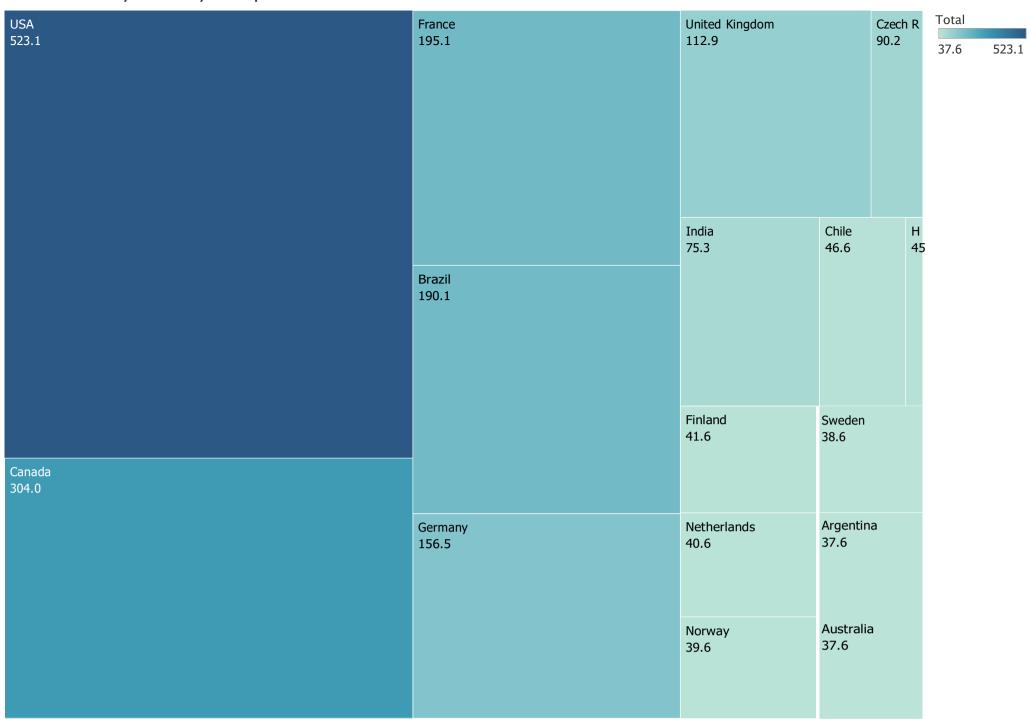
Count of track.

Total Sales by Country Comparison



 $\label{thm:contraction} \textbf{Sum of Total for each Country. The marks are labeled by sum of Total.}$

Total sales by country composition



Country and sum of Total. Color shows sum of Total. Size shows sum of Total. The marks are labeled by Country and sum of Total.

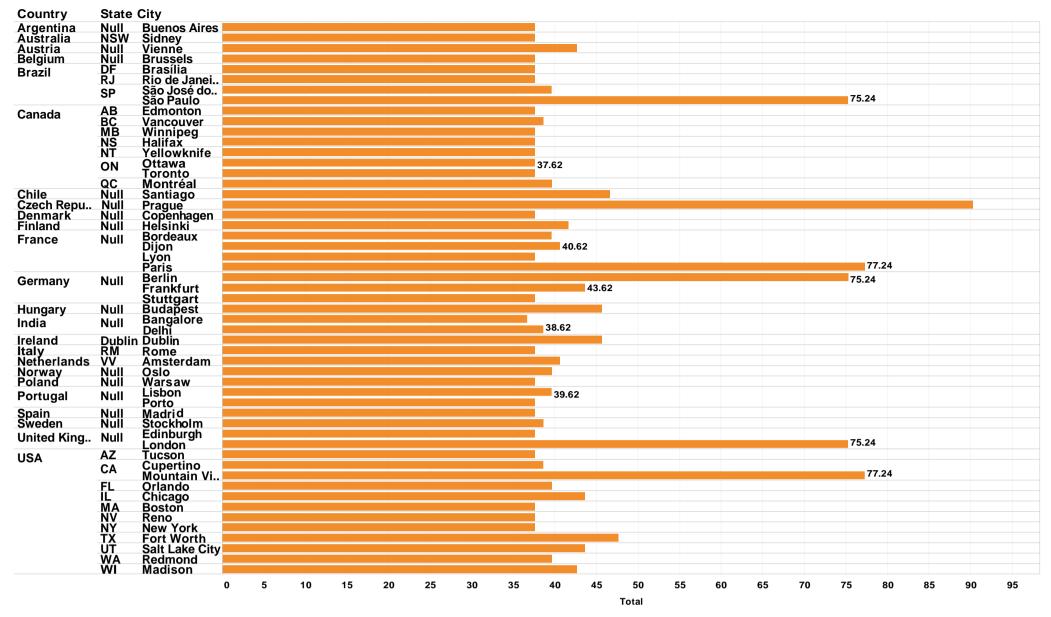
Cou	Country and sum of Total. Color shows sum									
epul	olic		Por 77.	tugal 2						
unga .6	ary	Irelai 45.6	nd		Au 42	stria .6				
	Belgiun 37.6	1		Den 37.6		·k				
	Italy 37.6			Spain 37.6						
	Poland 37.6									

Total

37.6

523.1

Total Sales by Country, State, City



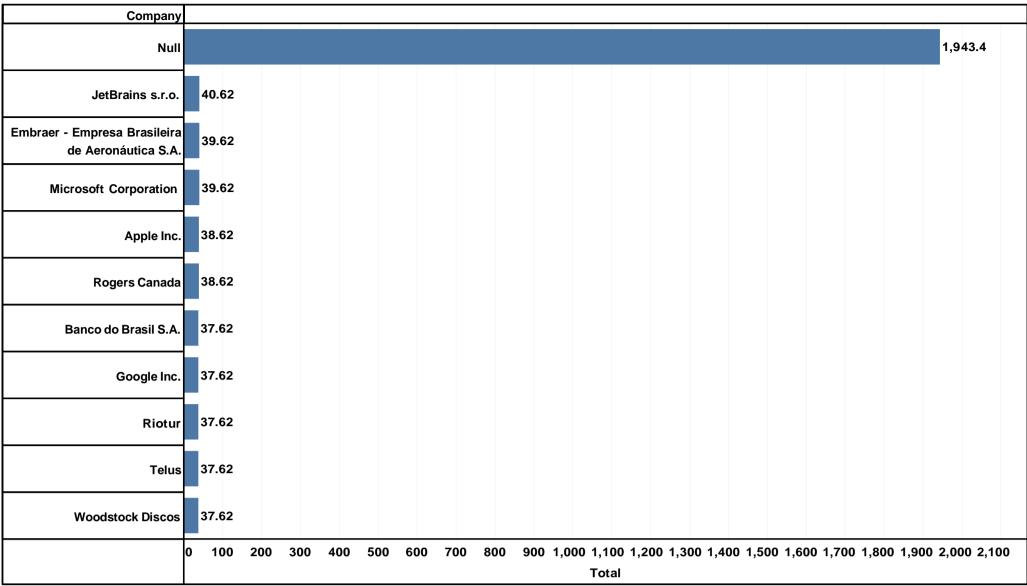
 $Sum of Total for each City broken down by Country and State. \ The marks are labeled by sum of Total.$

Total Sales By Customer

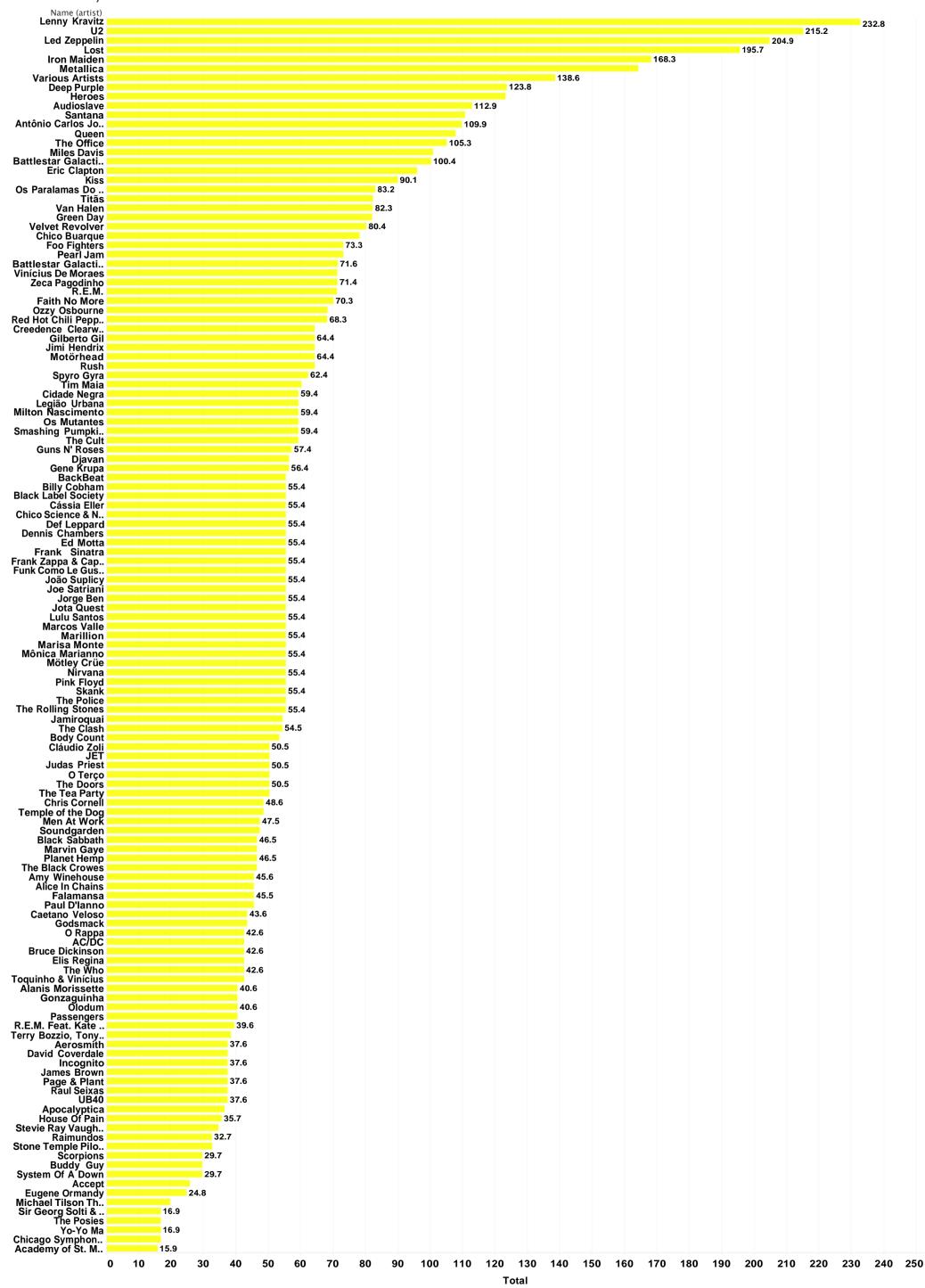
Last Namo	First Name	
Last Name	First Name	49.62
Holý Cunningham	Richard	49.62
Rojas	Luis	46.62
Kovács	Ladislav	45.62
O'Reilly	Hugh	45.62
Barnett	Julia	43.62
Ralston	Frank	43.62
Zimmermann	Fynn	43.62
Gruber	Astrid	42.62
Stevens	Victor	42.62
Hämäläinen	Terhi	41.62
Mercier	Isabelle	40.62
Van der Berg	Johannes	40.62
Wichterlová	František	40.62
Fernandes	João	39.62
Girard	Wyatt	39.62
Gonçalves	Luís	39.62
Hansen	Bjørn	39.62
Leacock	Heather	39.62
Miller	Dan	39.62
Smith	Jack	39.62
Tremblay	François	39.62
Bernard	Camille	38.62
Goyer	Tim	38.62
Johansson	Joakim	38.62
Lefebvre	Dominique	38.62
Pareek	Manoj	38.62
Peterson	Jennifer	38.62
Almeida	Roberto	37.62
Brooks	Michelle	37.62
Brown	Robert	37.62
Chase	Kathy	37.62
Dubois	Marc	37.62
Francis	Edward	37.62
Gordon	John	37.62
Gray	Patrick	37.62
Gutiérrez	Diego Frank	37.62
Hughes	Phil	37.62 37.62
Hughes Jones	Emma	37.62
Köhler	Leonie	37.62
Mancini	Lucas	37.62
Martins	Eduardo	37.62
Mitchell	Aaron	37.62
Muñoz	Enrique	37.62
Murray	Steve	37.62
Nielsen	Kara	37.62
Peeters	Daan	37.62
Philips	Mark	37.62
Ramos	Fernanda	37.62
Rocha	Alexandre	37.62
Sampaio	Madalena	37.62
Schneider	Hannah	37.62
Schröder	Niklas	37.62
Silk	Martha	37.62
Sullivan	Ellie	37.62
Taylor	Mark	37.62
Wójcik	Stanisław	37.62
Srivastava	Puja	36.64

Sum of Total broken down by Last Name and First Name.

Total Sales By Company



Sum of Total for each Company. The marks are labeled by sum of Total.

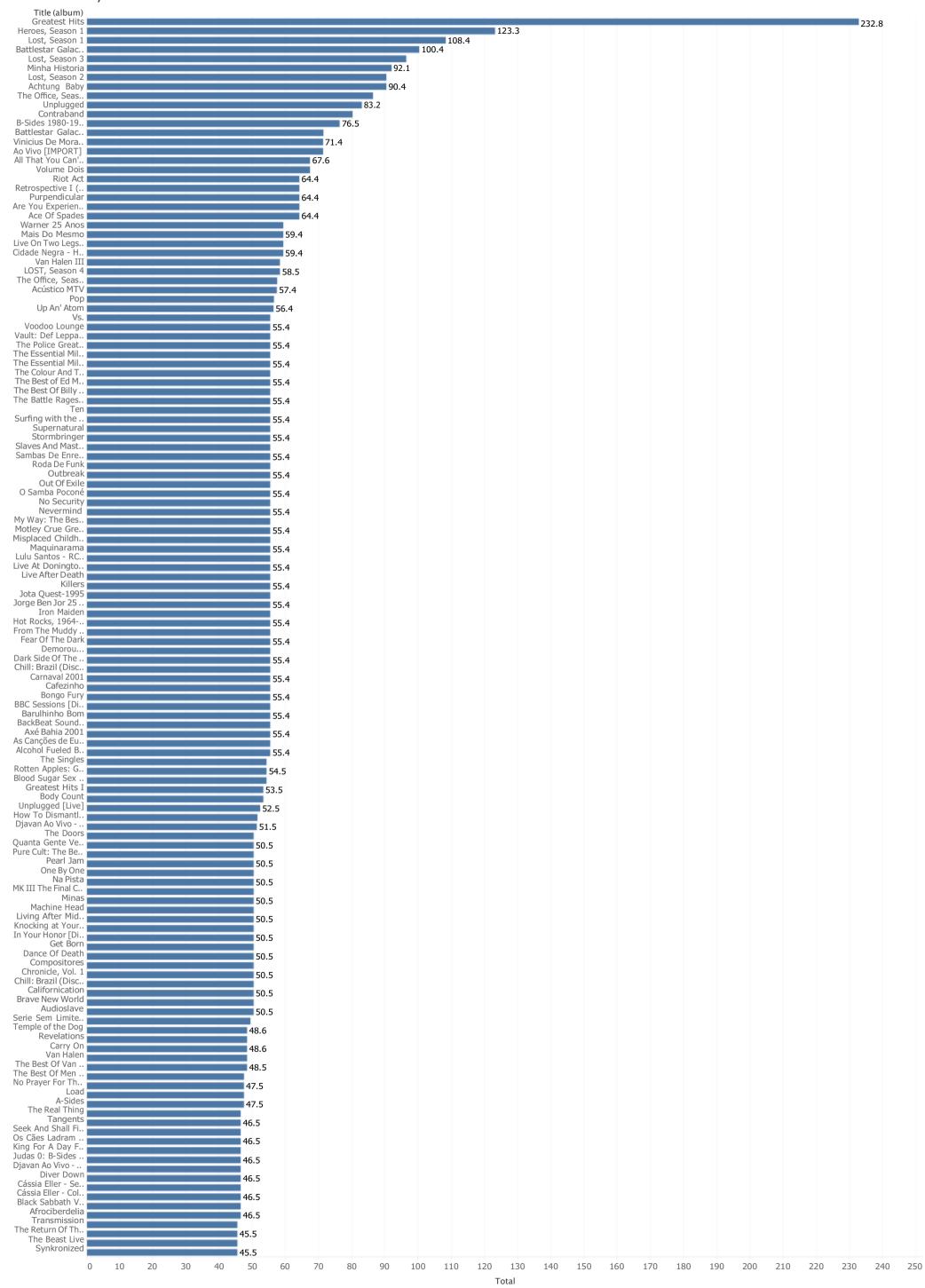


Total Sales by Artist Name top 20

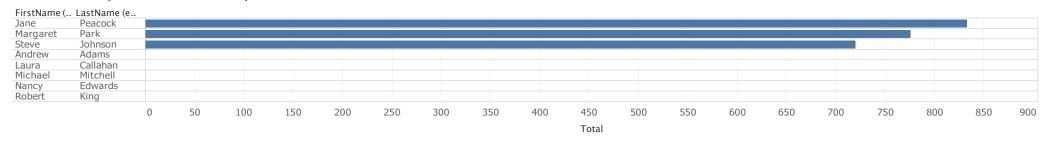
								Total							
Name (artist)	16.86	35.68	42.63	48.58	71.44	71.56	80.35	82.25	82.38	100.39	105.28	112.93	123.25	195.66	215.23
Lenny Kravitz															
U2															215.2
Lost														195.7	
Heroes													123.3		
Audioslave												112.9			
The Office											105.3				
Battlestar Galacti										100.4					
Titãs									82.4						
Van Halen								82.3							
Velvet Revolver							80.4								
Battlestar Galacti						71.6									
Vinícius De Moraes					71.4										
Zeca Pagodinho					71.4										
Chris Cornell				48.6											
Temple of the Dog				48.6											
O Rappa			42.6												
House Of Pain		35.7													
Sir Georg Solti &	16.9														
The Posies	16.9														
Yo-Yo Ma	16.9														

Sum of Total broken down by sum of Total vs. Name (artist). The data is filtered on top20, which ranges from 1 to 20.

Total Sales By Album Name

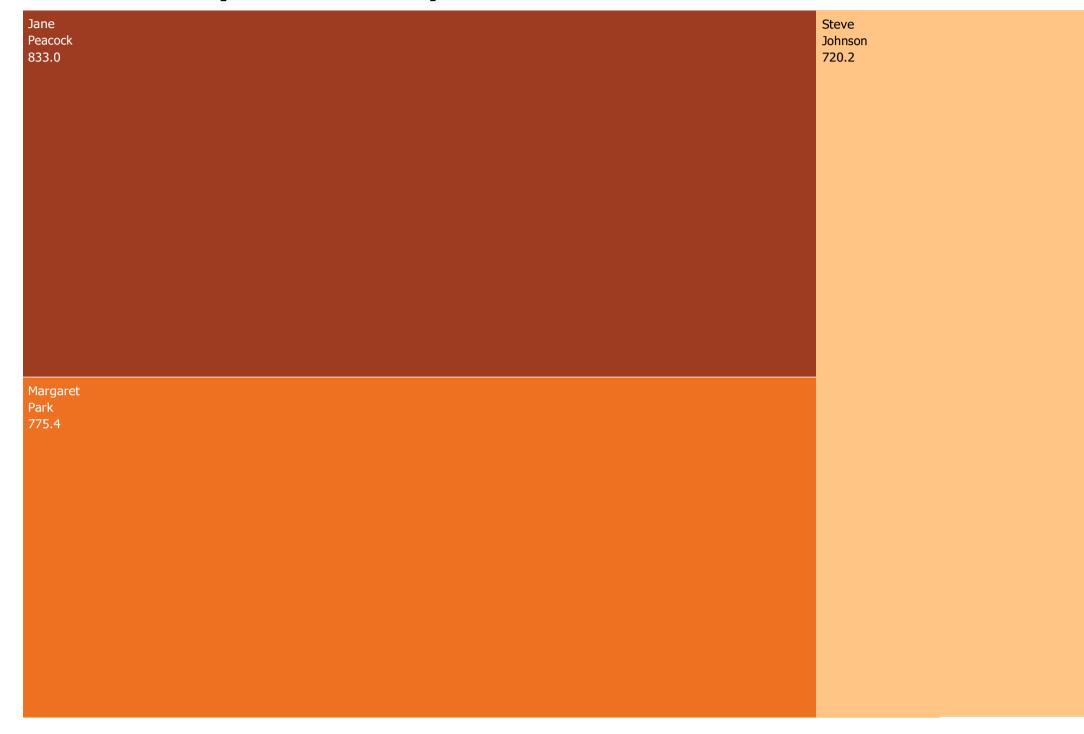


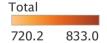
Total Sales by sales Person comparison



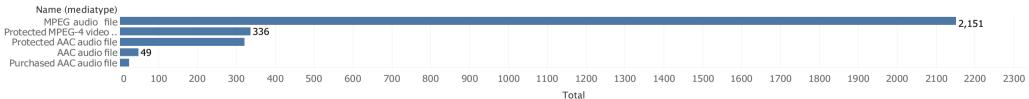
 $Sum of Total for each LastName \ (employee) \ broken \ down \ by \ FirstName \ (employee). \ The \ marks \ are \ labeled \ by \ sum \ of \ Total.$

Total Sales by Person Composition





Total Sales by sales Media type comparison

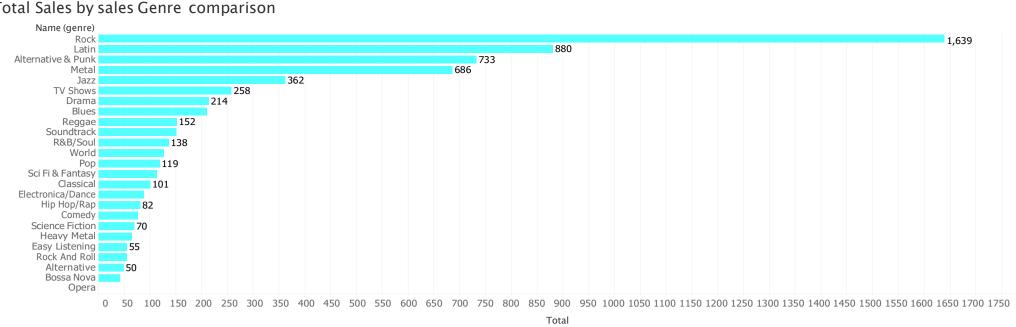


Sum of Total for each Name (mediatype). The marks are labeled by sum of Total.

MPEG audio file	Protected	MPEG-4	
2,151	336		
	Protected	AAC	
	320		
	-		
	AAC audic	file	Durchas
	AAC duulc	me	Purchas
	49		ed AAC
			audio
			file

Total	
24	2,151

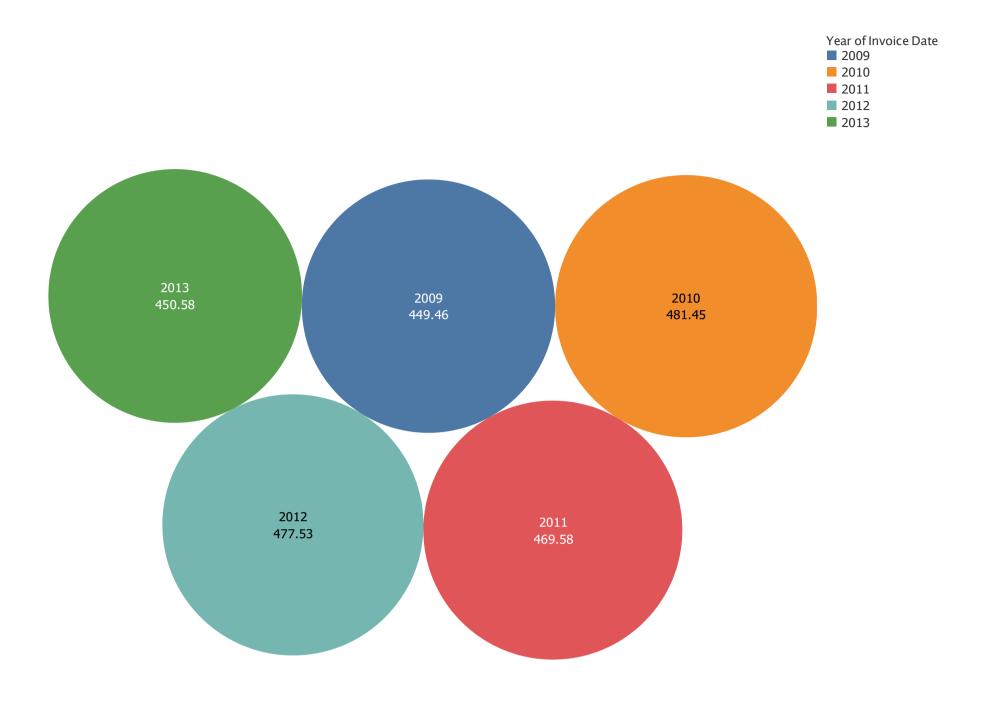
Total Sales by sales Genre comparison



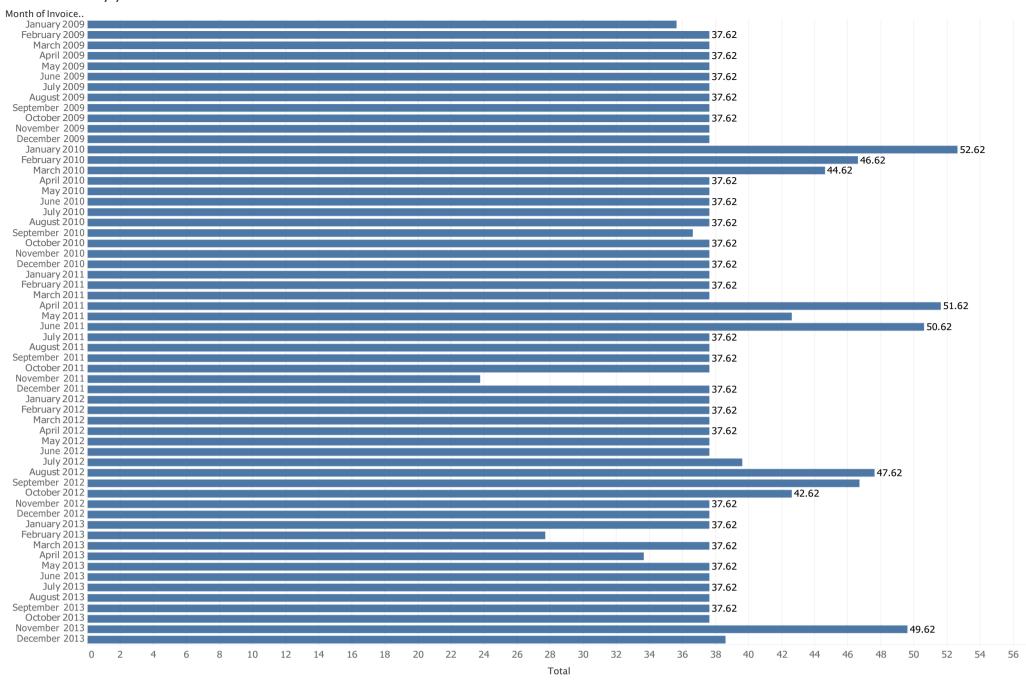
Sum of Total for each Name (genre). The marks are labeled by sum of Total.

Total Sales by sales Genre composition

Rock 1,639	Alternative & Punk 733		Metal 686		Total 43	1,639
	TV Shows 258	Reggae 152 Soundtrack 151	S	Pop 119		
Latin 880	Drama 214	R&B/Soul 138 World 127		Electronic 88 Hip Hop/R 82		
	Blues 211			Comedy 76		



Total Sales by year month



Sum of Total for each Invoice Date Month. The marks are labeled by sum of Total.

Total Sales by Led Zeppelin album

BBC Sessions [Disc 1] [Live]	Physical Graffiti	In T	Through The Out Houses Of The		The Song	Total			
55.44	[Disc 2] 37.62	Doc 34.	· ·		Remains The Same (Disc 1) 31.68	17.82	55.44		
Led Zeppelin III 42.57	Coda 29.70				Physical Graffiti [Disc 1] 22.77				
BBC Sessions [Disc 2] [Live]	Led Zeppelin II		IV 24.75						
41.58	29.70				The Song Remains The				
			Presence 23.76		Same (Disc 2) 17.82				

Title (album) and sum of Total. Color shows sum of Total. Size shows sum of Total. The marks are labeled by Title (album) and sum of Total. The data is filtered on Name (artist), which keeps Led Zeppelin.

Total Sales by Led Zeppelin customer Total Sales by Led Zeppelin album First Name Luís Emma Jennifer Kathy BBC Sessions [Disc 1] [Live] 55.44 In Through The Out Houses Of The The Song Remains The Same (Disc 1) 19.80 13.86 Door 34.65 Holy 31.68 13.86 Leonie Marc 13.86 Bjørn Frank Isabelle Martha 8.91 8.91 9 10 11 12 13 14 15 16 17 18 19 20 21 22 Total Led Zeppelin III 42.57 Physical Graffiti [Disc 1] 22.77 Coda 29.70 Led Zeppelin I Total Sales by Led Zeppelin country 28.71 First Name Luís Emma Jennifer Kathy 19.80 13.86 IV Leonie Marc Puja 24.75 13.86 BBC Sessions [Disc 2] [Live] 41.58 Led Zeppelin II 13.86 The Song Remains The Steve 29.70 Bjørn Frank Isabelle Martha 8.91 Same (Disc 2) 17.82 Presence 8.91 5.94 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 Total Total Sales by Led Zeppelin media Total Sales by Led Total Sales by Led Zeppelin over time Total Sales by **Total Sales** Year of .. 2009 2010 2011 2012 2013 Zeppelin gener Led Zeppelin by Led type 60.39 51.48 Name (artist) Zeppelin employee 204.9 Led Zeppelin 0 5 10 15 20 25 30 35 40 45 50 55 60 65 FirstNam.. 108.90 Total Steve 76.23 Margaret 19.80 Rock 204.9

MPEG audio file 204.9