



Alessio Zanotto

BAND - Project 2

Analyze the Chinook Music Store

The Chinook Music Store

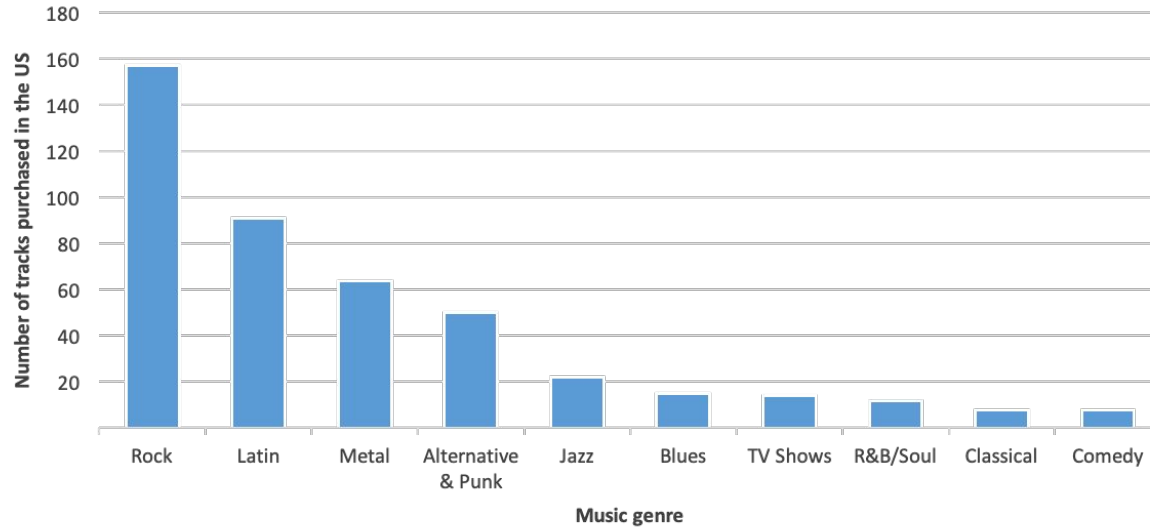
For this project, I am going to assist the Chinook team with retrieving, from their database, the right information needed to organize an hypothetical music concert in the US.

These data will help the Chinook team identify:

- what is the best music genre in the US
- what city should host the event
- what artists they should invite
- which customers should receive a reward and be invited to the concert

What music genre sells the most in USA?

Top 10 music genres in the US



First of all, in order to create the best possible concert in the US, we need to understand what music genre performs the best within the country.

To define it, we pull from the database the total number of tracks purchased in the US by music genre.

From the chart, we can see Americans prefer Rock music with 157 total tracks purchased. Latin comes 2nd with 91 and Metal 3rd with 61 but the obvious choice here is to go with Rock music for the event.

In what city in the US does rock music sale the most?

Rock music distribution by city in the US

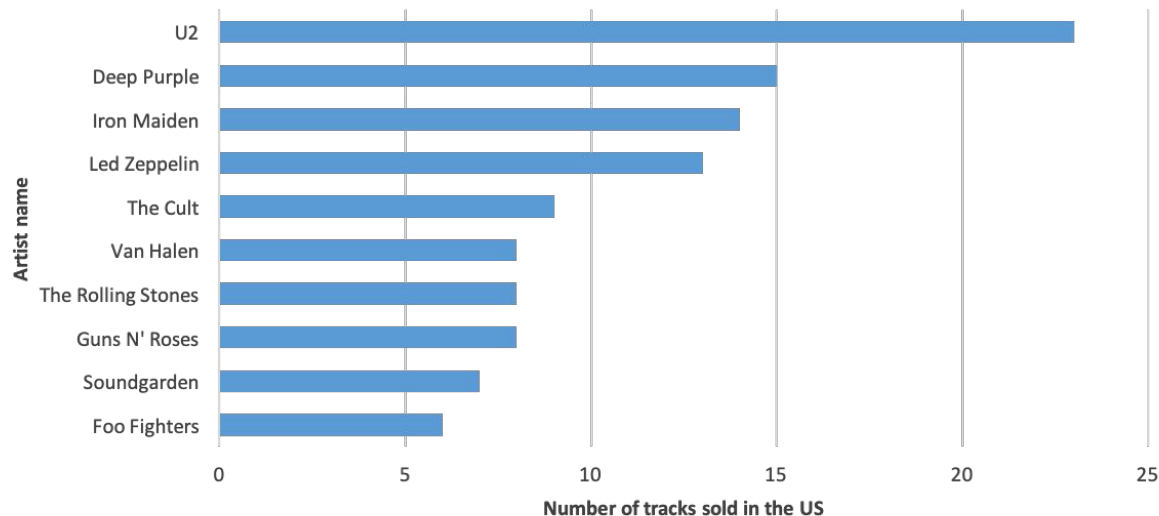


Now that we know the most purchased genre, we have to understand where to organize the concert.

To do so, we analyze the distribution (by city) of the 157 rock music tracks sold in the US. From the chart, we notice Mountain View (CA) is the city with the highest number of tracks purchased.

Who are the top 10 rock music artists in the US?

Top 10 rock music artists in the US

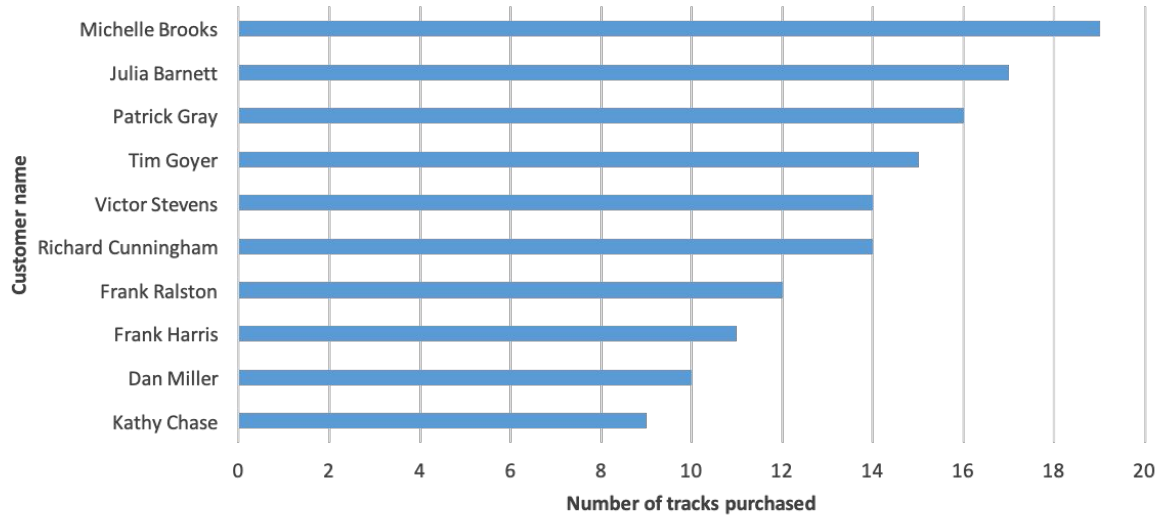


Now that we know genre and location, we need to identify the best possible artists to perform at our concert.

From the database, we pull the top 10 rock music artists in the US using again the total number of tracks sold in the country. To define the concert lineup, those artists represent the best possible options.

Who are the best rock music customers in the US?

Top 10 customers by rock music tracks purchased



Lastly, we want to identify and reward (ideally with a free VIP ticket for the planning concert) the best customers of Chinook music store.

These are the top 10 customers that bought the most rock music tracks from the store.

The Chinook team should incentivize them not only to attend to the concert but also promote the event among their friends.