

Udacity

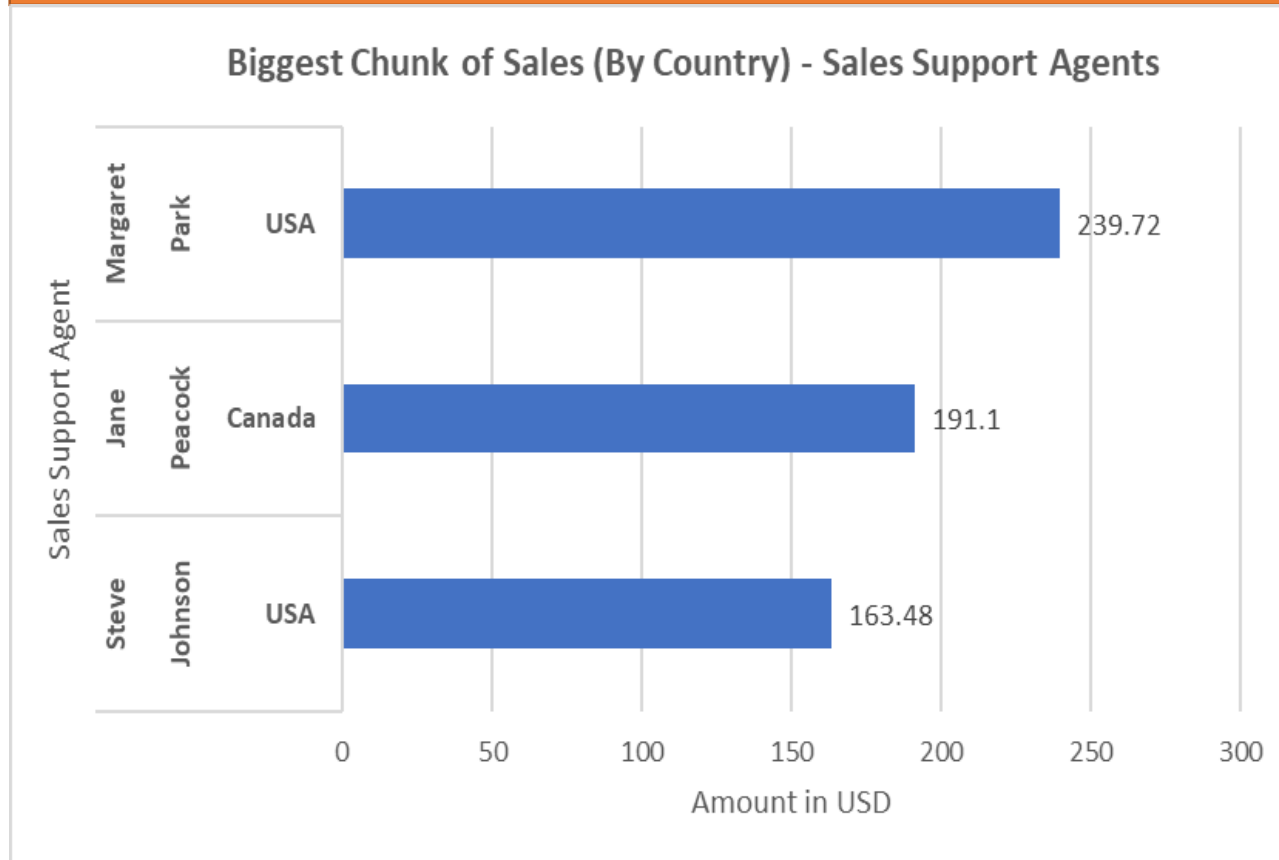
Data Foundations Nano-Degree

Submitted By:

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November 2017 Cohort

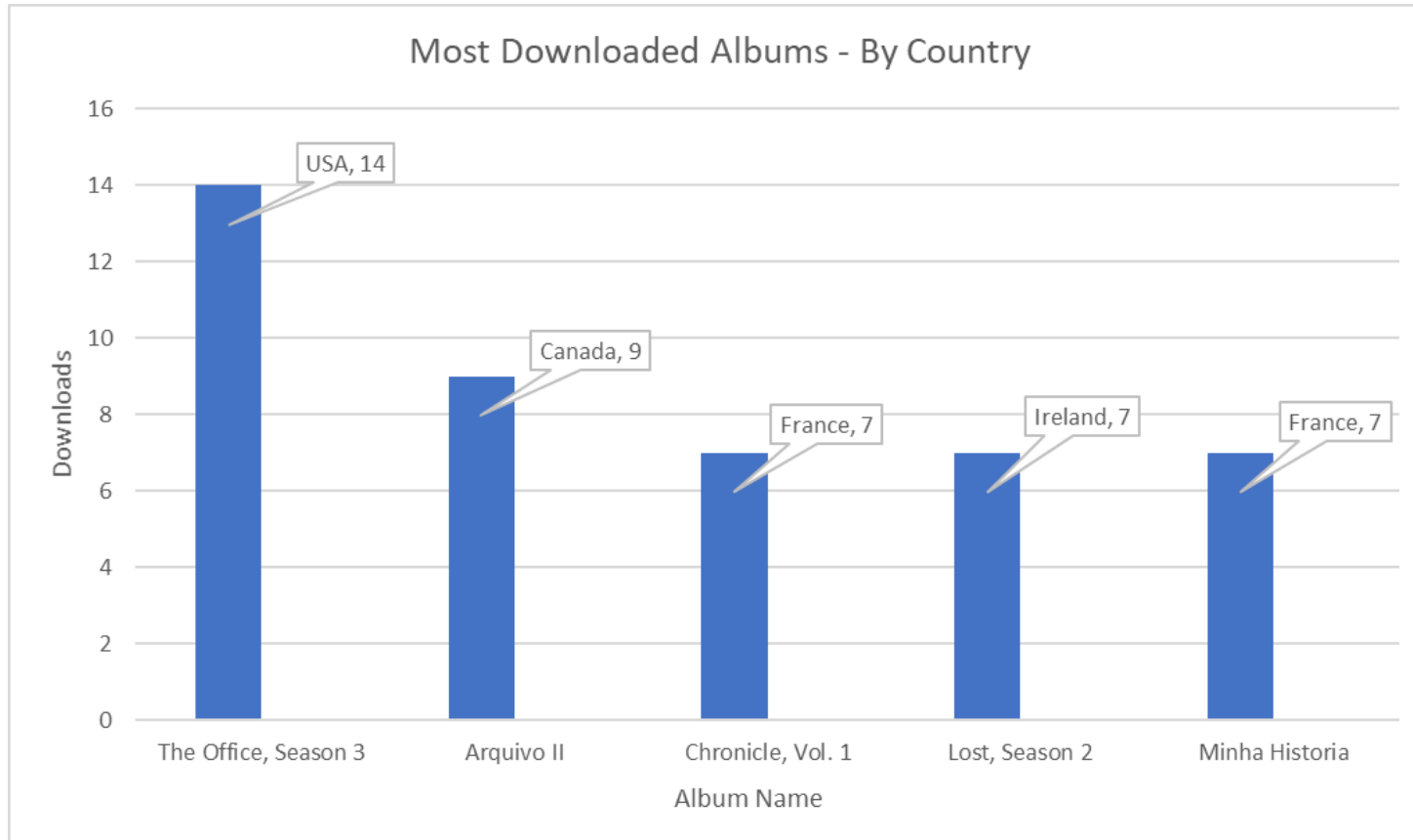
Biggest Chunk of Sales (By Country) For Sales Support Agents



It was observed that the biggest chunks of sales, which can be attributed to the individual Sales Support Agents, came from the USA and Canada.

Margaret Park, with \$239.72 in billings, had the biggest chunk of sales in the US. Followed by Jane Peacock, with \$191.1 in billings from Canada and Steve Johnson with \$163.48 in billings from the USA. This also indicates that the USA and Canada are the biggest markets for Chinook.

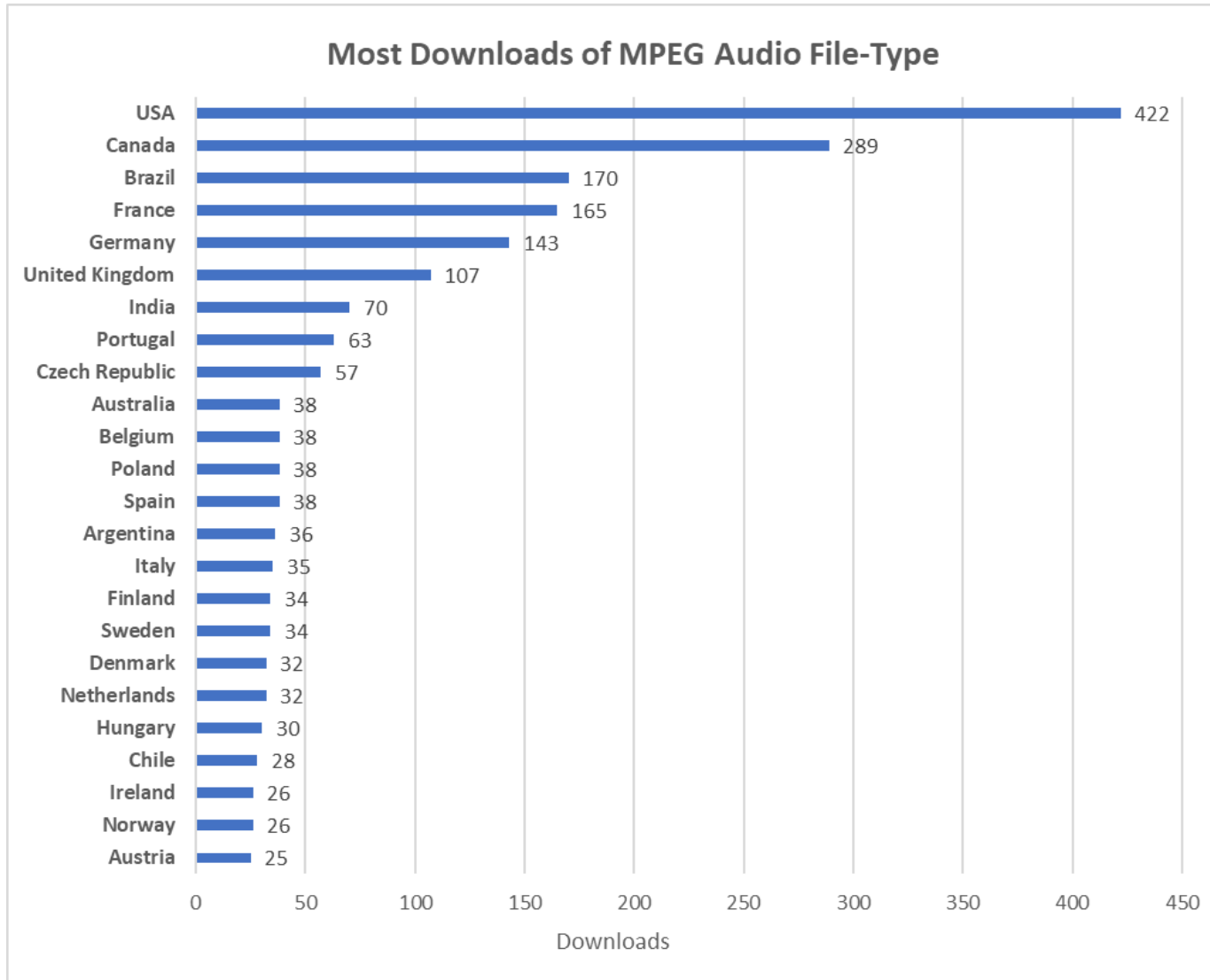
Top 5 Most Popular Albums by Country



It is clear that soundtrack for “The Office, Season 3” was the single most popular album in Chinook’s largest market, the USA, with 14 downloads. “Arquivo II”, with 9 downloads, was the most popular album in the second largest market, i.e. Canada.

These were followed by “Chronicle, Vol. 1” and “Minha Historia”, which had the same number of downloads in France, were tied with the Soundtrack for “Lost Season 2” in Ireland at 7 downloads a piece.

MPEG Audio Downloads



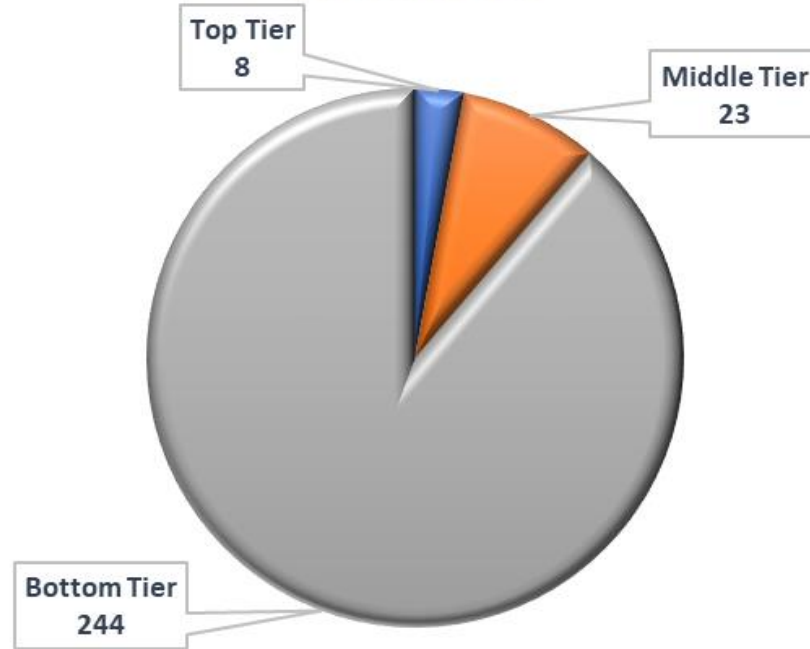
It can be noted that the MPEG audio format is overwhelmingly more popular than any other format in the database.

Of the total downloads, the lion's share belongs to the USA, with 422 downloads. The second highest result is Canada's, with 289 downloads, followed by Brazil with 170, France with 165 and Germany with 143 downloads.

Going forward, this also clearly demarcates Chinook's fully established markets from those which need more attention w.r.t. marketing efforts.

Tiering of Artists – By Total Downloads

Number of Artists - Tiered According to Downloads



By categorizing the Artists in the Chinook database into three tiers - i.e. the “Top Tier” with more than 40 downloads, the “Middle Tier” having between 20 and 40 downloads and the “Bottom Tier” having lower than 20 downloads - the database can thus be optimized by prioritizing content by artists in the top two tiers.

At this point, only 8 artists qualify for the Top Tier while 23 make up the Middle Tier. The vast majority i.e. 244 remaining artists make up the Bottom Tier with 20 or fewer downloads. Content Similarities between the content of the top two tiers can be identified and can be factored into future content sourcing to improve Chinook’s bottom line.