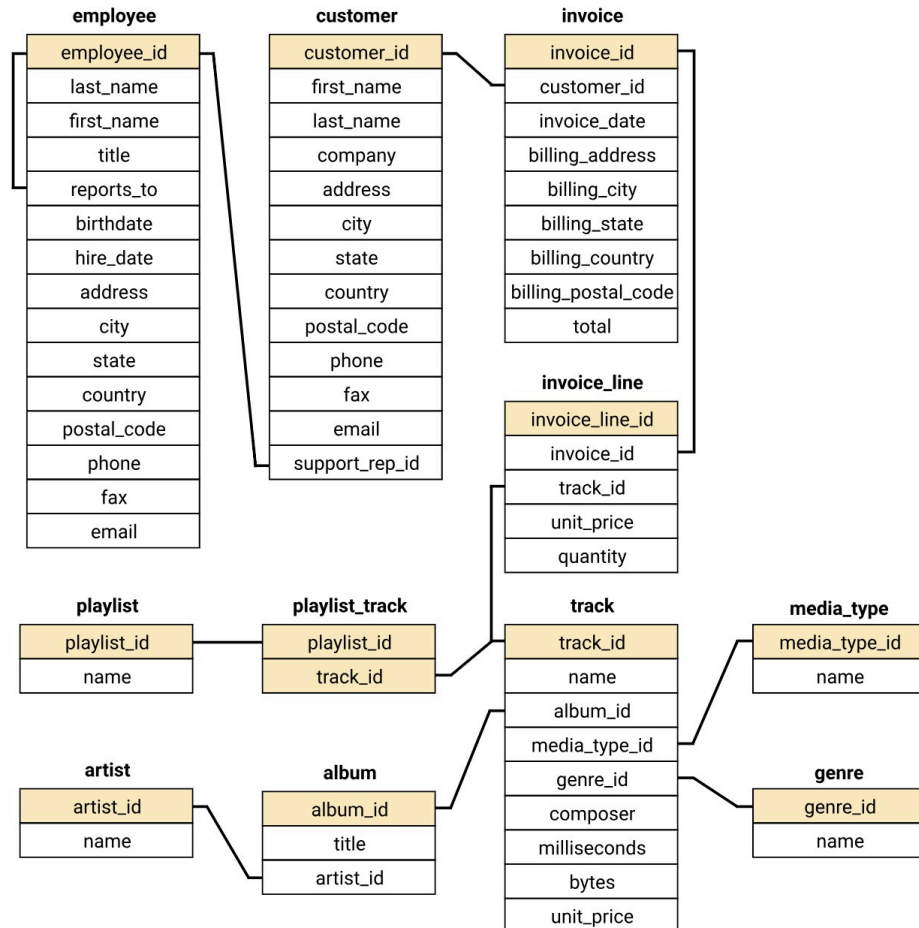


Chinook Music Store

The Chinook Record Store Database is like a digital music shop's blueprint, packed with details about artists, songs, albums, customers, and purchases. It's a compact version of iTunes, neatly organizing everything into eleven tables. It's a valuable resource for music lovers and data fans, offering insights into how a music store operates.



Genre Analysis for Album Selection: Identifying Top-Selling Genres in the USA

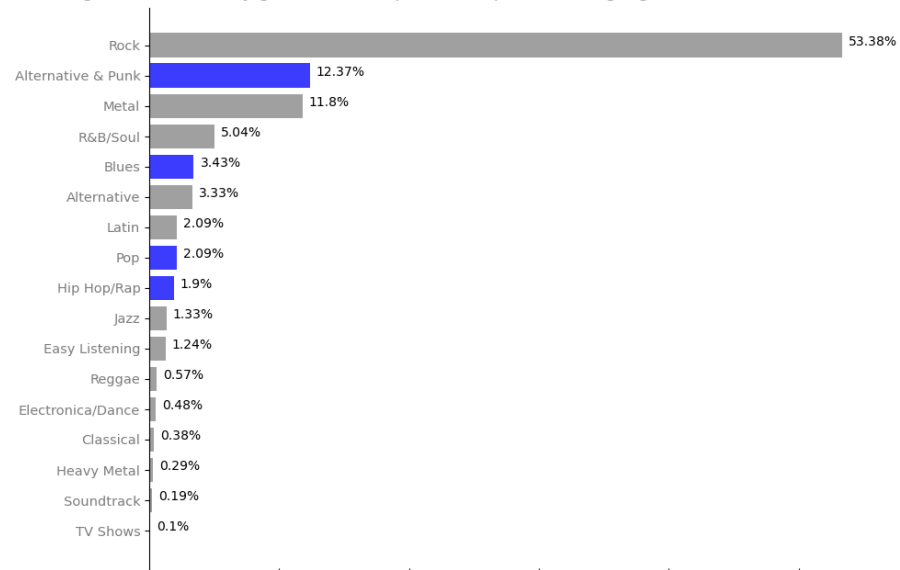
Chinook record store wants to select three albums to add from a list of four new artists, each belonging to different genres. The genres include Hip Hop, Punk, Pop, and Blues. The record label focuses on US artists and plans to advertise in the USA.

Artist Name	Genre
Regal	Hip-Hop
Red Tone	Punk
Meteor & the Girls	Pop
Slim Jim Bites	Blues

To decide which albums to choose, we need to find out which genres are the most popular in the USA. We'll do this by querying the database to see which genres sell the most tracks in

Best Selling Genres in USA

Percentage of total sales by genre. Current purchase options are highlighted in blue.



Results

Based on the genre sales pattern in USA. Chinook should select these options from the list of available options:

- Punk: Red Tone
- Blues: Slim Jim Bites
- Pop: Meteor and the Girls

It's worth noting that these genres only make up **17%** of total sales. To maximize profitability, the company should be on the lookout for Rock songs since they account for 53% of sales in the US market.

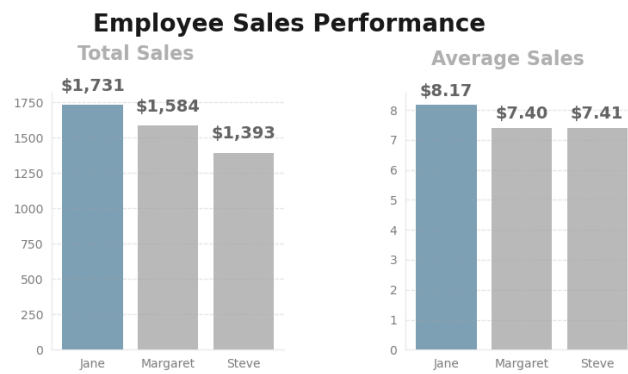
Employee Sales Performance Analysis

Situation

After an initial purchase, each Chinook customer is assigned to a sales support agent. The company asked us to analyze purchases from customers belonging to each sales agent. They want to know if some agents are performing better or worse than others.

Analysis

To answer this question, we need to extract the names of sales executives, their hire dates, the number of accounts they handle and total purchases made by these accounts. We will also compute the average sales for each account that the sales executive manage.



Jane Joined in April, Margaret in May, Steve in September

Results

- Of the three sales employees, Jane achieved the highest total sales of **1,731** dollars. Margaret Park comes second, and Steve occupies last place with **1,393** dollars in sales. The difference in sales is understandable considering that Jane and Margaret were employed about five months before Steve.
- Jane's average sales numbers support her leading position. She has achieved **8.17** dollars in sales per customer, the highest of the three employees. Steve also performs marginally better than Margaret despite the difference in their employment dates.

Sales by Country

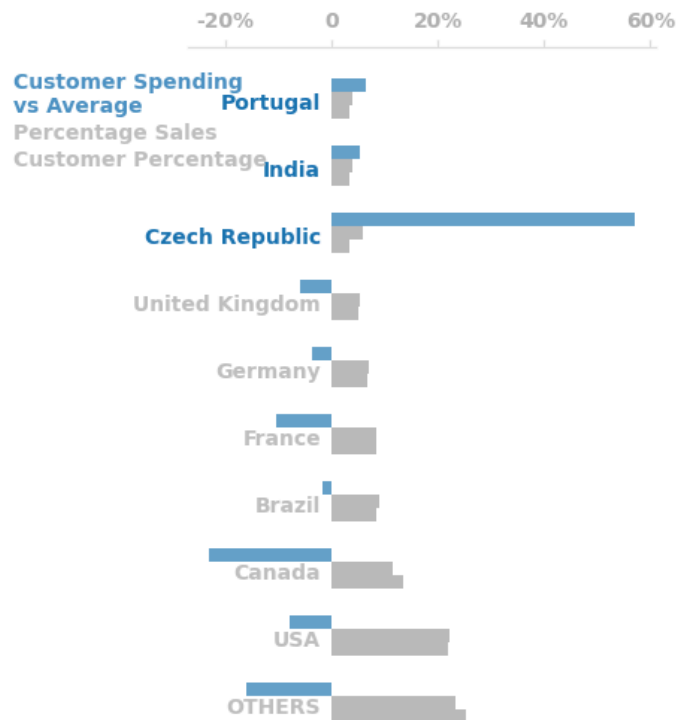
Situation

Chinook wants to understand how sales are distributed across different countries. The company intends to identify countries with growth potential and may even run advertising campaign in these countries.

Analysis

To answer this question, we will write a query that collates data on purchases from different countries. For each country, we will include the total number of customers, total sales value, average sales per customer, and the average order value. Where a country has only one customer, we will collect it into an "Other" group:

Please Approve A Marketing Campaign In Czech Republic, India And Portugal



Results

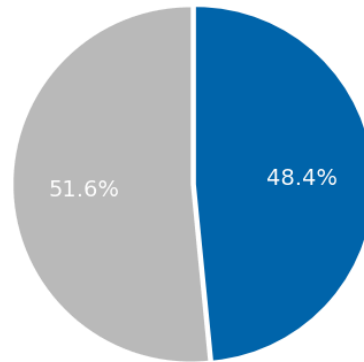
- The Majority of Chinook sales arise from US and Canada. These two countries dominate in customer base as well as sales. However, customers spend lesser per invoice in these countries.
- Although the **Czech Republic**, **Portugal**, and **India** record fewer customers and lesser sales values, customers spend more per invoice than in other countries. To increase revenue from these three markets, Chinook could run marketing campaigns to expand its customer base.

Since the data from each country are relatively few, the initial marketing campaigns should be small. They should aim to collect and analyze customer data so that the right trends are confidently identified.

How Many Tracks Never Sell?

To answer this question, we will have to distinguish between the entire inventory of tracks in the track table and the distinct instances of tracks from the invoice_line table.

Tracks purchased VS Not purchased



Observations

- Surprisingly, almost half of the track inventory at Chinook has not sold. Lets take a look at the bottom performers and see if we can learn more:

artist_name	genre	units_sold
Aaron Copland & London Symphony Orchestra	Classical	0
Academy of St. Martin in the Fields Chamber Ensemble	Classical	0
Academy of St. Martin in the Fields, John Birch	Classical	0
Academy of St. Martin in the Fields, Sir Neville...	Classical	0
Adrian Leaper & Doreen de Feis	Classical	0
...
The Office	TV Shows	0
The Tea Party	Alternative & Punk	0
Ton Koopman	Classical	0
Toquinho & Vinícius	Bossa Nova	0
Various Artists	Pop	0

Observations

74 artists have not sold any units, with most of these tracks belonging to the classical music genre. Half of the company's inventory remains unsold, potentially tying up working capital without generating returns. Depending on the payment arrangement with record labels, there are two scenarios to consider:

- If Chinook pays a fixed fee to host these tracks, it might be wise to focus on more popular genres and discontinue signing less successful artists.
- If Chinook pays the record label based on sales percentage, there is little downside to keeping the tracks in the store.

Regardless of the scenario, Chinook should explore ways to promote these low-selling artists. Suggestions could be integrated into the purchasing process or displayed on the

Albums VS Individual Tracks

The Chinook store allows customers to buy music in two ways: either album or as individual track. However individuals cant buy a full album then add individual tracks to the same purchase unless they select each track manually. When customer purchase albums, they are charged the same price as if they had bought each track seperately. Management is contemplating a new purchasing approach to cut costs. Instead of buying every track on album, they are considering purchasing only the most popular tracks from each album from record companies.

Purchased_album	no_of_invoices	percentage
No	500	81.433225
Yes	114	18.566775

Results

Most purchases (81%) from the store are individual tracks. However, in about 19% of cases, customers buy entire albums. Chinook should be careful with purchasing only the most popular tracks since it risks losing revenue from customers who purchase entire albums.

Conclusion and Recommendations

Throughout this project, we have insights and recommendations to help a fictional company enhance its profitability. By addressing various business scenarios, we've offered guidance on different aspects of the company's operations.

- **Genre Selection for New Albums:** Our analysis suggests that Chinook should prioritize genres with high popularity in the USA. We recommend selecting albums from Hip-Hop, Punk, and Pop genres, as they show promising sales potential. Additionally, keeping an eye on Rock songs, which constitute the majority of the sales in the USA, could further boost the revenue.
- **Employee Performance:** Among the sales representatives, Jane Peacock stands as the top performer. While Steve Johnson appears to have lower total sales, it's important to note that he joined the team later than the others. Thus, he may require additional support and training to reach his full potential.
- **Sales Analysis by Country:** While the USA and Canada have the largest customer base, customers in these countries tend to spend less per transaction. On the other hand, the Czech Republic, India, and Portugal show higher average spending per customer. Launching targeted marketing campaigns in these regions could attract more customers and increase sales.
- **Track Purchasing Strategy:** Chinook's plan to focus solely on popular tracks may seem appealing, but it risks alienating customers who prefer to purchase entire albums. Conducting customer surveys and gathering feedback before implementing any changes would provide valuable insights into customer preferences.