

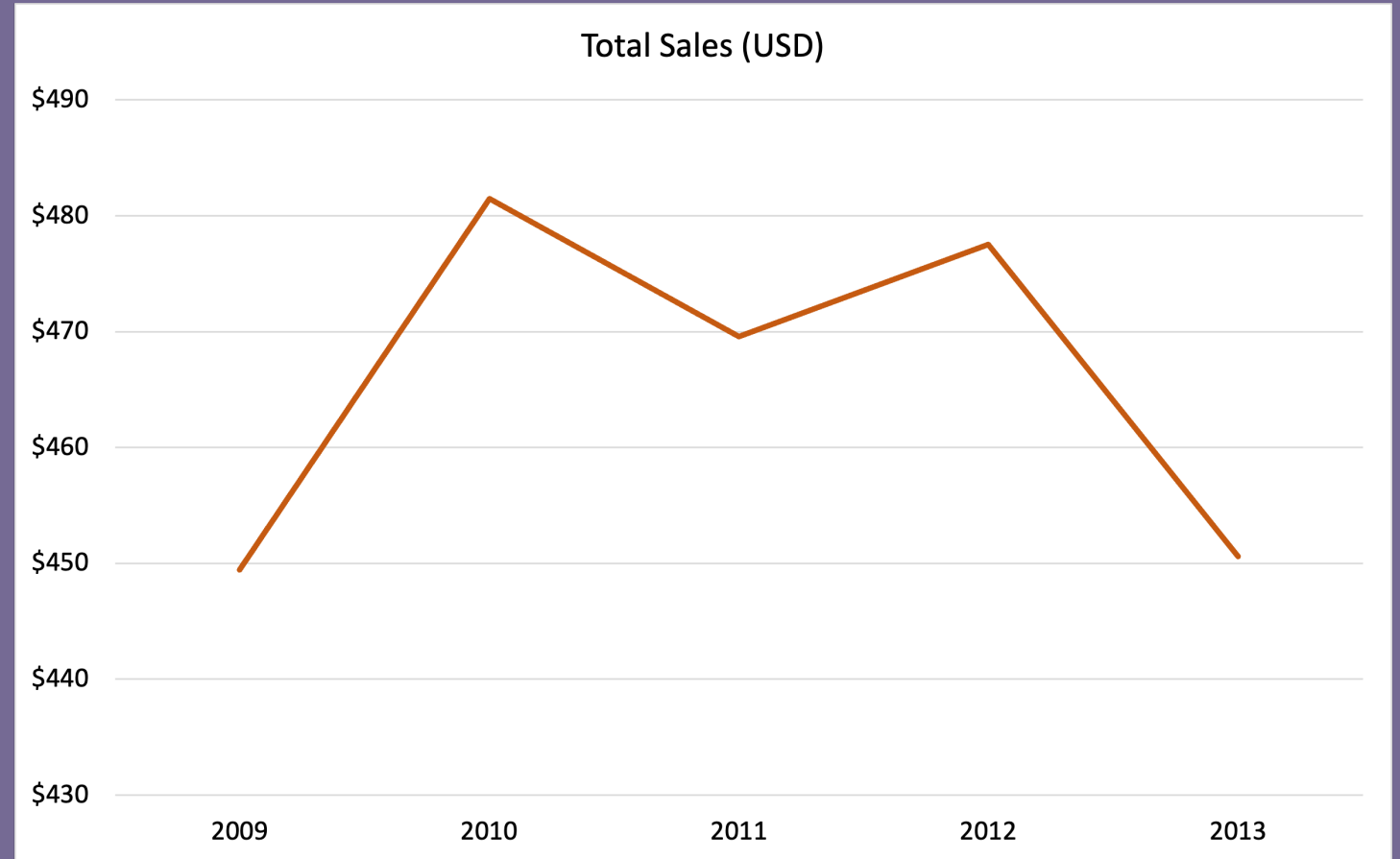
# Chinook Music Store Sales Insights



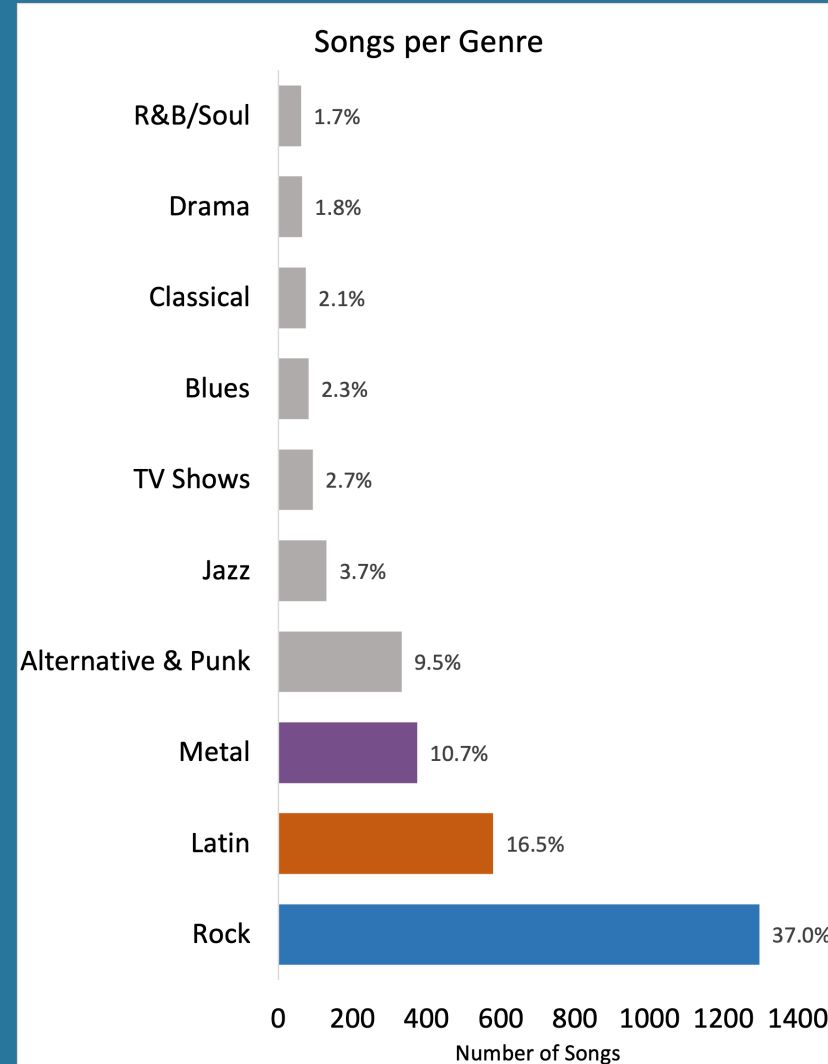
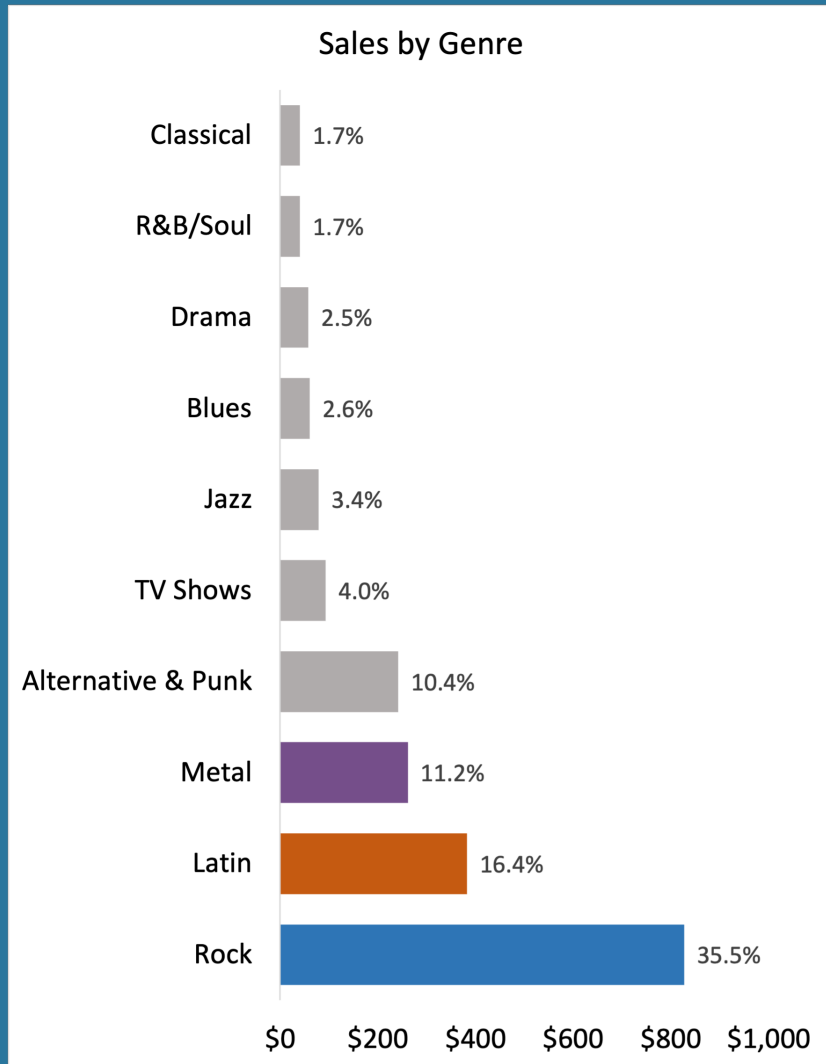
# Sales are dropping!

**2013 sales have dropped to the level of 2009 sales.**

We must identify solutions to boost sales and grow the Chinook Music Store business.



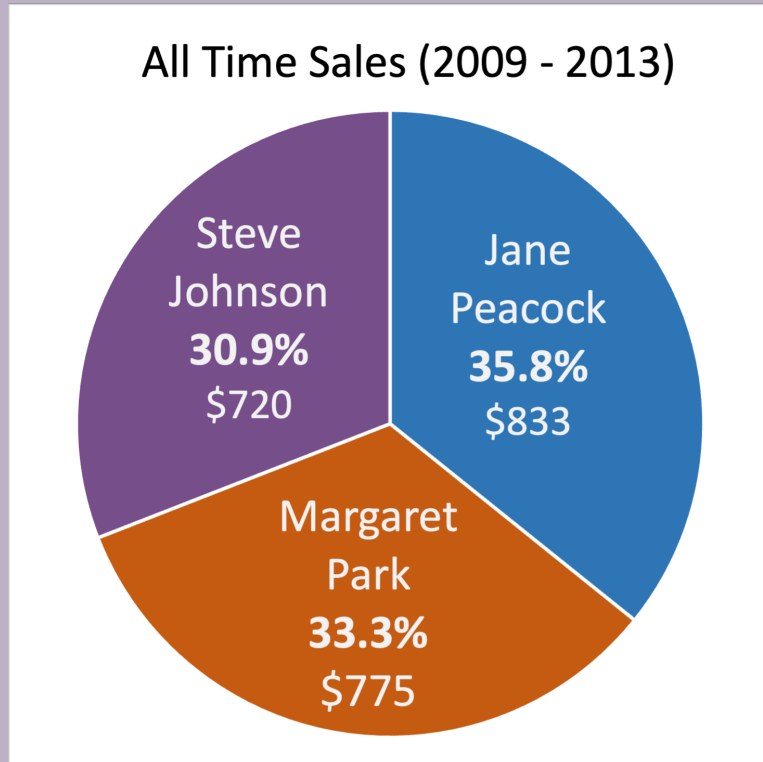
# Genres



The top selling genres have the most songs in the music store's catalog. However, other genres may have better sales if more songs were added to the catalog, giving the listeners of those genres a larger selection to listen to.

**The music store could benefit from building the catalog for genres with lower sales.**

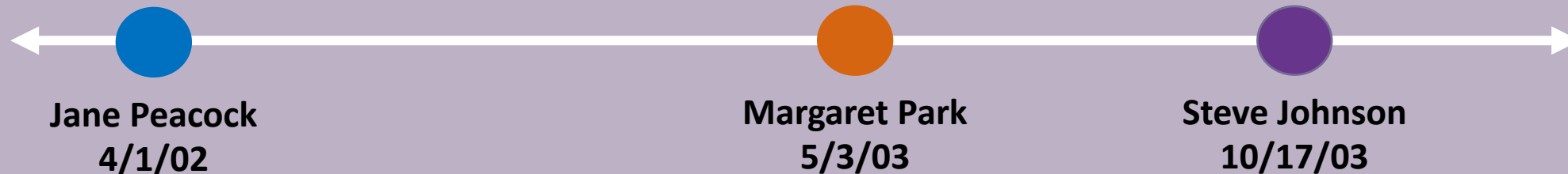
# Sales Representatives: Sales and Tenure



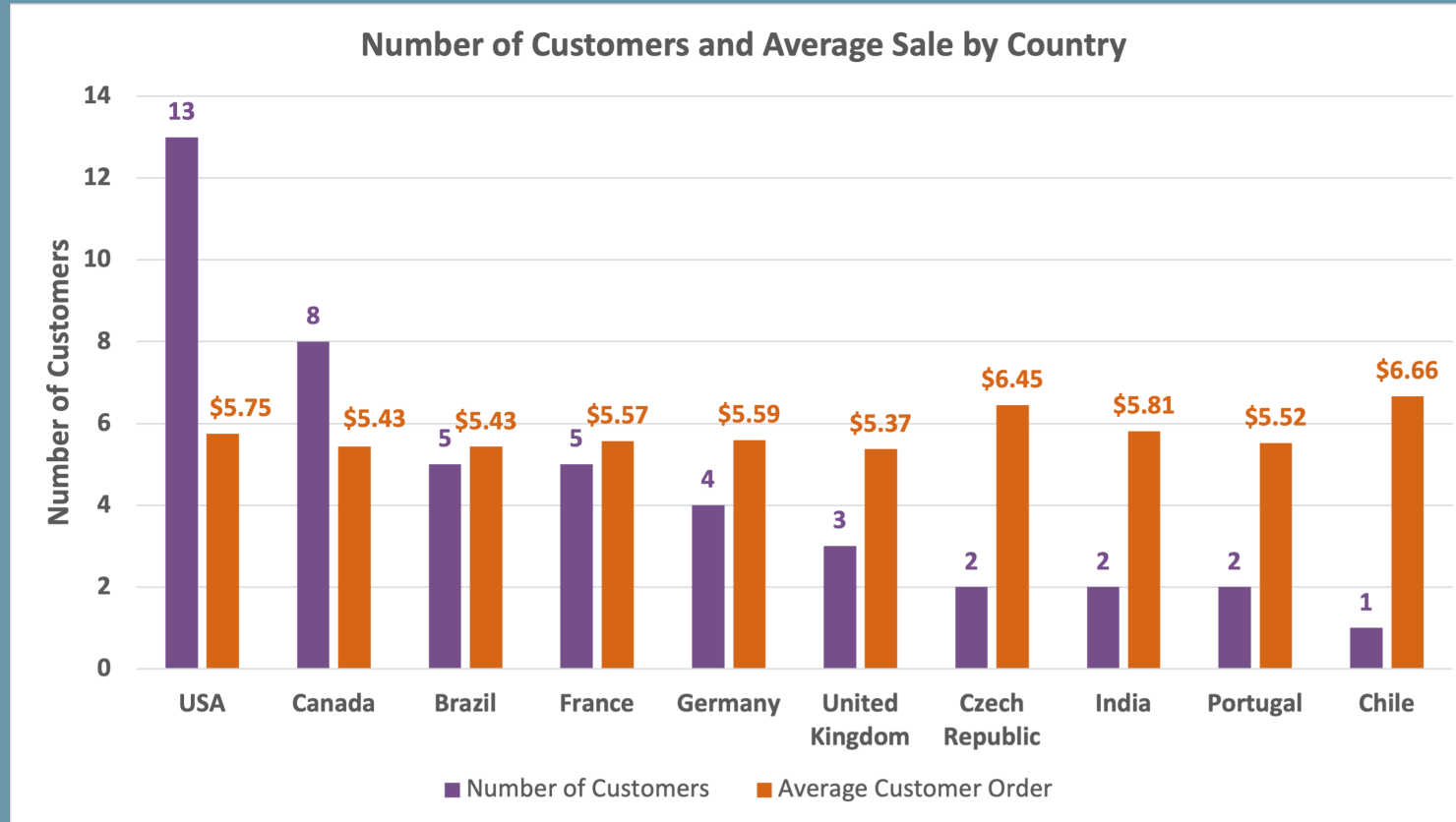
Sales representatives with higher sales have worked at the Chinook Music Store for longer.

**Newer employees could benefit from additional training or mentorship from senior sales representatives.**

Hire dates



# Sales by Country



A higher number of customers per country does not necessarily mean the average customer order is higher.

If the Chinook Music store increased the number of customers in countries that have a **high average customer order like Czech Republic, India, and Chile**, sales will likely increase.

The Chinook Music Store could also **create sales challenges for larger customer orders or number of sales in the countries with less customers.**