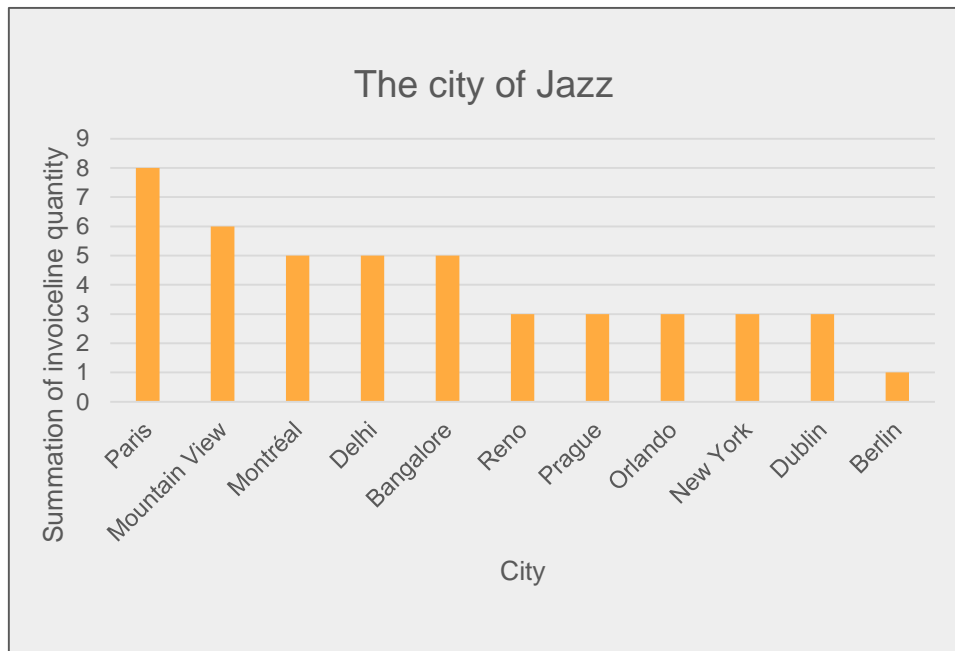


The top ten world cities listening to Jazz music



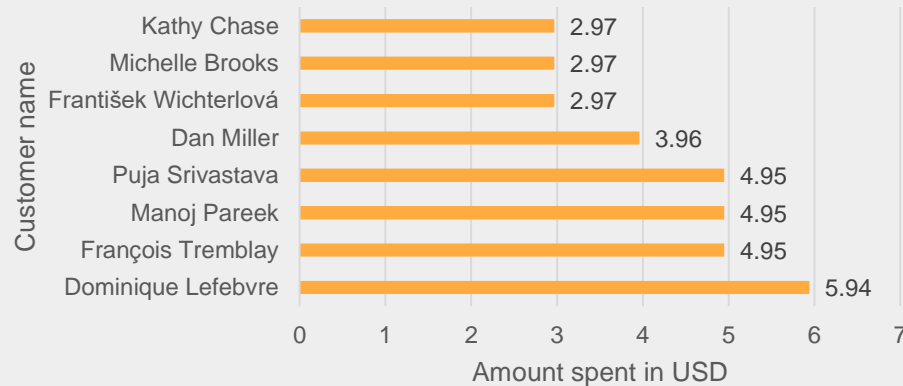
Let's say chinook wants to throw a Jazz concert in a city where people are the most familiar with Jazz music.

From the data we got we see that we have to throw our concert in the city of lights Paris...

From the data we extracted we can see Berlin isn't interested in Jazz since it only has one record.

The most valuable customer who listens to Jazz in our platform

the total amount in USD purchased
by our loyal Jazz customers



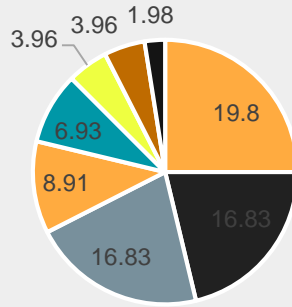
Let's say chinook wants to invite for free the most valuable Jazz-listening customer to the concert.

we only limited our results for the top 8 to make the data more presentable.

Dominique Lefebvre should be the winner to our concert invitation with 5.94\$ spent on purchasing Jazz music.

The top artist name who sings and plays Jazz music

Top selling Jazz Artist

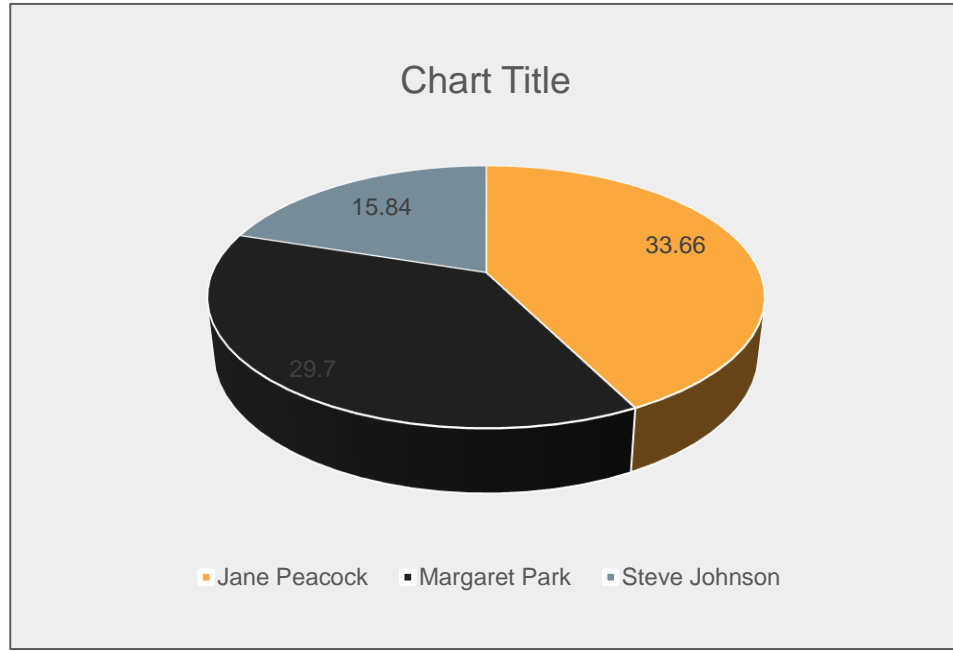


■ Spyro Gyra ■ Miles Davis ■ Gene Krupa
■ Incognito ■ Antônio Carlos Jobim ■ Billy Cobham
■ Dennis Chambers ■ Gilberto Gil

We see that “Spyro Gyra” should be chosen to lead the concert since he is the best Jazz seller with sales of 19.8 \$ on our chinook platform.

The least Jazz seller among all is Gilberto Gil with sales of 1.98 \$

The best sales representatives in the platform targeting customers with Jazz music



So in our chinook company we want to give the credit to our best employee in reaching our Jazz listeners.

We see that Jane Peacock deserves it since he is the best at reaching out to the customers we targeted with sales of 33.66 \$.

Steve Johnson is the least with sales of 15.84 \$ in Jazz sales.