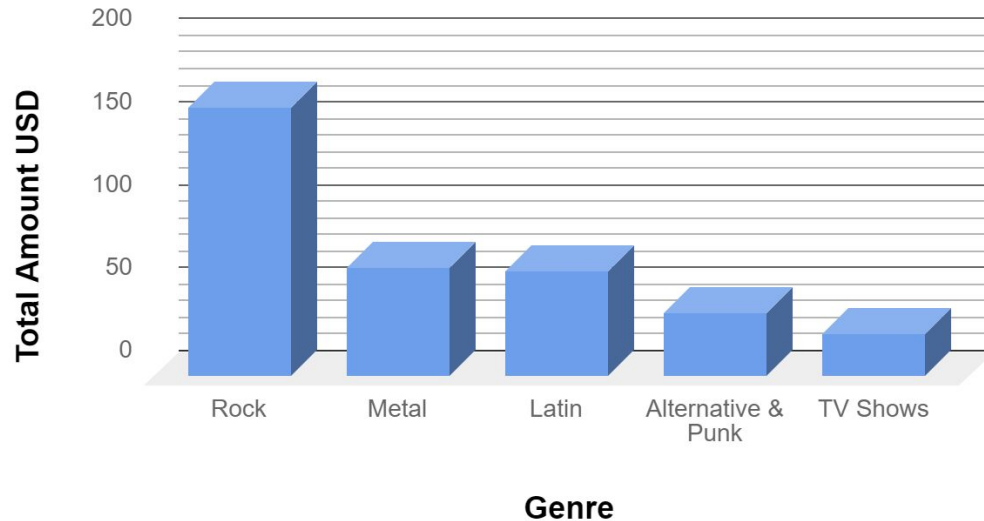


Which genres were the top 5 sellers in 2012?

Total amount (USD) spent on each genre in 2012

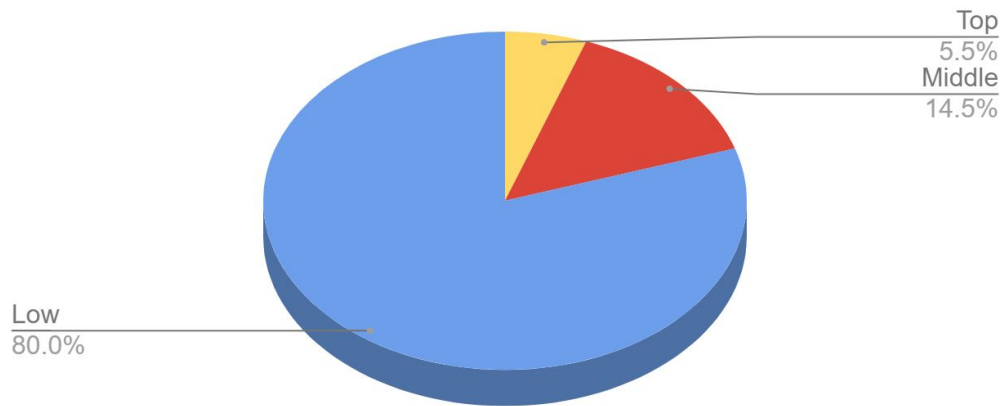


The top selling 5 genres in 2012 were Rock, Metal, Latin, Alternative & Punk, and TV Shows, with Rock as a clear frontrunner earning \$162.36. Rock made more than double the second place genre, Metal (\$65.34).

What proportion of artists have top, middle, and low level popularity?

Breakdown of artist popularity by number of sales

Top (≥ 40 sales), Middle (<40 and ≥ 20 sales), Low (< 20 sales)

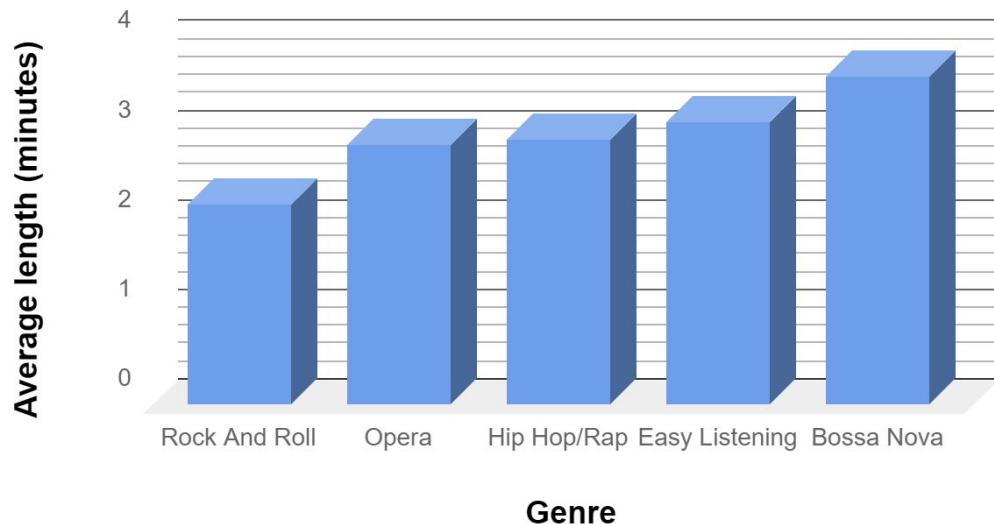


When setting the categories for popularity as follows (Top ≥ 40 track sales, Middle <40 and ≥ 20 track sales, Low < 20 track sales), the proportion of low popularity artists (artists with < 20 track sales) is significantly larger than top and middle popularity artists combined.

If we were to lower the requirements for top and middle popularity (less tracks sold in order to qualify in these groups), we would see a smaller percentage difference between the 3 categories.

Which genres have the shortest song lengths on average?

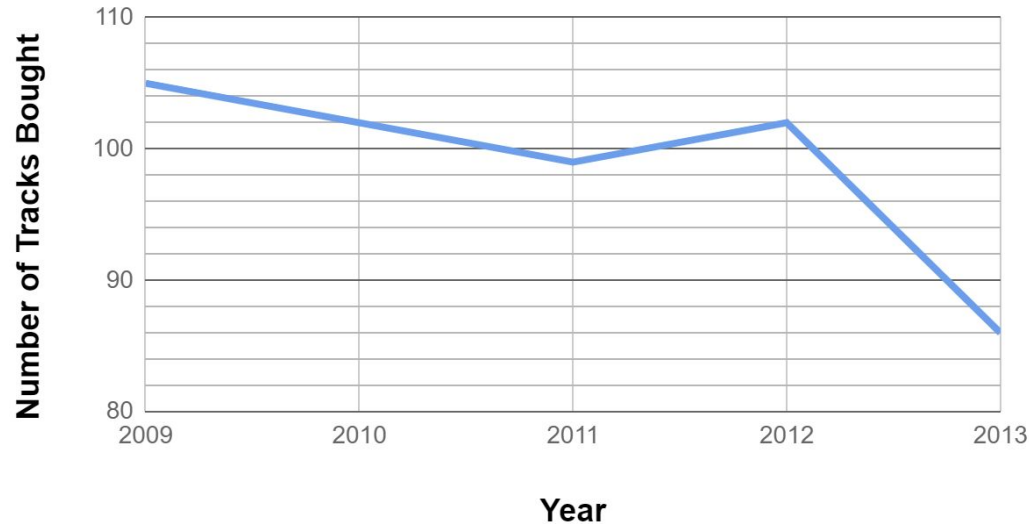
Top 5 shortest song lengths on average by genre



The top 5 genres with the shortest length songs on average are Rock and Roll (with the shortest length songs on average at 2.24 minutes), Opera, Hip Hop/Rap, Easy Listening, and Bossa Nova (Bossa Nova tracks are on average more than 1 minute longer than Rock and Roll tracks at 3.66 minutes).

How many total tracks did the top purchasing country (USA) buy from 2009-2013?

Number of tracks bought in the USA 2009-2013



The total number of tracks bought in the USA from 2009-2013 steadily decreased overall. There was a spike in purchases between 2011 and 2012, but while the number of sold tracks in 2012 matched the number sold in 2010 (102), the total sold between 2012 and 2013 dropped drastically (by about 19%).