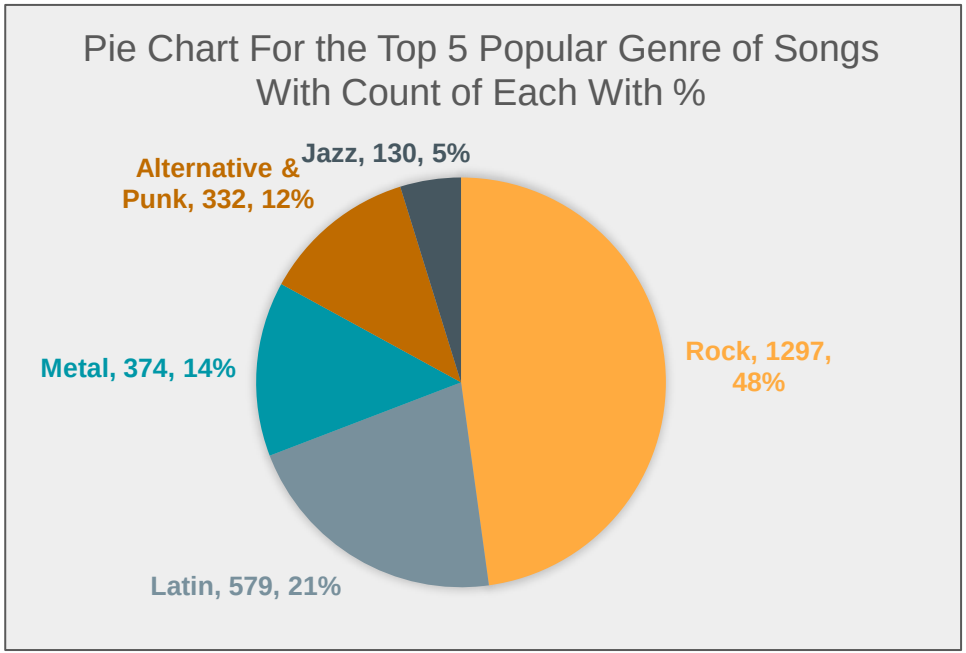
Pie Chart For the Top 5 Popular Genre of Songs With Count of Each With %



We can see that the most popular Genre is **Rock** by 1297 songs represented by 48% of the top 5 , the second one is **Latin** by 579 songs represented by 21% of the top 5 and so on.

This insight could be used to determine which genre should be focusing on when thinking of what genre to be offered in the store.

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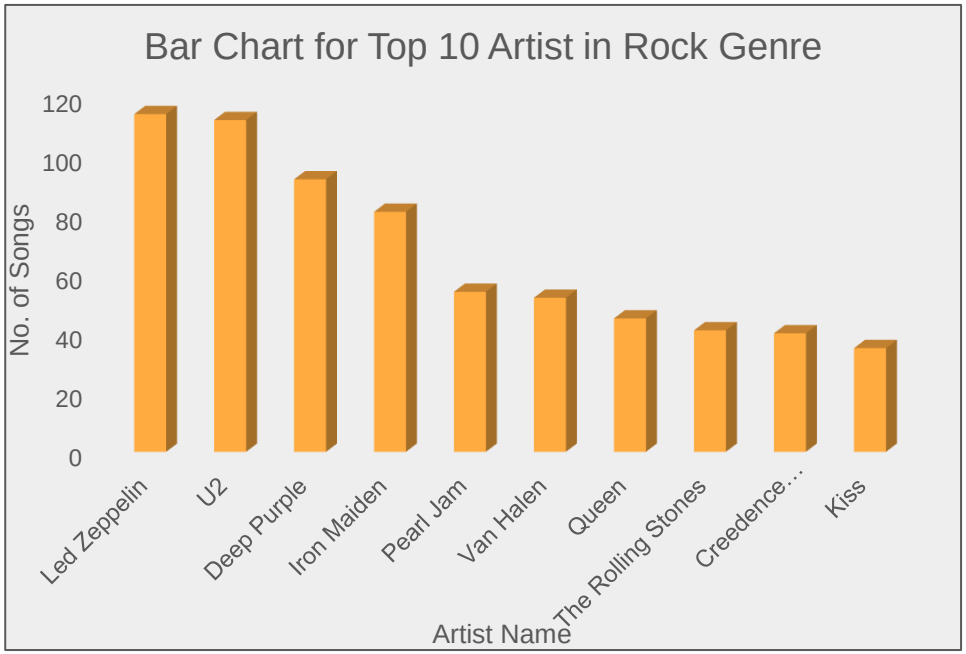
Bar Chart for Top 10 Artist in Rock Genre



We can see the artist **Led Zeppelin** is the most popular artists in Rock genre by having 114 songs also the artist **U2** is in the second rank by having 112 close to **Led Zeppelin**.

This insight could be used in deciding which artist should be focusing on when making a marketing campaign for the store.

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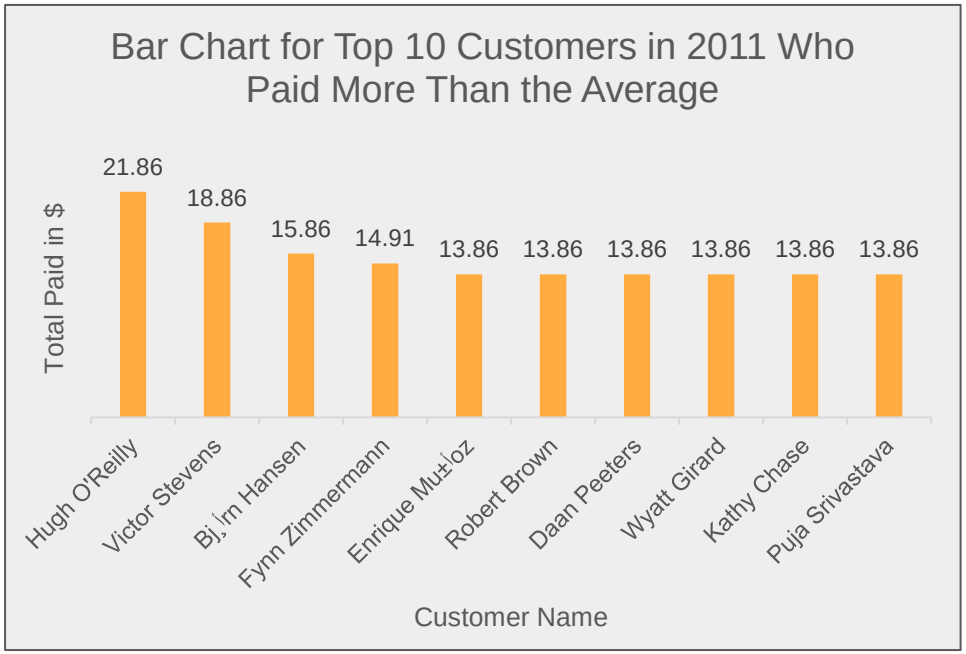
Bar Chart for Top 10 Customers in 2011 Who Paid More Than the Average



The average total invoice is **$5.65**. We can see in the year 2011 the customer **Hugh O'Reilly** is the highest customer who paid **$21.86** above the average.

This insight could be used to determine marketing strategies for such customers like these top 10 to make them loyal customers.

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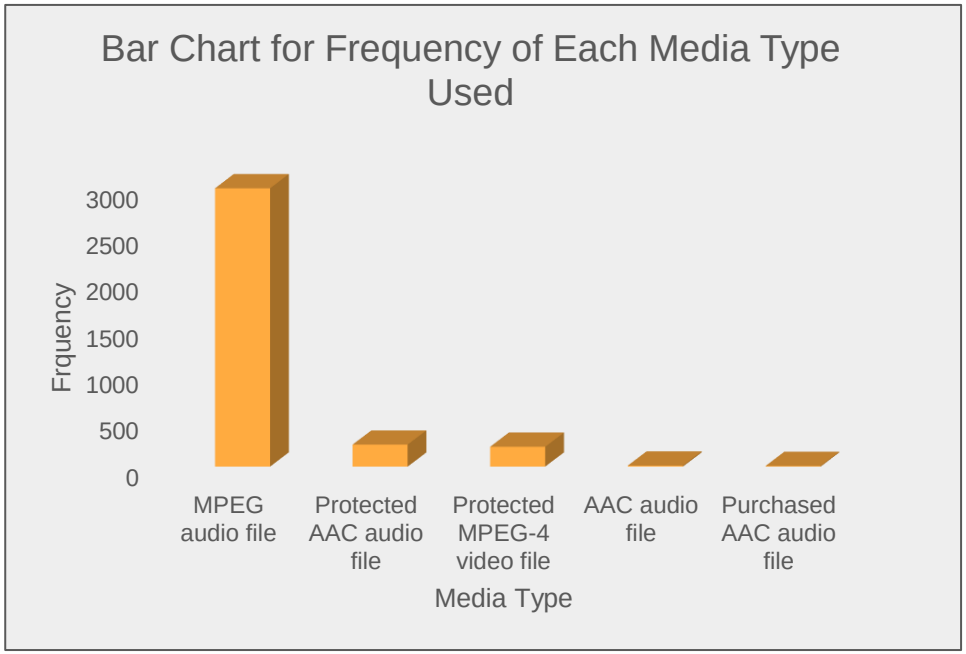
Bar Chart for Frequency of Each Media Type Used in the Dataset



We can see that the highest media type used is **MPEG audio file** by being repeated **3034** times.

This insight could be used to know which media type should focus on and which one should stop using it for the songs.

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