

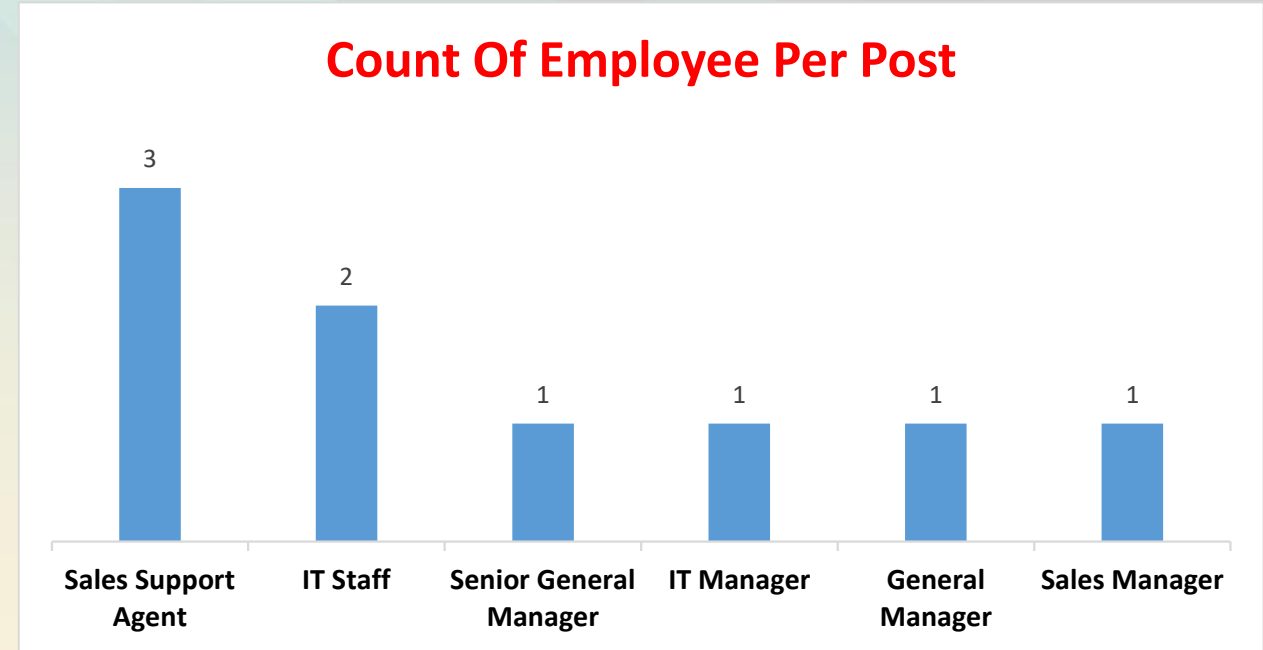
# Music Store Data Analysis



# **1) INSIGHTS**

## 1) Who is the senior most employee, find name and job title.

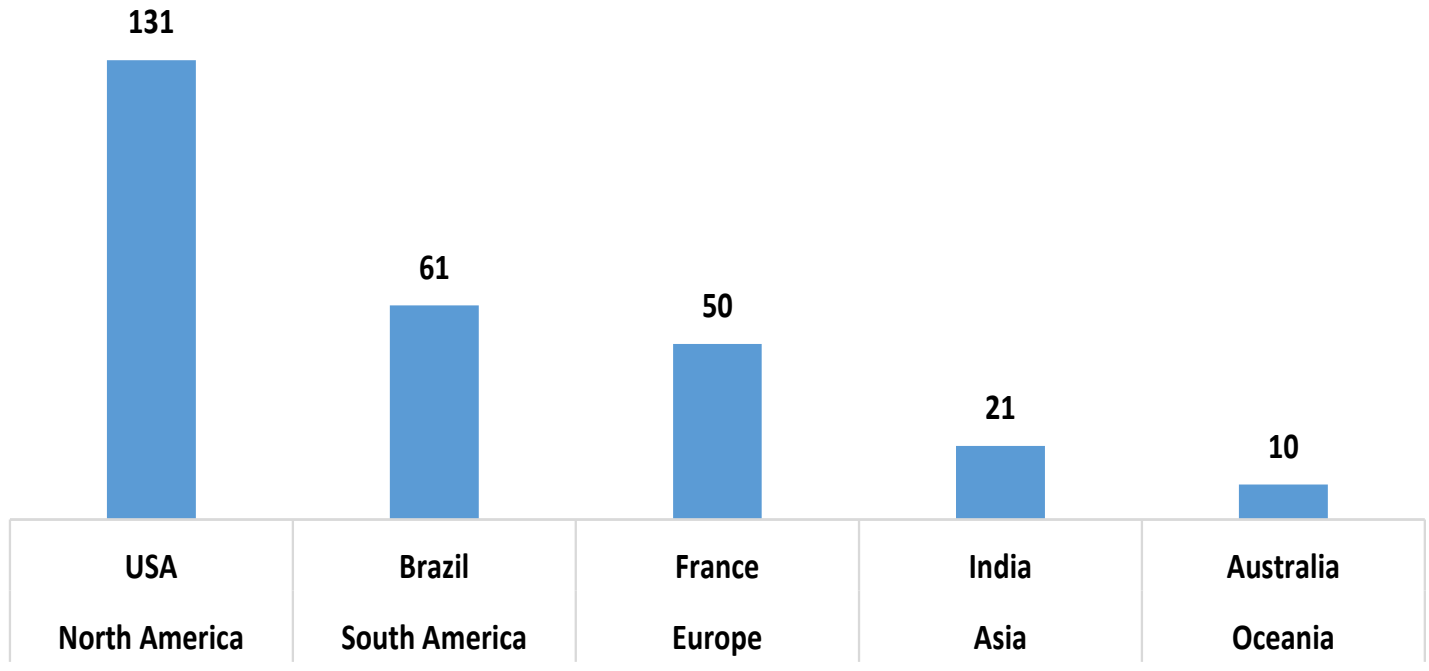
Name	title	levels
Mohan Madan	Senior General Manager	L7
Andrew Adams	General Manager	L6
Nancy Edwards	Sales Manager	L4
Michael Mitchell	IT Manager	L3
Robert King	IT Staff	L2
Laura Callahan	IT Staff	L2
Jane Peacock	Sales Support Agent	L1
Margaret Park	Sales Support Agent	L1
Steve Johnson	Sales Support Agent	L1



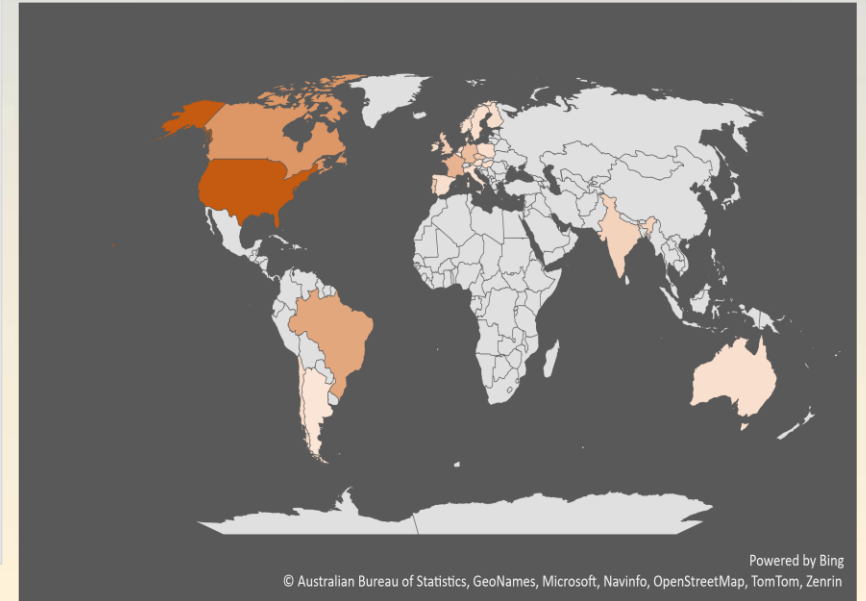
- Senior most employee is Mohan Madan (Senior General Manager)
- Number of employees are more at junior level and as the seniority level increases number of employees decreases.

## 2) Which countries have the most Invoices?

### Top Countries In Each Continent With Most Invoices



Continents	Number of invoices	Count of Country
Europe	297	17
North America	207	2
South America	79	3
Asia	21	1
Oceania	10	1



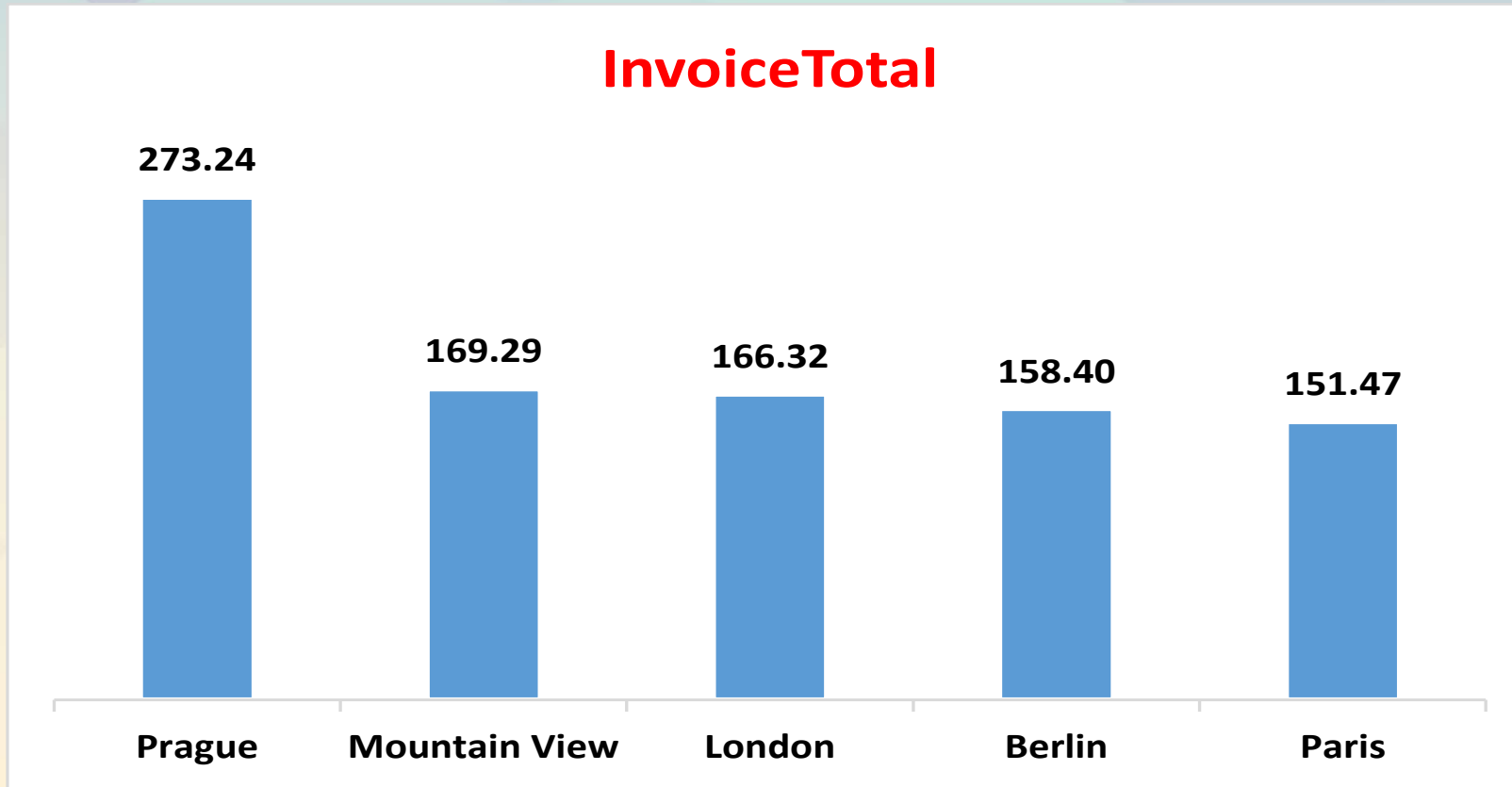
- It is clearly seen from the pivot table that more the number of countries more will the number of invoices.
- Maximum countries are from Europe only.
- Europe is on the top in terms of invoices generated ,instead of this, other countries of Europe fail to be top in terms of invoices generated [Top country is of North America (USA)].
- USA played a major role in terms of invoices invoice generated in North America.

### 3) What are top 3 values of total invoice?

billing_country	billing_city	total
France	Bordeaux	23.76
Canada	Montréal	19.799999
Canada	Winnipeg	19.799999
Canada	Toronto	19.799999
Czech Republic	Prague	19.799999
USA	Orlando	18.809999

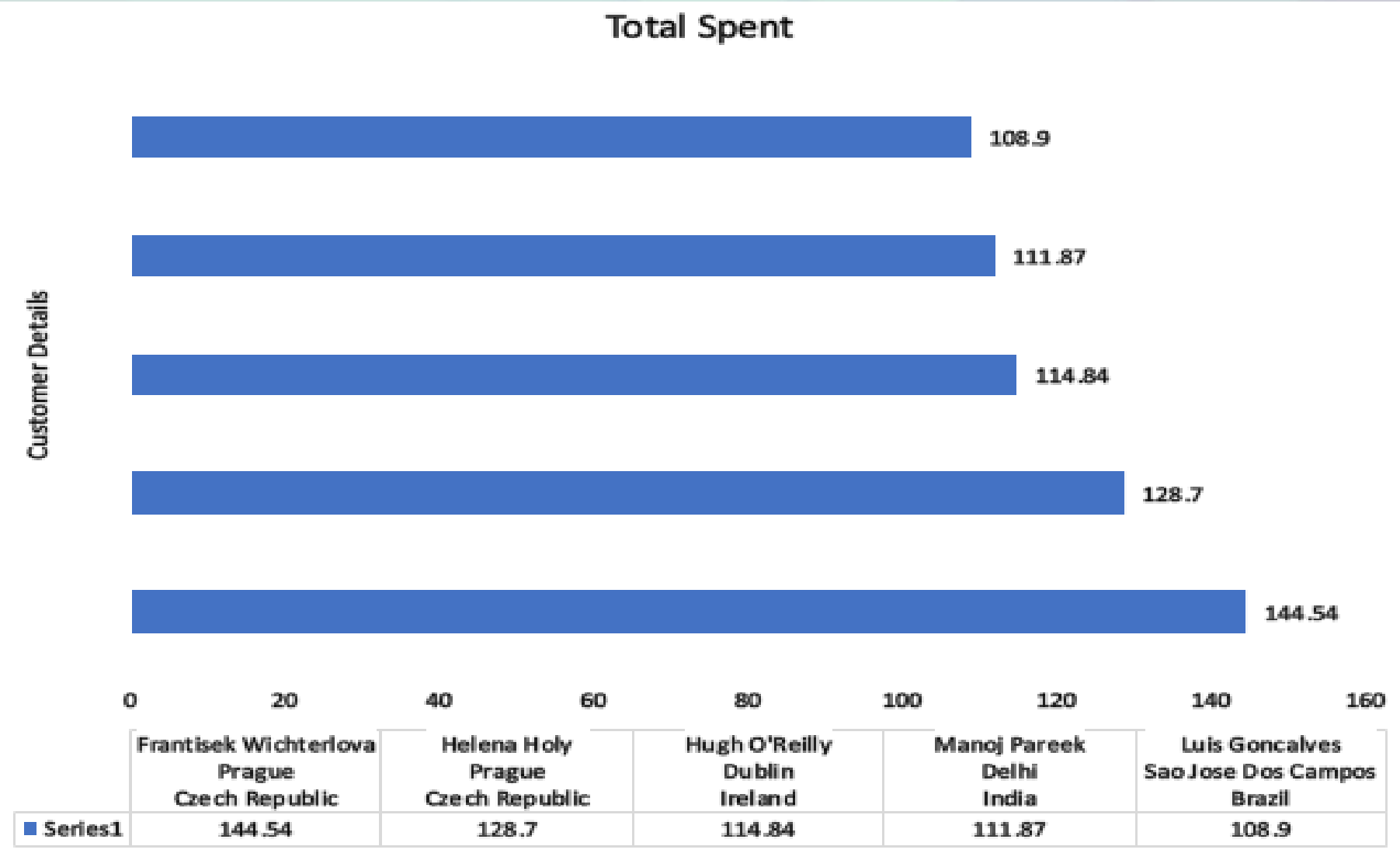
- Top 3 values of total invoice contain 2 Countries (France & Canada).

#### 4) Cities with top customers



- These are the cities in terms of maximum total invoice.
- So for organizing a promotional music festival , these cities can generate good revenues.

5) Top 5 Customers In terms Of Total Money They Spend.





6) Most Popular Music Genre For Each Country In Terms Of Purchase

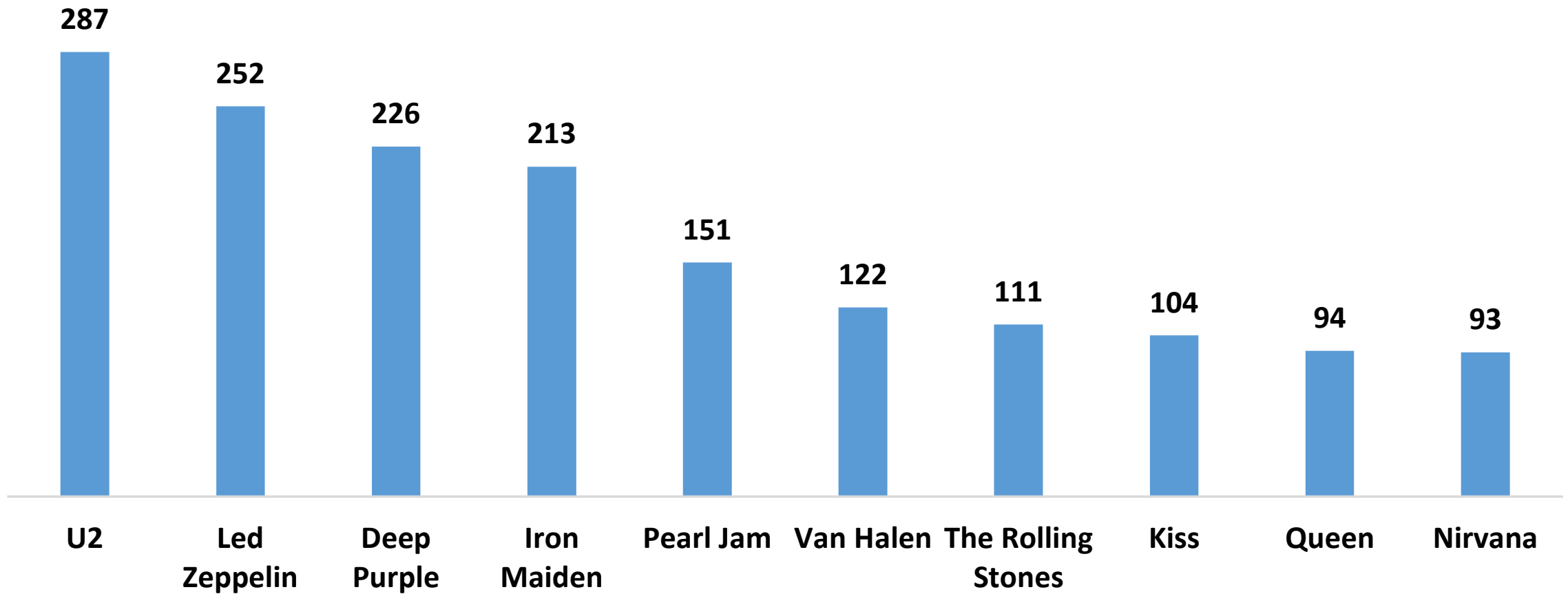
Country	Genre_name
Argentina	Alternative & Punk
Australia	Rock
Austria	Rock
Belgium	Rock
Brazil	Rock
Canada	Rock
Chile	Rock
Czech Republic	Rock
Denmark	Rock
Finland	Rock
France	Rock
Germany	Rock
Hungary	Rock
India	Rock
Ireland	Rock
Italy	Rock
Netherlands	Rock
Norway	Rock
Poland	Rock
Portugal	Rock
Spain	Rock
Sweden	Rock
United Kingdom	Rock
USA	Rock

Genre	Count of Genre_name
Alternative & Punk	1
Rock	23
Grand Total	24

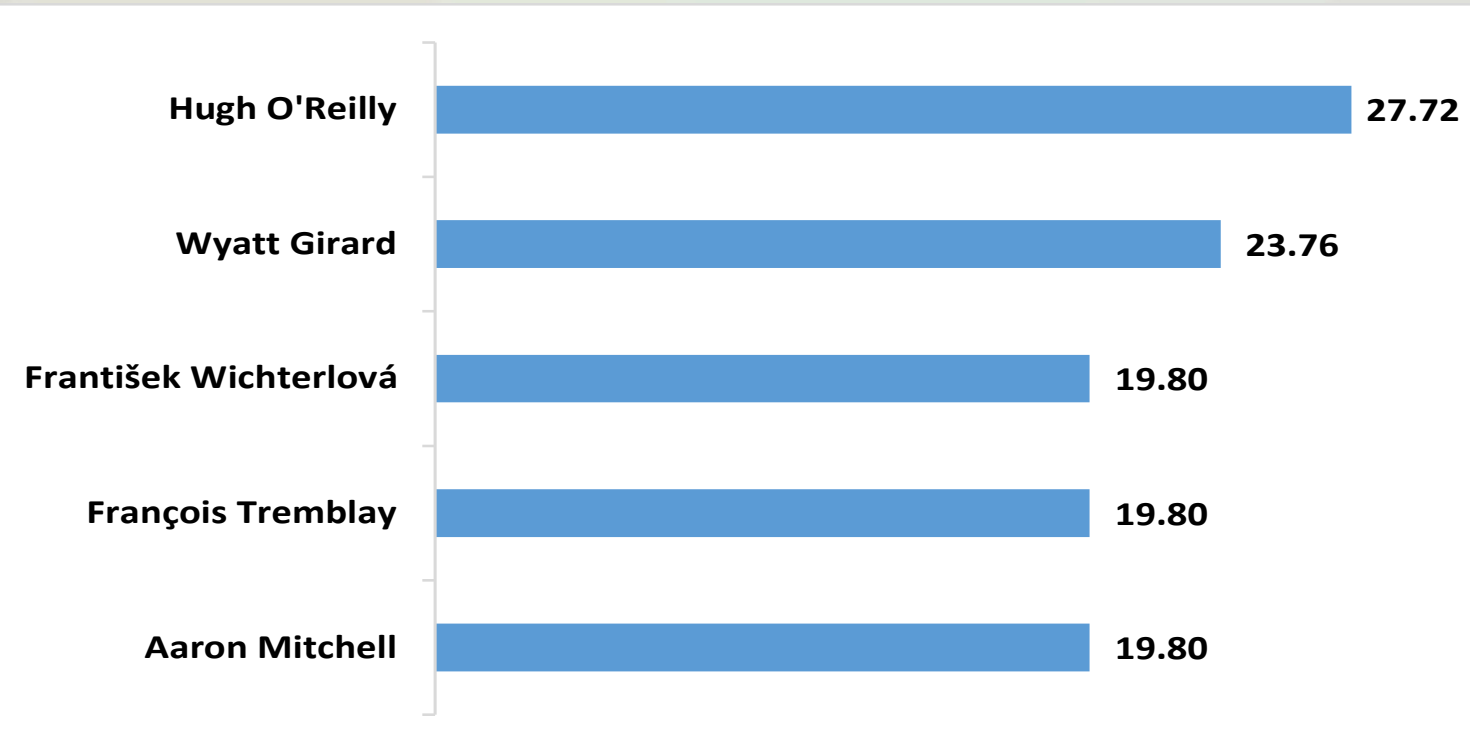
- Rock is the only music genre which is popular in all country except Argentina.



## 7) TOP 10 Artist Who Have Written The Most Rock Music

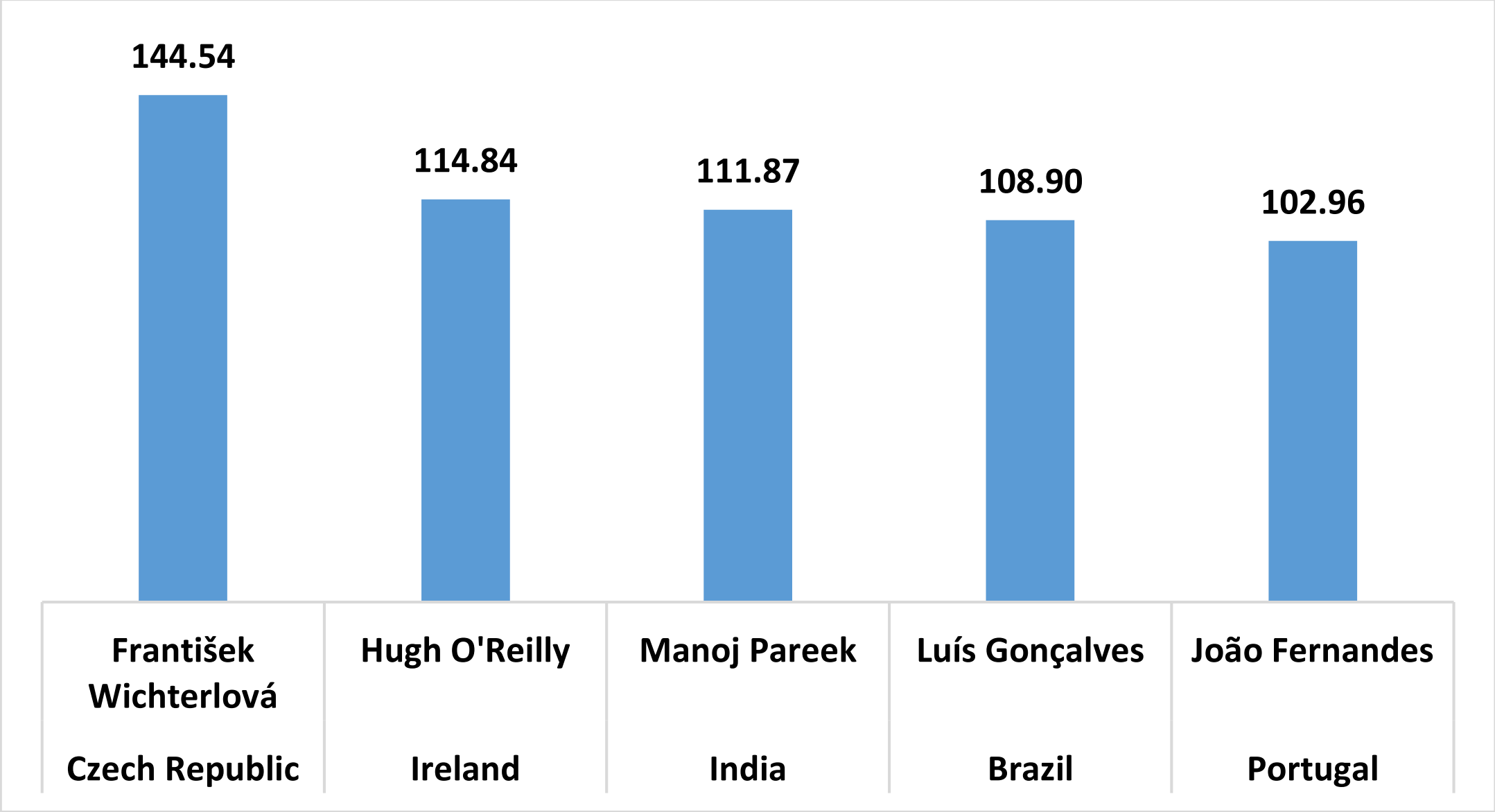


9) Amount Spend By Customer On Artist (TOP 5 Customers)



cust_name	billing_city
Hugh O'Reilly	Dublin
Wyatt Girard	Bordeaux
Aaron Mitchell	Winnipeg
François Tremblay	Montréal
František Wichterlová	Prague

**10) Customer Spend Most On Music (TOP 5 Customers)**



## 2) Conclusions

- Number of employees are less at senior level as compared to junior level.
- Maximum countries(where customers belongs) are from Europe ( ~70%).
- Maximum total invoice amount is from Prague city also top two customers in terms of money they spend belongs to this city.
- Rock is the only music genre which is popular in all country except Argentina in terms of purchase.
- U2 is the artist who has written the most rock music

THANK YOU

