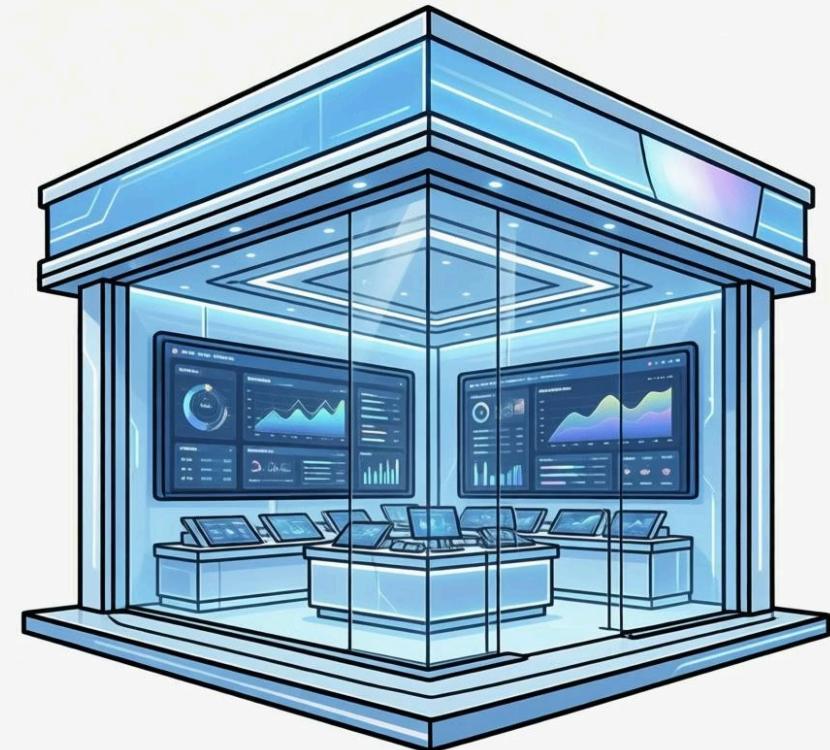


# Music Store Sales Analysis

Unlocking revenue insights through data-driven analysis of digital music sales across global markets



## EXECUTIVE SUMMARY

# Key Insights at a Glance

### Strong Seasonality

Revenue peaks in early and late-year months with predictable mid-year dips

### Geographic Focus

USA dominates with \$1,040 revenue, followed by Canada and select European markets

### Perfect Retention

100% repeat customer rate indicates exceptional loyalty and engagement

### Rock Dominance

Rock generates \$2,609 in revenue—4x more than the next genre

# The Business Challenge



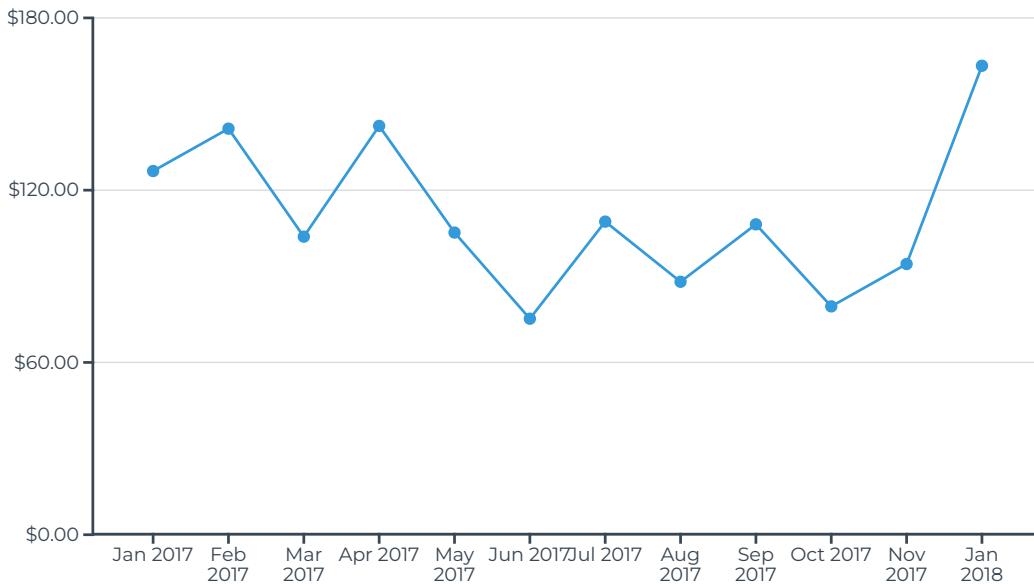
## Critical Questions

Operating across multiple countries with diverse catalogs, the music store lacked clarity on key performance drivers:

- Is revenue growing or seasonal?
- Which markets generate the most value?
- What genres and artists drive profitability?
- Are we too dependent on top artists?

Without structured analysis, marketing and catalog decisions remained inefficient and risk-prone.

# Revenue Trends: Seasonality Revealed



## Clear Seasonal Patterns

Revenue shows recurring peaks and dips rather than steady growth. Early-year and late-year months consistently outperform, while mid-year periods underperform.

**Strategic Opportunity:** Time-based promotions during low-revenue periods could stabilize and increase overall sales.

# Geographic Revenue Distribution



## USA Dominates

\$1,040 revenue—nearly double Canada's \$536



## European Strength

France (\$389), Germany (\$335), and Czech Republic (\$273) lead

Revenue is heavily concentrated in North America and select European countries, with emerging markets presenting opportunities for targeted expansion.



## Emerging Markets

Brazil (\$428) and India (\$183) show strong growth potential



## Customer Insights: Loyalty & Value

**100%**

### Repeat Customers

All customers make multiple purchases—exceptional retention

**\$145**

### Top Spender

František Wichterlová leads with highest lifetime value

**5**

### Key Cities

Prague, Mountain View, London, Berlin, Paris drive revenue

# Genre Performance: Rock Reigns Supreme

## Revenue by Genre

Rock overwhelmingly dominates, generating more than four times the revenue of Metal, the second-highest genre.

### Top 5 Genres:

1. Rock: \$2,609
2. Metal: \$613
3. Alternative & Punk: \$487
4. Latin: \$165
5. R&B/Soul: \$157

Rock is the most popular genre in nearly every country, with only Argentina preferring Alternative & Punk.

## Genre Diversity Insights

USA shows highest genre diversity (17 genres), indicating mature market with varied preferences.

Countries like Canada (15), France (14), and Germany (14) also display high diversity.

Lower-diversity markets respond better to focused, genre-specific strategies.

# Artist Performance & Revenue Balance



## Queen Leads

192 purchases—  
highest among all  
artists



## Jimi Hendrix

187 purchases with  
strong album-level  
appeal



## Balanced Portfolio

Top 10 artists  
contribute 28.6% of  
revenue—healthy  
diversification

# Data-Driven Action Plan

01

## Seasonal Promotions

Align campaigns with high-performing months and introduce discounts during low-revenue periods

03

## City-Level Targeting

Launch premium offerings and events in top-revenue cities like Prague and Mountain View

05

## Genre Optimization

Maintain Rock as flagship while bundling niche genres for targeted audiences

02

## Geographic Strategy

Maintain investment in core markets while scaling emerging ones with localized pricing

04

## VIP Programs

Reward top-spending customers in each country with exclusive benefits and early access

06

## Artist Diversification

Promote emerging artists through playlists to reduce dependency on top performers

# Conclusion: Path Forward



## Strong Foundation

Exceptional customer loyalty and clear revenue drivers provide solid growth platform



## Balanced Portfolio

Revenue sufficiently diversified across artists and markets to support sustainable expansion



## Actionable Insights

SQL-driven analysis converts raw data into strategic decisions for marketing and catalog management

By adopting data-driven, localized, and customer-centric strategies, the music store can improve revenue consistency, reduce risk, and enhance customer lifetime value.

