Chinook Music Store Database

Business Analytics

Query 1: Top 5 Artists

Top 5 Artists Based on Purchases
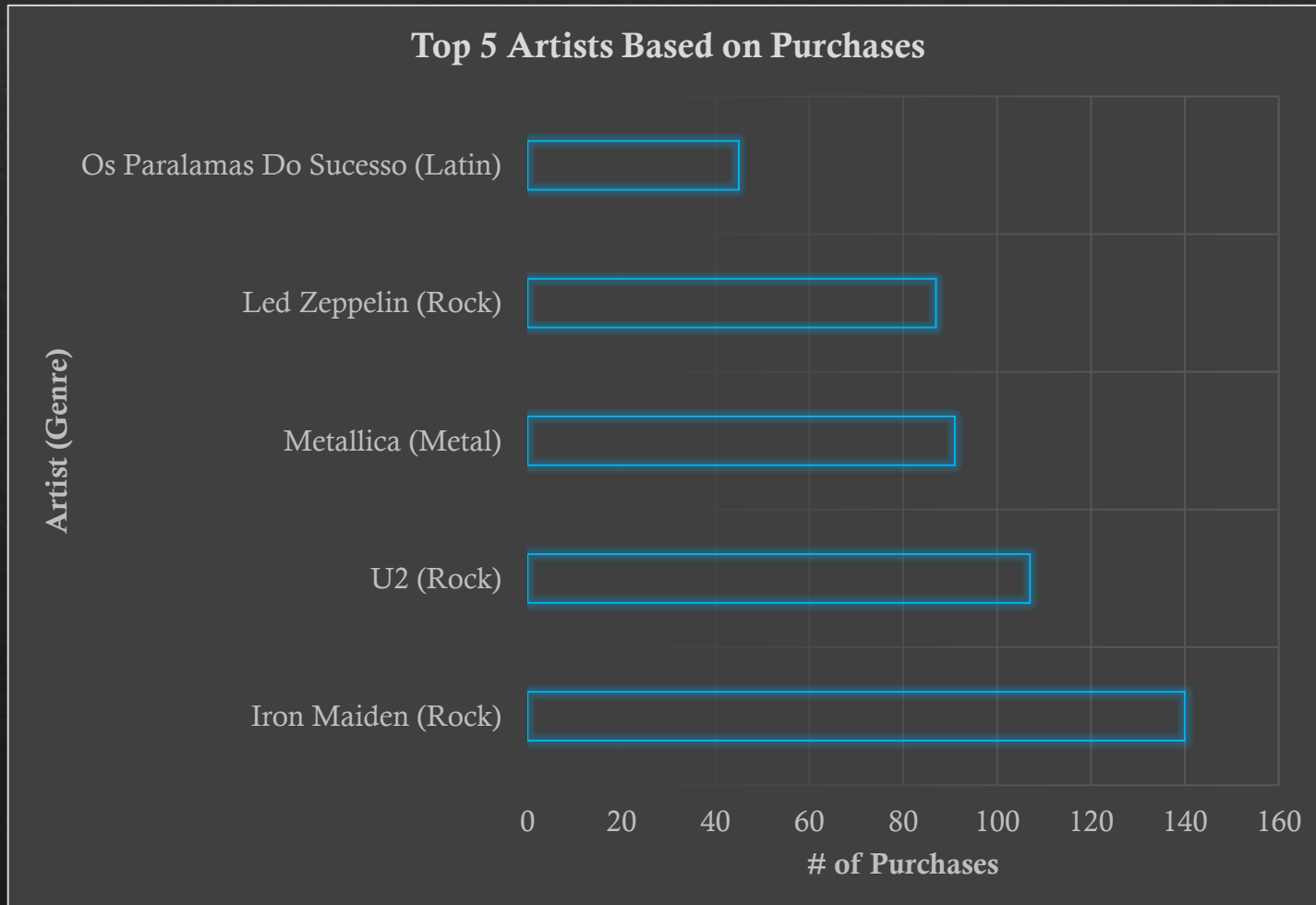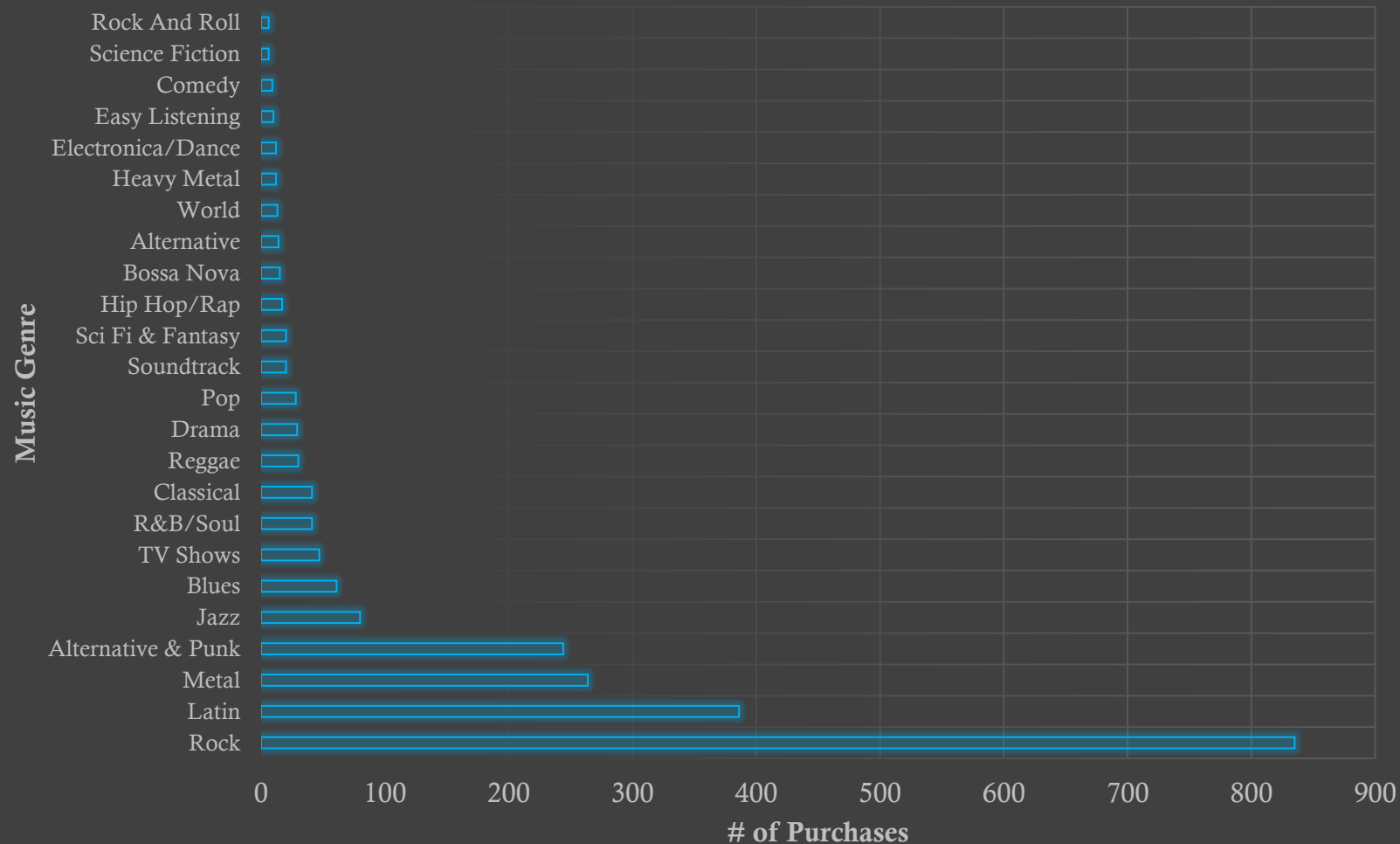

- ❖ Iron Maiden is the most popular artist with 140 song purchased.

- ❖ U2, Metallica, and Led Zeppelin follow behind Iron Maiden with 107, 91, and 87 purchases respectively.

- ❖ Os Paralamas Do Sucesso is 5th on the list with 45 of their songs purchased.

- ❖ In the next slide, we will see the correlation between these top artists and their genre of music.

Query 2: Most Popular Genres

Most Popular Music Genres Based on Purchases

Music Genre (y-axis)

Rock And Roll, Science Fiction, Comedy, Easy Listening, Electronica/Dance, Heavy Metal, World, Alternative, Bossa Nova, Hip Hop/Rap, Sci Fi & Fantasy, Soundtrack, Pop, Drama, Reggae, Classical, R&B/Soul, TV Shows, Blues, Jazz, Alternative & Punk, Metal, Latin, Rock

**# of Purchases** (x-axis: 0, 100, 200, 300, 400, 500, 600, 700, 800, 900)

- ◈ The Rock genre significantly beats any other music genre in number of purchases, followed by Latin and Metal.

- ◈ In the previous query, we see that 3 of the top 5 artists are included in the Rock genre, while the other two are Latin and Metal.

- ◈ All 5 of the most popular artists are included in the top 3 most popular music genres.

- ◈ To maximize revenue, stores should look to sell more Rock, Latin, or Metal songs.

Query 3: Total Monthly Sales

Sum of Monthly Earnings
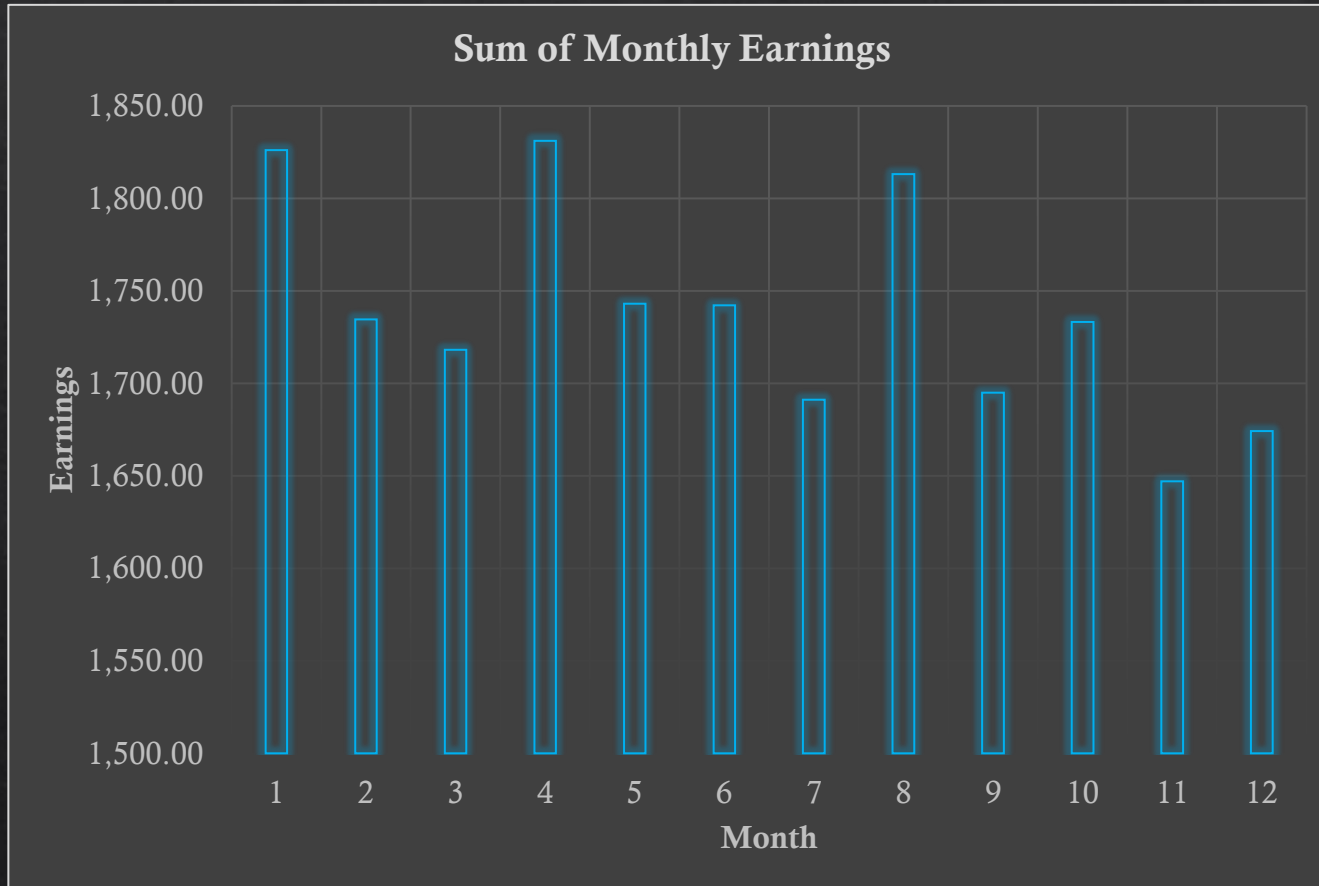
◇ We see from the graph that January (1,826), April (1,831), and August (1,813) have the highest earnings during the year.

◇ The last two months of the year see the lowest total earnings with November at 1,647 and December at 1,674.

Query 4: Top Sales Reps

Sales Rep Performance
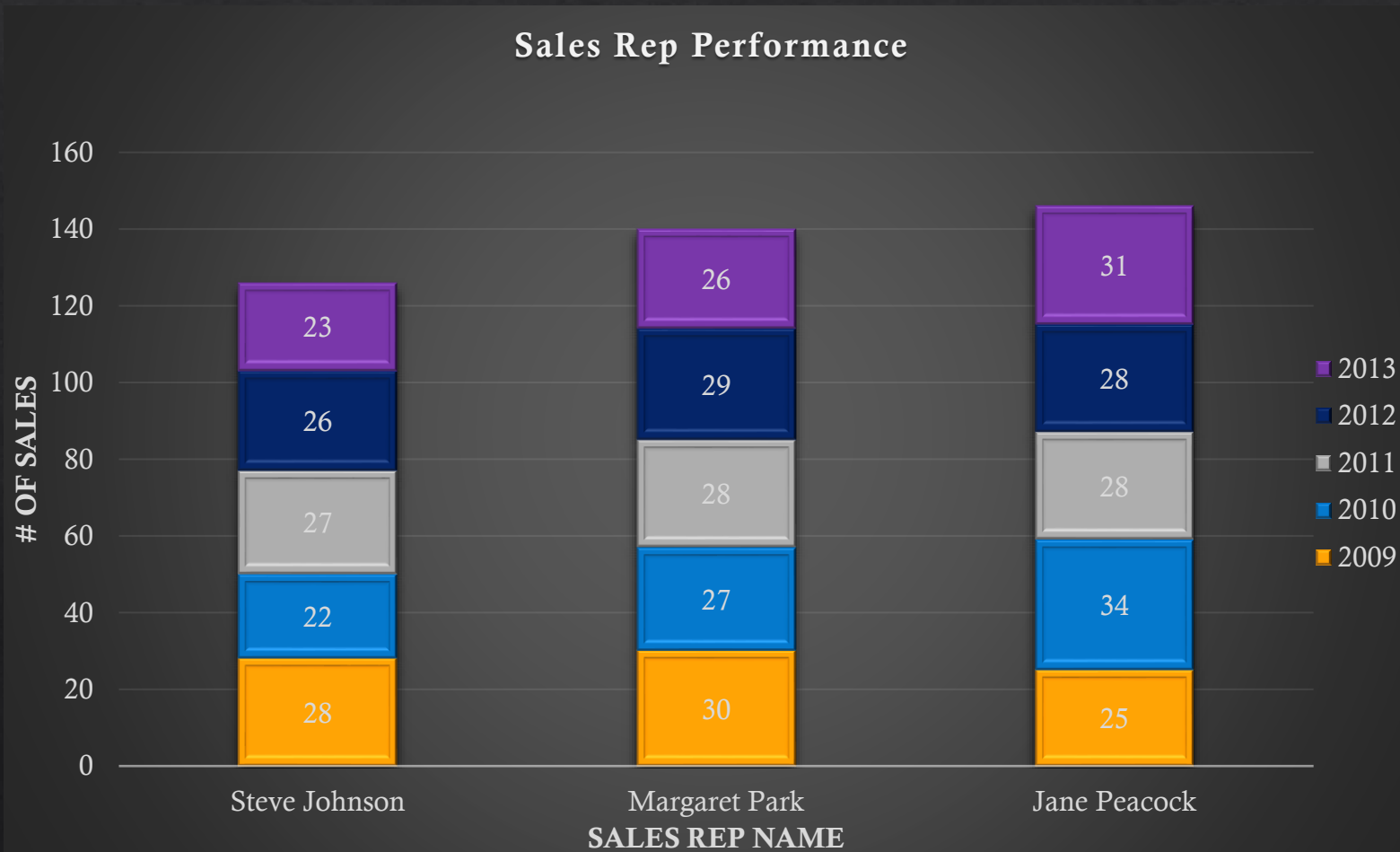
- We can see that Jane Peacock has the best performance at over 140 total sales.

- The least number of sales comes from Steve Johnson at just over 120.

- However, this difference of 20 sales over the course of 5 years is unalarming, and there are no outliers.