WHAT IS THE BEST PERFORMING PLAYLIST?

On the right, you can see a chart that is analyzing the performance of the different playlists. For this analysis, the performance is measured by sold tracks belonging to the playlist divided by the total number of tracks in that playlist on the y-axis. The x-axis is showing the total number of tracks in that playlist.
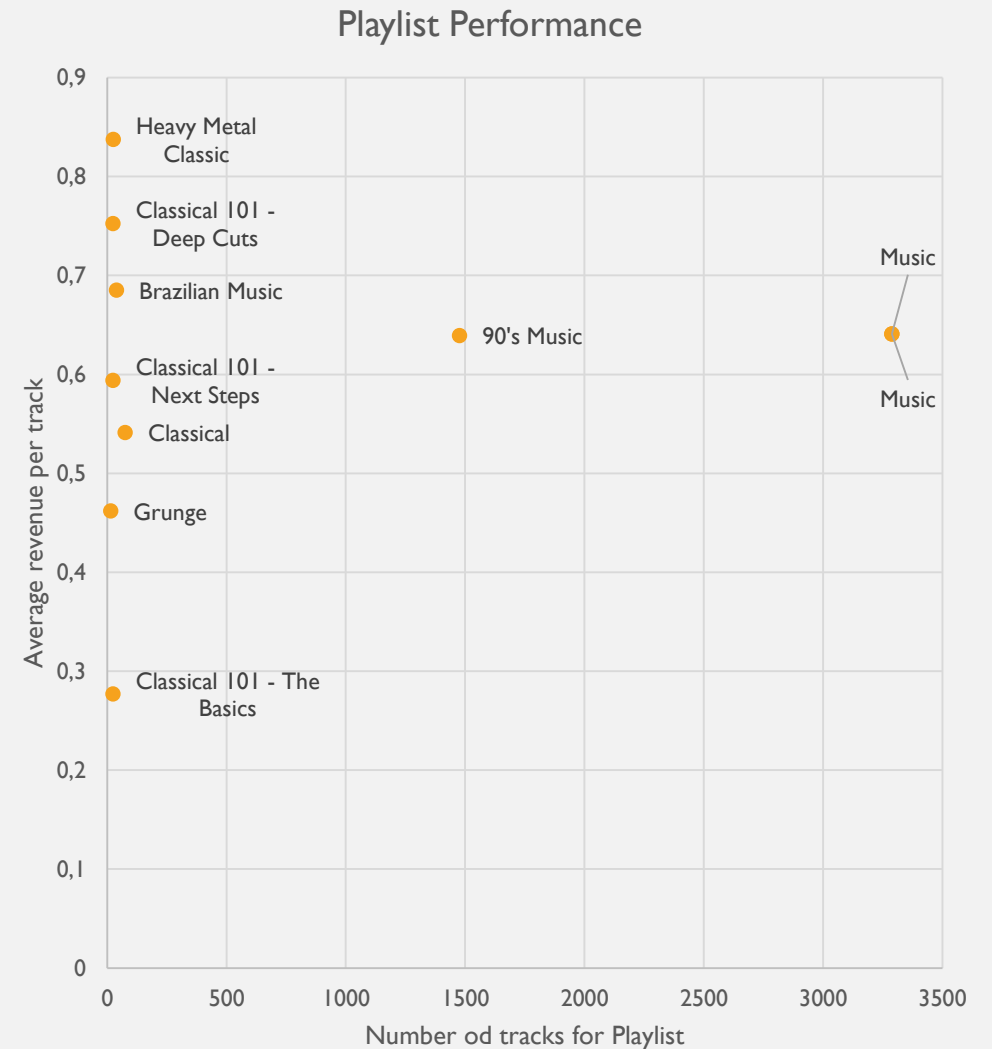
The first thing I noticed is that there is an exact copy of the „music" playlist. This should be cleaned by the data department in the future.

The second insight is that there are 2 very huge playlists. The performance of these playlists is underwhelming. I would suggest slimming these playlists.

First, investigate the structure of these playlists and then try to integrate some of the tracks in other playlists or create new ones.

This way the customers are able to hear new songs more often in other or overall smaller playlists and might consider buying this „fresh songs".

I would suggest to create more playlist belonging to the "Rock" genre.
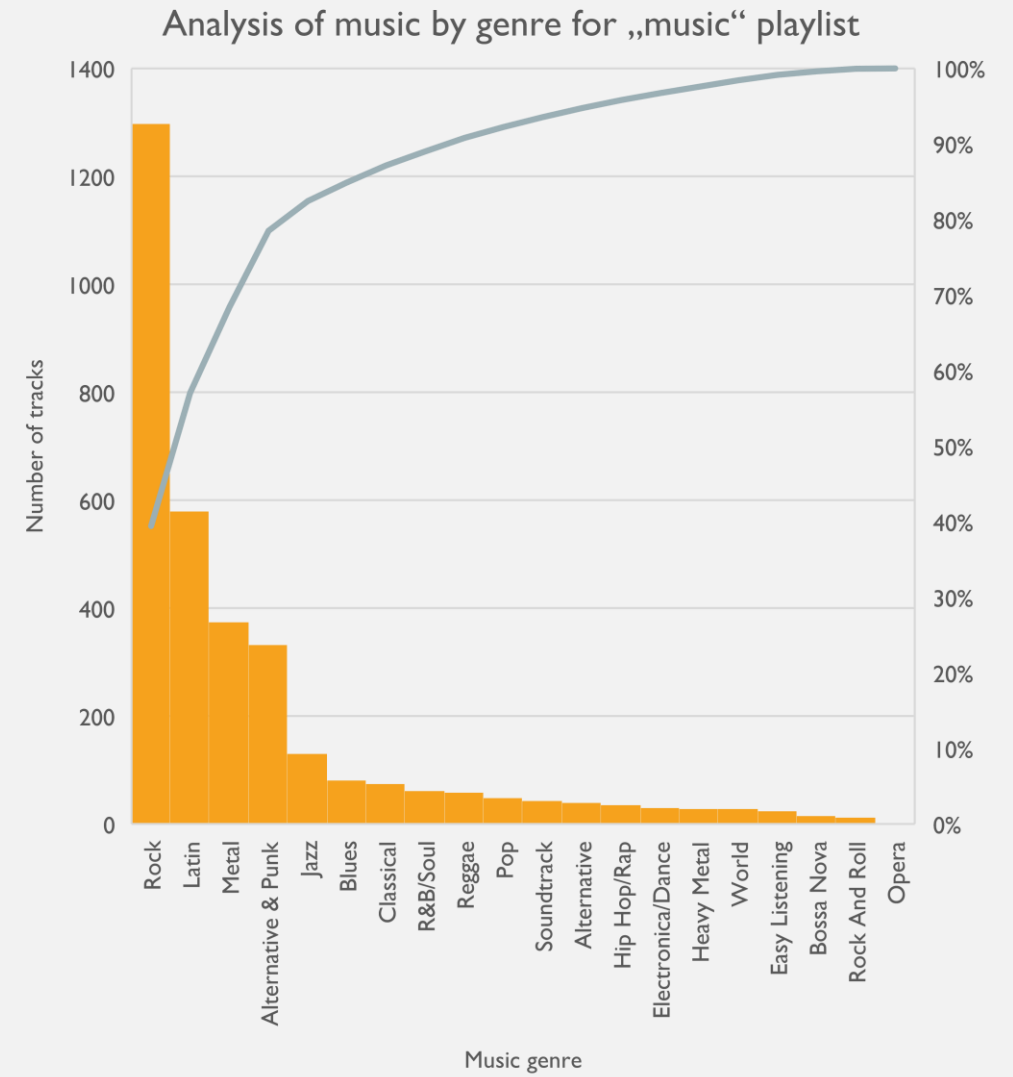

Playlist Performance

WHAT IS THE STRUCTURE OF THE „MUSIC" PLAYLIST?

As mentioned in the first question the „music" playlist contains almost every tracks in the Chinook database. It might be a good idea to split this playlist into several smaller groups and add some of the tracks to other playlist and create new ones.

On the right, you can see the genre for every track in this playlist. Nearly every third song belongs to the „Rock" genre. These songs alone would make a huge playlist. So maybe these songs can be broken down further into other categories.

In the end, I would try to mix these Rock songs with similar categories like Metal and Alternative to present listeners new sounds.

This way they will hear songs they might have never heard the other way and possible income might be missed.
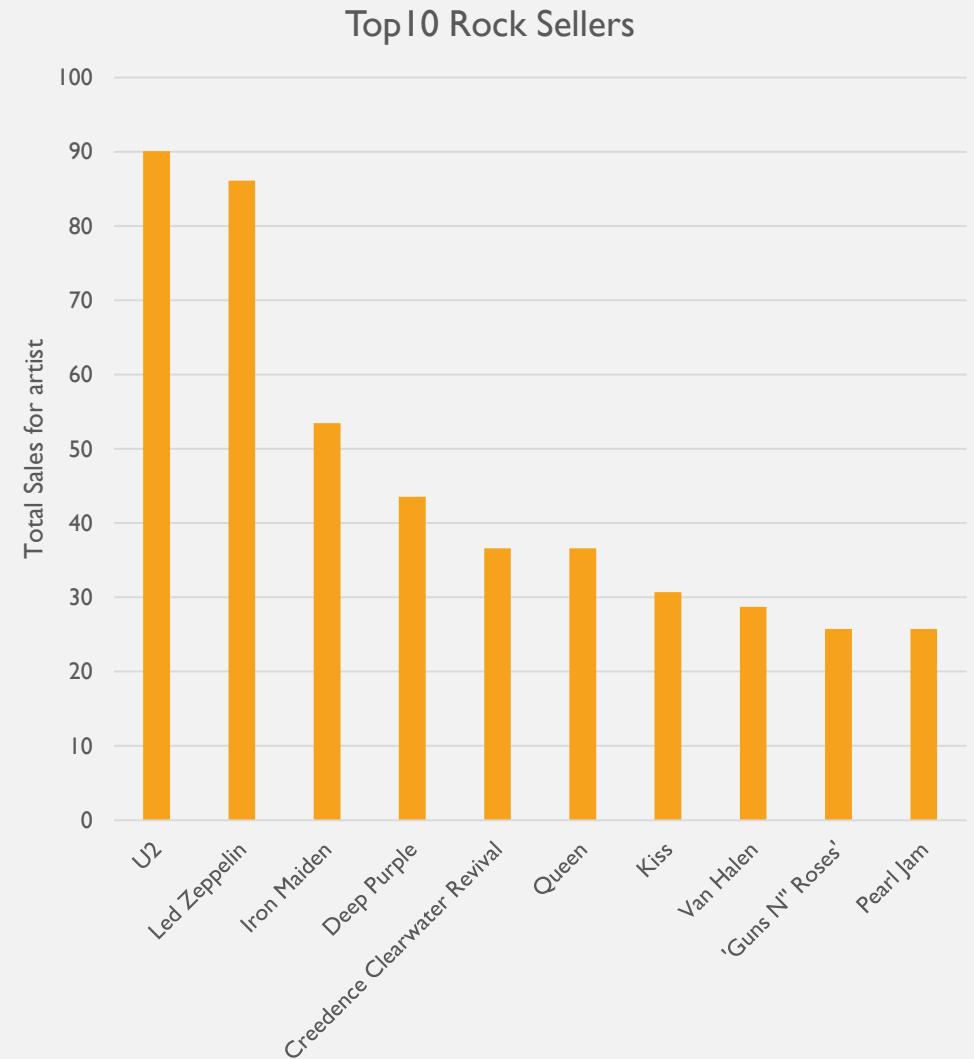

Analysis of music by genre for „music" playlist

WHAT WILL BE THE BEST ARTISTS FOR A NEW PLAYLIST?

As we've seen through the course of the preparation to this project the customers of the Chinook Store love rock music. So let's see who are the artists that belong to the rock genre that wrote the songs that were sold the most up to this point.

For this analyzation, we exclude all songs that already belong to the best performing "heavy metal" playlist.

Looking at the chart on the right it seems like a good idea to include more songs from U2 and Led Zeppelin to a new rock playlist. Next, we should fill the playlist with the most famous songs from the other Top10 artists on the right chart. In the end, I would close the playlist with some promising titles that aren't that famous by now.

Top10 Rock Sellers

WHAT IS THE BEST MEDIA TYPE IN RELATION TO THE STORAGE OF THE SONGS?

The costs of an online music store heavily depend on the server used capacity. With that in mind, we will take a look at the used media types in the Chinook database.

Like in the rest of our examination we will focus on the music and exclude video files. So there are 4 types left that we can see on the right bar chart.

We can see that „purchased AAC" files and MPEG files are very similar in terms of data storage usage per millisecond music. We can also see that „protected AAC" files and normal AAC files only use about haöf as much data storage as the former mentioned media types.

So in terms of storage usage, it seems to be a good idea to prefer the media types „Standard AAC" and „Protected AAC" when adding new songs to the library in the future.

'BpMS' Performance

bytes per millisecond

40			
35			
30			
25			
20			
15			
10			
5			
0			

Purchased AAC audio file — MPEG audio file — Protected AAC audio file — AAC audio file