

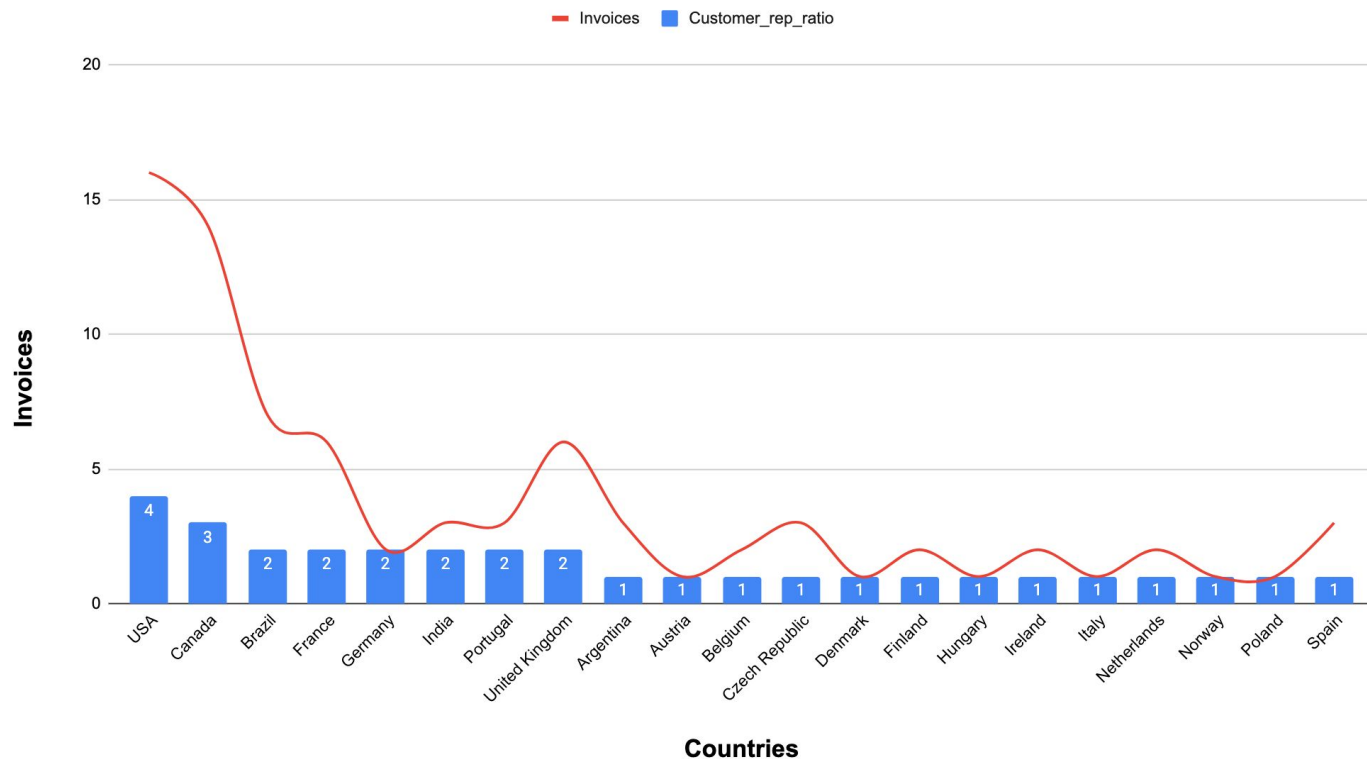


# Chinook Music Store Database Analysis and Insights

Udacity Business Analytics Nanodegree | Project 2  
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# Where are Chinook's sales happening around the world?

By Country: Ratio of Customers to Sales Representatives (1:X) vs. Number of Invoices (2013)



Chinook sales team is based in Canada, with 3 support reps.

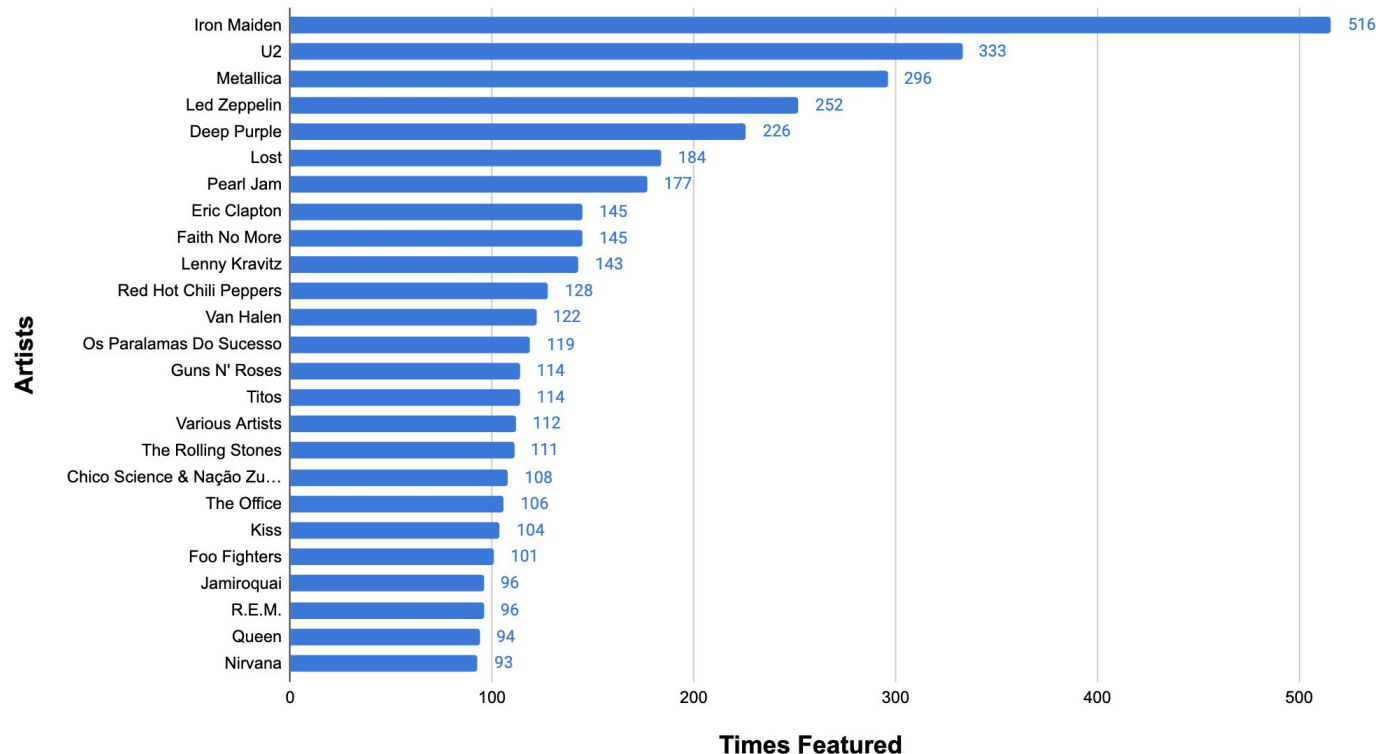
In Chinook's last year on record (2013), the **U.S. gave the highest invoices at 16**, and also has **the most customers at 13**, who are divided amongst the sales rep team..

Canada also provides many customers and invoices for Chinook.

*It could be useful to cluster certain countries into regions.*

# Who are the most featured artists across user playlists?

## Top 25 Featured Artists Across Playlists



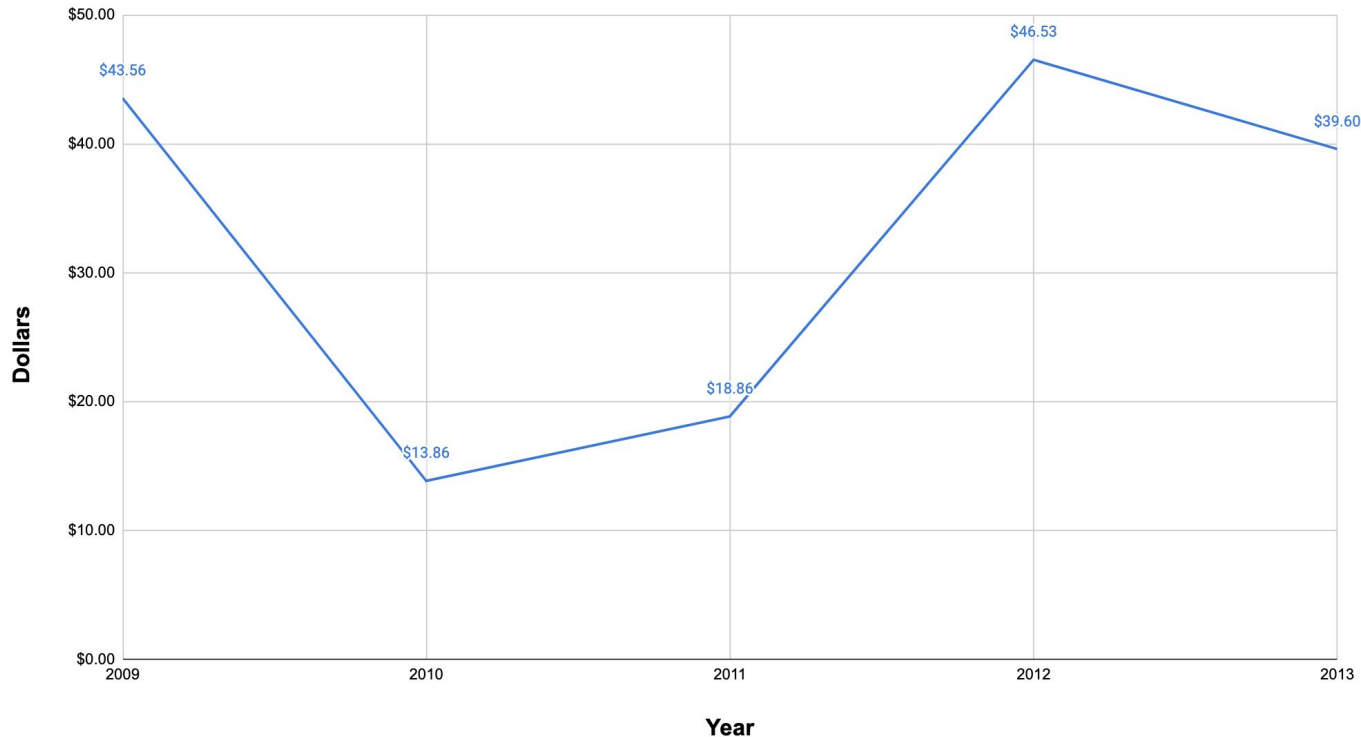
'Most featured across playlists' reveals popularity by amount of times an artist's song is included on a playlist.

**Iron Maiden**, is by far the most included artists in playlists, followed by **U2**, and **Metallica**.

Artists within the '**Rock**' genre are incredibly popular amongst Chinook customer; there also appears to be interest in soundtracks for TV series as well.

## How are music purchases in the 'Metal' genre (standalone from 'Rock') performing in the U.S.?

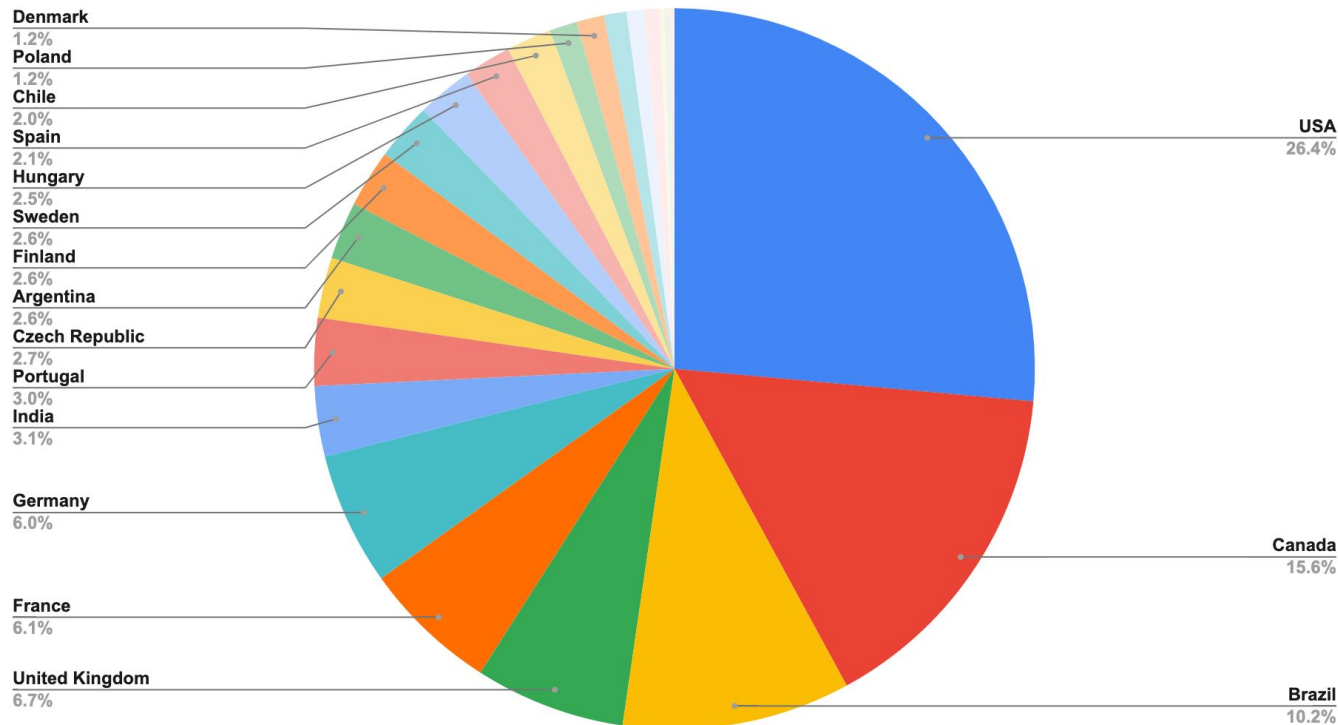
Chinook Total Sales of Track from Metal Genre by Year in the U.S. (2009-2013)



Taking a look at Chinook's biggest market, and a genre belonging to some of the most popular artists amongst customers, **'Metal' tracks have seen a fluctuation in sales from 2009-2013**, descending from second biggest year to the lowest from 2009 to 2010. But **bouncing back in 2012**, and steadying at the \$40 mark in 2013.

# Which country is the biggest market for 'Latin' music?

## Chinook Latin Music Sales by Country (2009-2013)



Using Invoice and customer data, the **U.S** has the largest market for latin music (**26.4%**) out of other countries represented in Chinook's database. This is then followed well by **Canada** (**15.6%**), which Chinook is based in, and then **Brazil** (**10.2%**).

*Notice that the top 5 countries for Latin sales are the top 5 best performers in general (slide 1).*