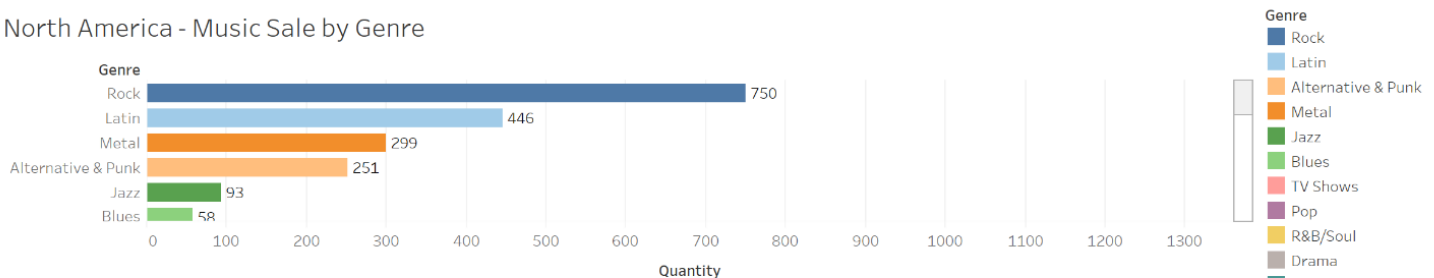


To: Professor Lan Luo
 From: Alok Abhishek
 Date: 11/28/2017
 Subject: MKT566: Marketing Analytics - Assignment #4

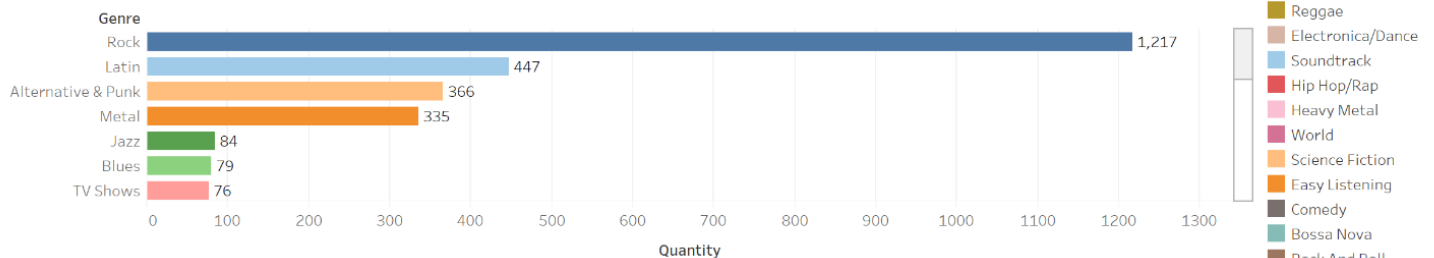
Question 1 (10 points): Create a dashboard to compare and contrast most popular genres in North America and Europe in terms of quantity sold. Please make sure to include appropriate titles, use color, and include labels for quantity sold in your worksheet/dashboard. In these two regions, what are the top 5 most popular genres and their corresponding quantity sold? Please explain your observations in terms of commonalities and differences.

Music Sales in N. America and Europe by Genre – visualization:

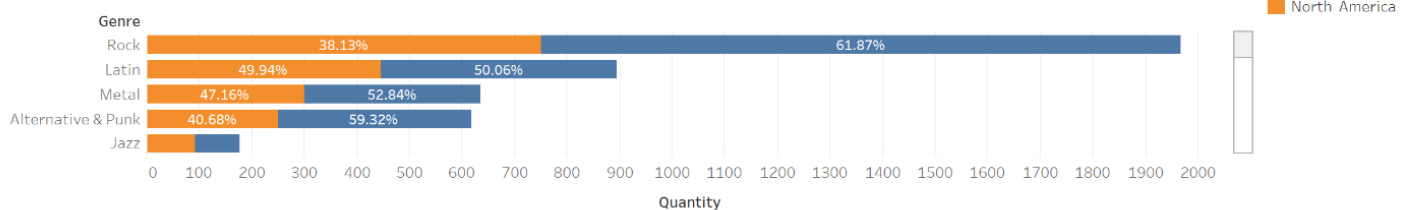
North America - Music Sale by Genre



Europe - Music Sales by Genre



North America and Europe - Music Sale by Genre (Region)



Insights from visualization:

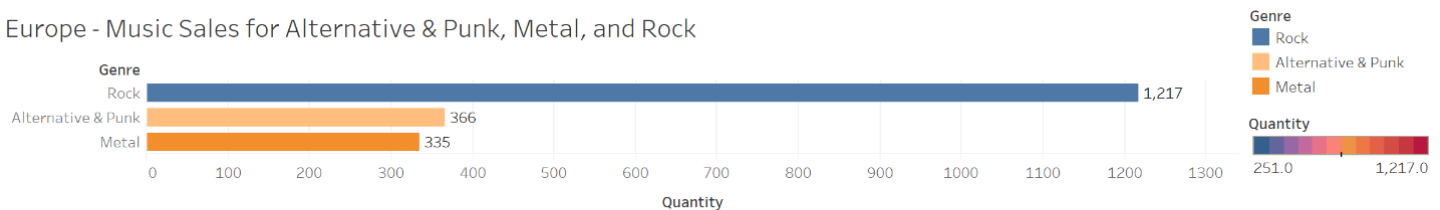
1. Rock is the highest selling music genre in both N. America and Europe.
2. Latin music is the 2nd most selling music genre in N. America and Europe. This could be because of a lot of Spanish speakers in the US, Mexico and Spain.
3. Metal, Alternative & Punk and Jazz makes up remaining Top 5.
4. The number of sales of Rock genre music as % of total sales is significantly higher in Europe compared to the US.

5. Overall Europe sells the larger percentage of sales compared to the US. This could be due to two reasons:
- The population of Europe (750 MM) is more than 2X of the US (350 MM). This would mean the per capita sales in the US is still higher than Europe.
 - People in the US may have switched to online streaming music using internet radio earlier than European counterparts.

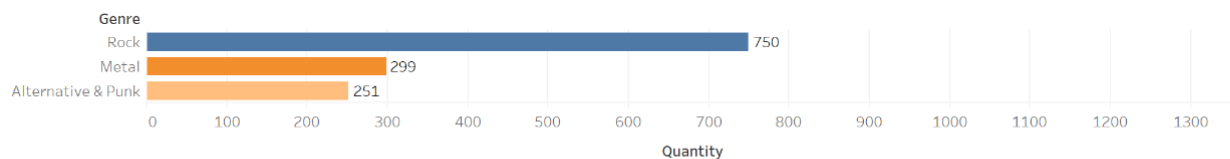
Question 2 (10 points): Create a dashboard to compare and contrast the sales trends of Alternative & Punk, Metal, and Rock in North America and Europe. Please make sure to include appropriate titles and use color in your worksheet/dashboard. Discuss whether you observe an increasing, decreasing, or stable trend in each genre in these two regions respectively? Discuss your findings by comparing and contrasting sales trends in these two regions.

Music sales for Alternative & Punk, Metal and Rock in N. America and Europe – visualization:

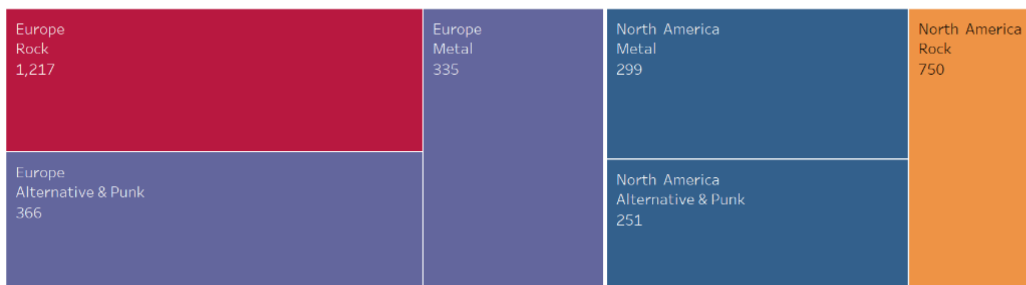
Europe - Music Sales for Alternative & Punk, Metal, and Rock



North America - Music Sale for Alternative & Punk, Metal, and Rock

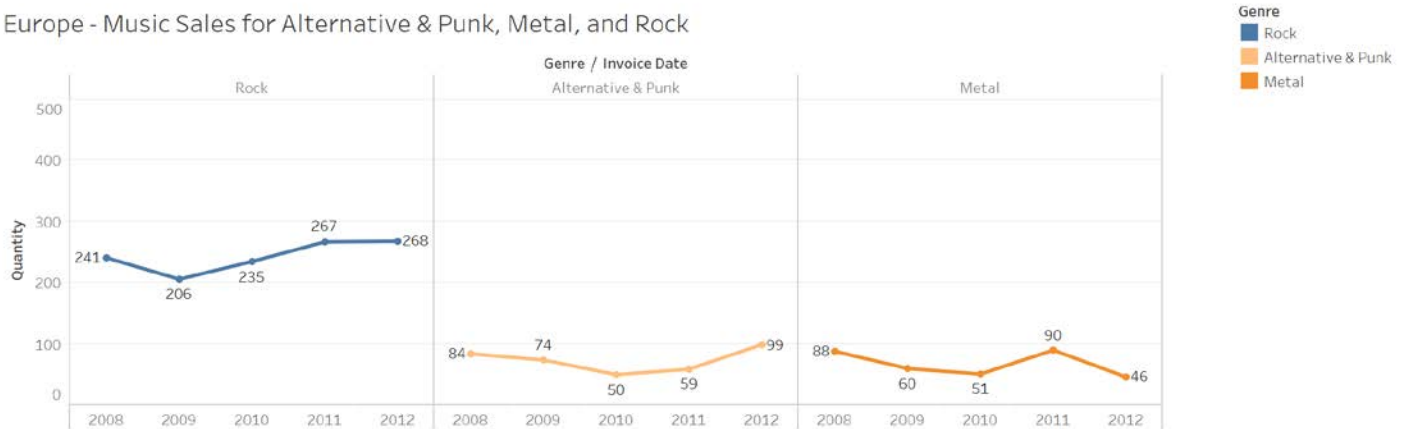


N. America & Europe - Sales for Alternative & Punk, Metal, and Rock

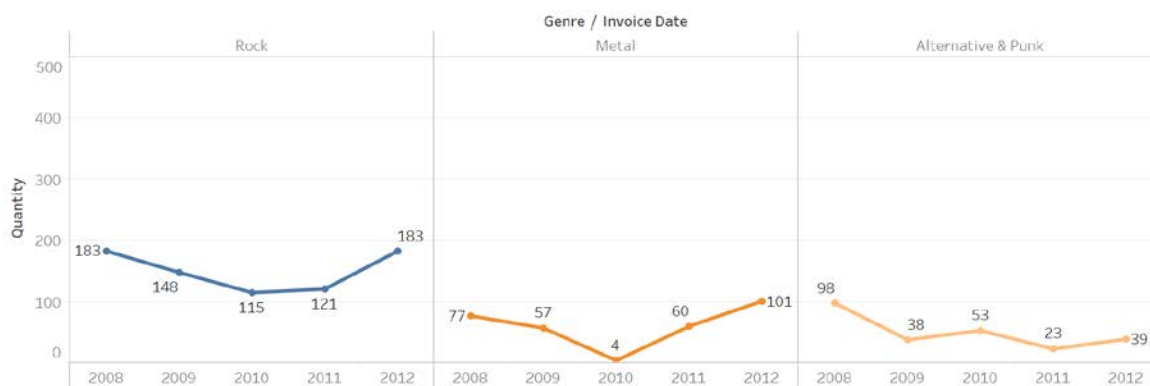


Yearly trend of music sales for Alternative & Punk, Metal and Rock in N. America and Europe – visualization:

Europe - Music Sales for Alternative & Punk, Metal, and Rock



North America - Music Sale for Alternative & Punk, Metal, and Rock



Insights from visualization:

1. For Europe:

- For Rock sales slowed down in from 2008 to 2009 may be because of financial crisis when people stopped spending on discretionary spending. However, since then sales numbers showed signs of revival in 2010 and plateaued in 2012. Company should come up with new ideas to increase the annual sales.
- Alternative and Punk has a very small base number so the changes in % seems huge however there was slight decline in sales from 2008 till 2010 and then sign of revival post 2010 with peak achieved in 2012. Company should continue its sales and marketing efforts to keep the momentum going.
- For Metal except for spike in sales in 2011 the overall trend is downward.
- Overall, it seems like people in Europe are more willing to spend money on buying Rock music.

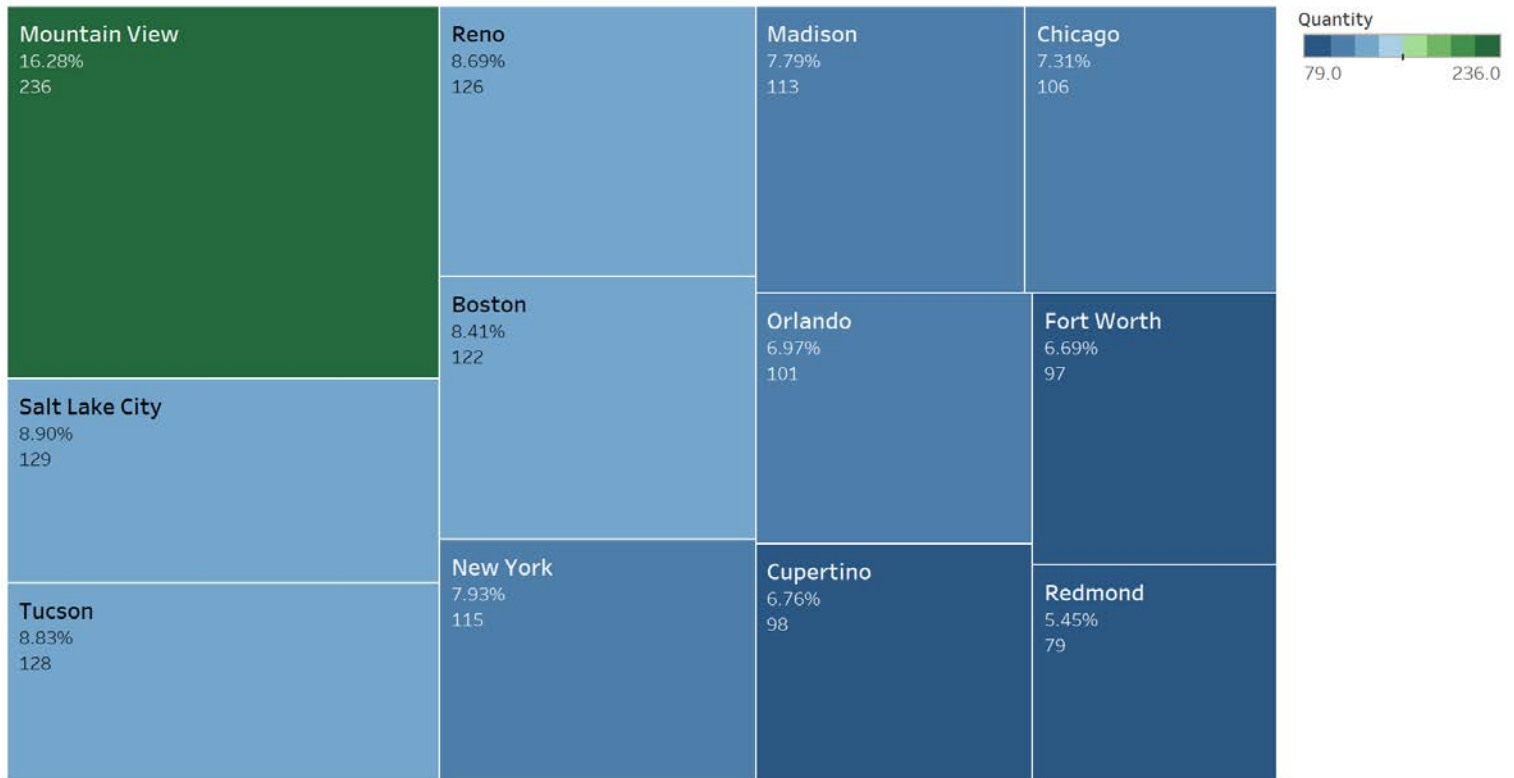
2. For North America:

- For Rock sales slowed down in from 2008 to 2010 may be because of financial crisis when people stopped spending on discretionary spending. However, since then sales numbers showed signs of revival in 2011 and significant growth in 2012. Company should continue with their new marketing and sales initiatives to maintain the sales momentum.
- For Metal there was drastic decline in sales from 2008 till 2010 when only 4 units were sold. Since then we can see sign of revival post 2010 with steep growth trajectory till 2012. Company should continue its sales and marketing efforts to keep the momentum going.
- For Alternate and Punk overall trend is downward. This genre needs revival.
- If I assume that post 2010 people were more willing to spend on discretionary spending such as music, then it seems like people in the US are more willing to spend money on buying Metal music compared to other music genre.

Question 3 (10 points): Please create a worksheet in Tableau to demonstrate, in the United States, how our city sales compare to each other. Please make sure to include the appropriate title for your worksheet. Please make sure to use color and label city names and percent of total sales in your chart. Please list the city name above the percent of total sales, and make the city name in bold and a slightly larger font compared to the percent of total sales label. Which 3 cities in the United States have the highest music sales? What percentage of sales does each city has?

Music sales for Alternative & Punk, Metal and Rock in N. America and Europe – visualization:

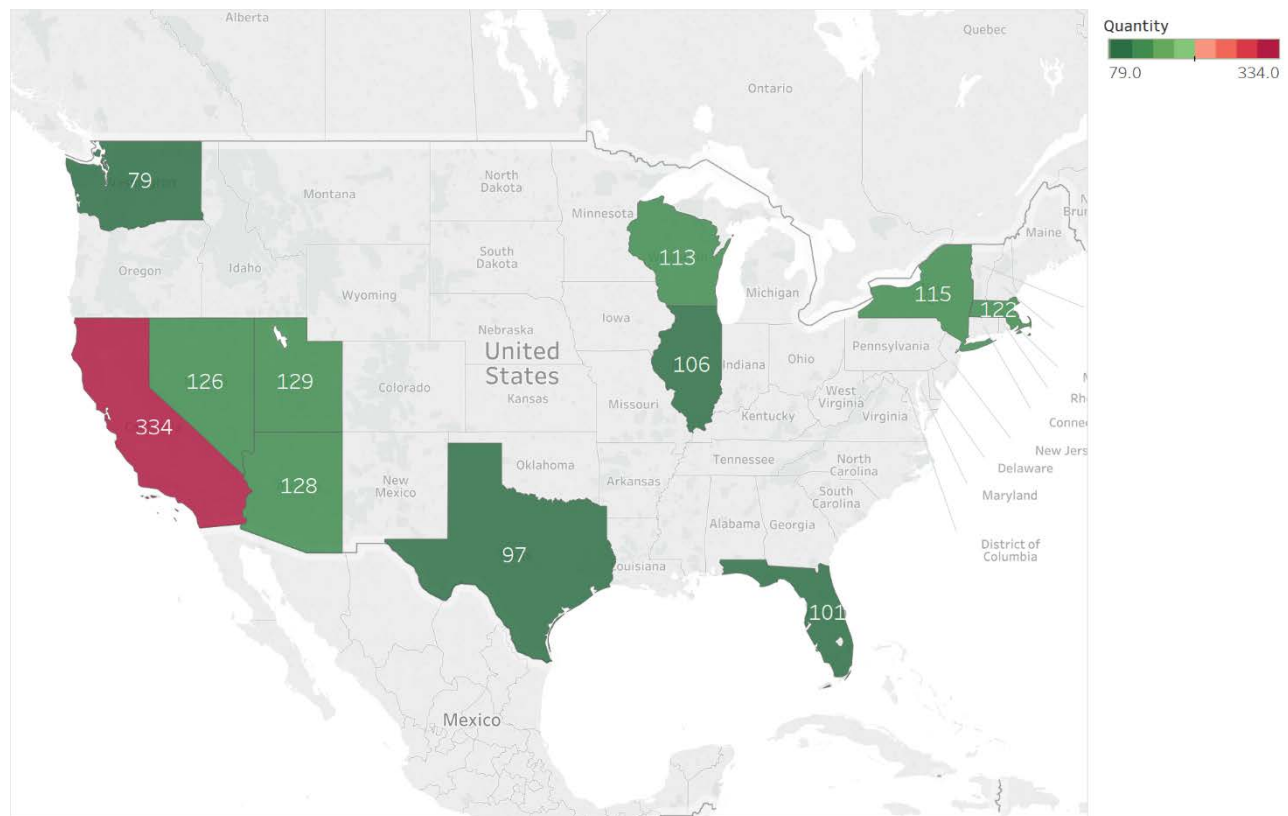
U.S. - Music Sales in different Cities



U.S. - Music Sales in different Cities



U.S. - Music Sales in different States



Insights from visualization:

1. Mountain View seems to be outlier in sales compared to other cities within the US. This may be due to being in the Silicon Valley where people are more tech savvy and open to downloading music.
2. Next 10 cities have very similar sales number.
3. Redmon has the fewest music download, this could be due to smaller size of the city or may be more people used Microsoft products (Redmond is MS HQ) and did not download from iTunes.