To understand the U.S. market, the store wants to know what genres attracts the most amount of sales. To start off, we first look at the most popular genres in the US. (SQL 1)

	Genre_Name	Genre_Total	Contribution_Percentage
1	Rock	155.0	33.48
2	Latin	90.0	19.44
3	Metal	63.0	13.61
4	Alternative & Punk	50.0	10.8
5	TV Shows	28.0	6.05
6	Jazz	22.0	4.75
7	Comedy	16.0	3.46
8	Blues	15.0	3.24
9	R&B/Soul	12.0	2.59
10	Drama	12.0	2.59

(Figure 1: Top 10 Genre Sales Total and Percentage Contributions)

We can see what the top 10 genres are based on the list seen in Figure 1.

From figure 1, we can see that the Rock genre has the highest amount of sales, contributing to about 30% of overall sales of all genre total, followed by Latin and Metal.

Although the sales of each genre seem high, the overall the contribution percentage is quite small. The difference in sales contribution between the Rock genre and Latin is significant. From the 4th most contributed genre and following, the contribution is lower than 10%.

Overall, Rock, Latin, Metal and Alternative & Punk seems to attract the most sales.

The U.S. is a mixing pot of culture. Based on figure 1, we can see the top genres sold in the U.S. However, the U.S. is a mixing pot of different culture. Wanting to add more variety of genres to be sold in the store, the manager wants to see the top 5 most popular genres in the world that aren't already on U.S.' top 10. (SQL 2)

	Genre_Name	Genre_Total	Contribution_Percentage
1	Classical	40.59	1.74
2	Sci Fi & Fantasy	39.8	1.71
3	Reggae	29.7	1.28
4	Pop	27.72	1.19
5	Soundtrack	19.8	0.85

Figure 2: Top 5 Genres in the World that aren't already from Figure 1

Top artists for each of the top genres (SQL 3)

	Artist_Name	Genre_Name
1	U2	Rock
2	Metallica	Metal
3	Lost	TV Shows
4	Os Paralamas Do Sucesso	Latin
5	Lost	Drama
6	Titãs	Alternative & Punk
7	Eric Clapton	Blues
8	Spyro Gyra	Jazz
9	The Office	Comedy
10	Amy Winehouse	R&B/Soul

Figure 3: Top Artist for each Genre by Sales

Sales trend of all genres to see if there are any interesting observations that would help us make better decisions. (SQL 4)

The following link shows the sales trends of each genre sold within the 5 years (data only goes from 2009-2013) made in Tableau.

Link: Figure 4: Tableau Chart Showing Sales Trends for All Genre