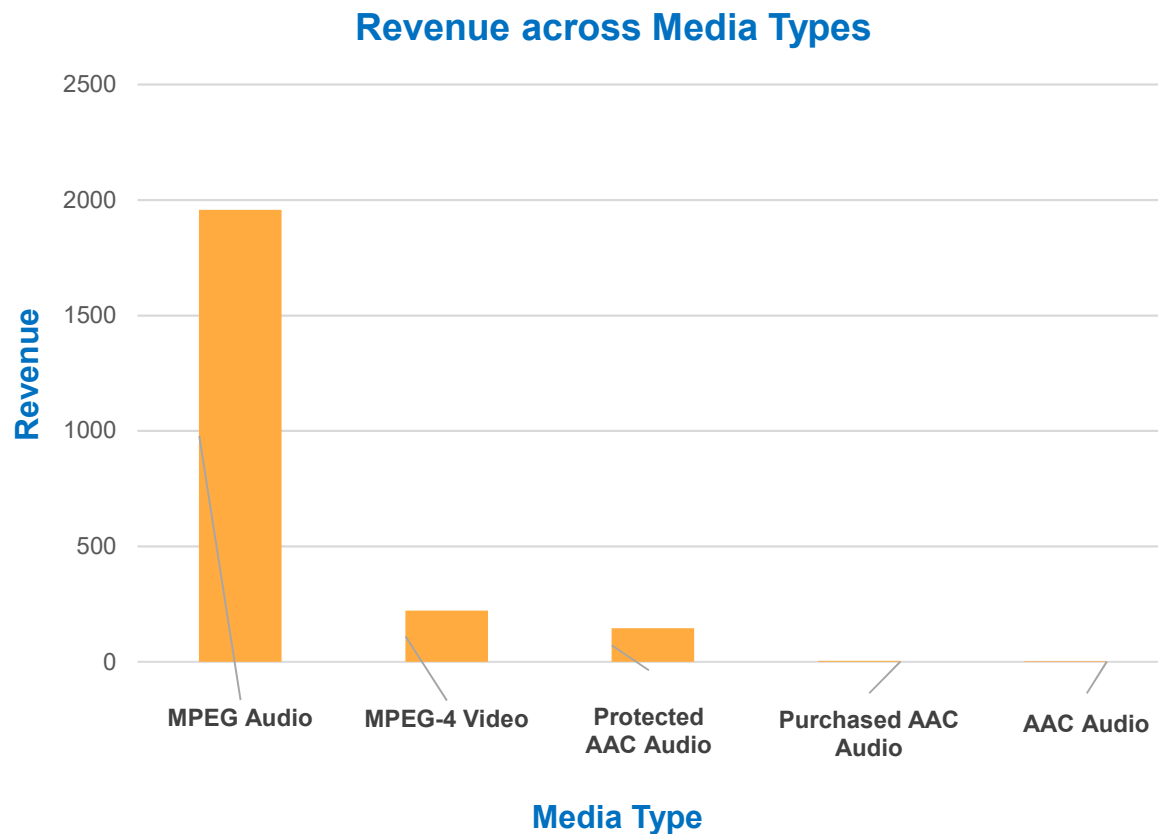


## Which Media type earns most revenue and is most bought by customers



### Observations:

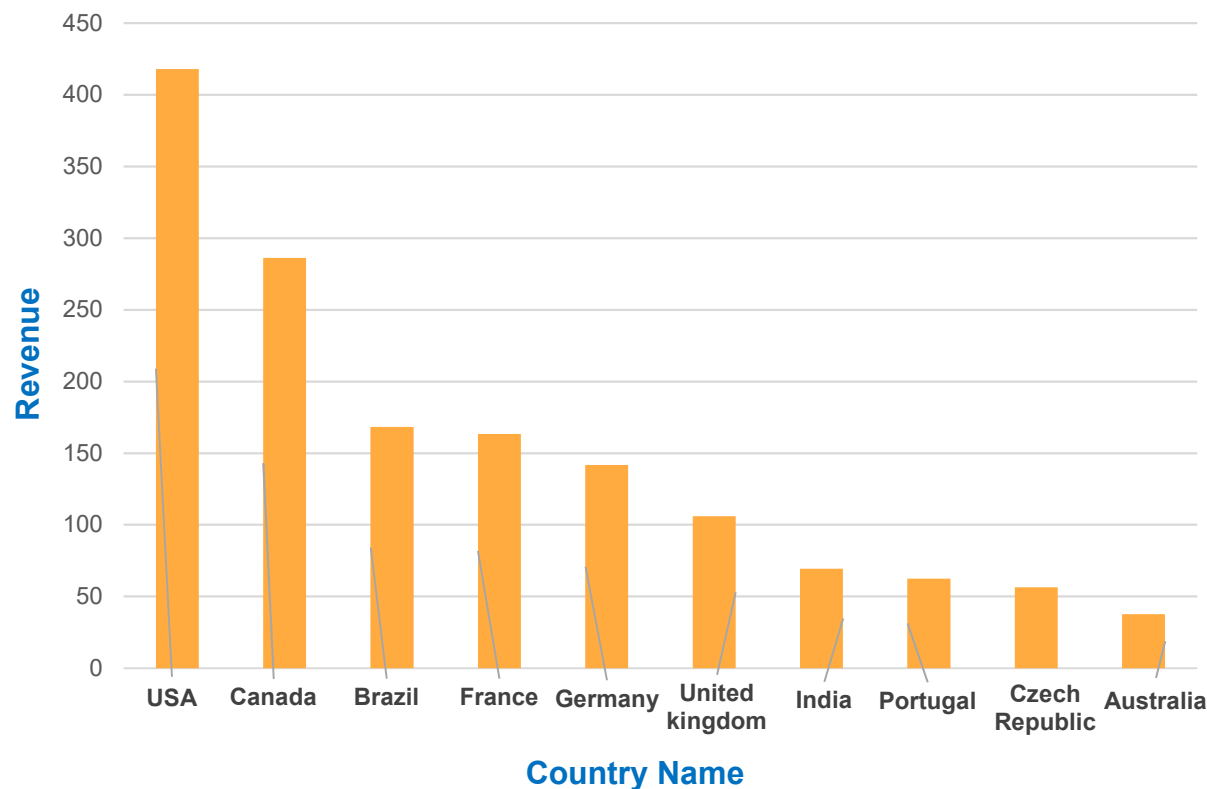
This is Part 1 of problem statement –  
“How can a company increase its revenue? Which media type and country should the company focus on.”

While audio files contribute most of the sales, the most bought media type is MPEG Audio file.

This chart includes data across all the countries. So, to increase revenue, a company should focus on the sales and promotion of this media type.

## Which country is the biggest market for MPEG audio media

Country-Wise revenue of MPEG Audio file



### Observations:

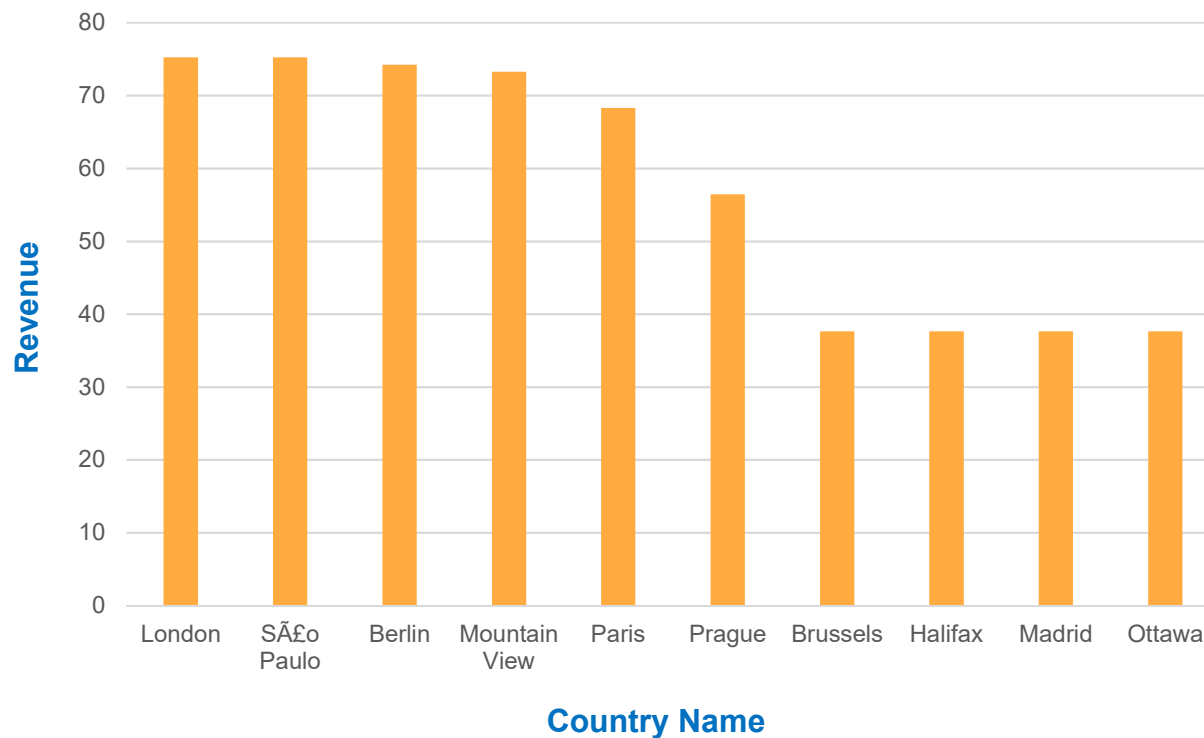
This is Part 2 of problem statement – *"How can a company increase its revenue? Which media type and country should the company focus on."*

After finding out most selling media type, I have found top 10 countries in terms of revenue. USA is the biggest market followed by Canada. These two generate substantially higher revenues compared to other countries. Next are Brazil, France, Germany and UK which have revenue greater than 100.

So, accordingly the advertising and promotion can be planned to maximize sales.

## Which cities have maximum revenue in MPEG audio file category

City-wise revenue of MPEG audio files



### Observations:

The problem statement is – “**Planning a successful musical concert**”

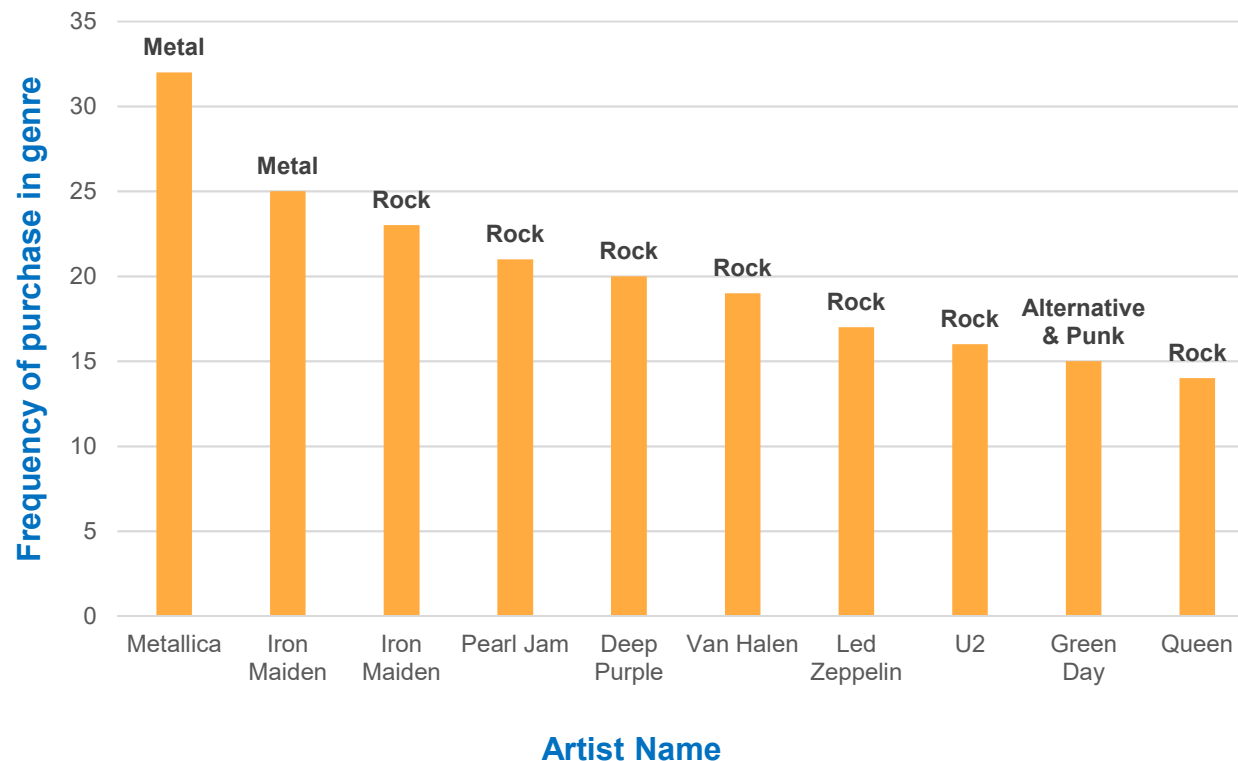
*The answer to this problem can be found by breaking problem into two parts-*  
*i) Top 10 cities that have maximum revenue of MPEG audio files (since this media category earns the most revenue) and hence more customers willing to spend*

*ii) Among those cities, which genre is most popular and top artists across those genres.*

This slide answers part 1 of problem., London, Sao Paulo, Berlin, Mountain view and Paris are top 5 target cities for organizing concert. Among other cities, Prague is also very good prospect.

# Which genre is most popular among the top 10 cities and top artists across those genres

Top 10 Artists across genres and cities



## Observations:

This is Part 2 of the problem statement – ***“Planning a successful musical concert”***

This slide answers the question- *Among the top 10 cities, which genre is most popular and top artists across those genres ?*

The most ordered genre across top 10 cities is Rock. Top genre are Rock, followed by Metal and Alternative and Punk. Rock and Metal artists are most ordered. However, the top 2 most popular artists belong to Metal genre and are Metallica and Iron Maiden. Rock genre gives several choices in artists and hence scheduling a rock concert would be most convenient and profitable compared to Metal which is also highly popular but gives only two options in Metallica and Iron Maiden. Other genre Alternative & Punk should be organized based on separate city wise data analysis.