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)

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.

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

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)

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

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

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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: <https://public.tableau.com/profile/winnie1135#!/vizhome/FortheLoveofMusic-SalesTrendofGenre/Sheet1>