

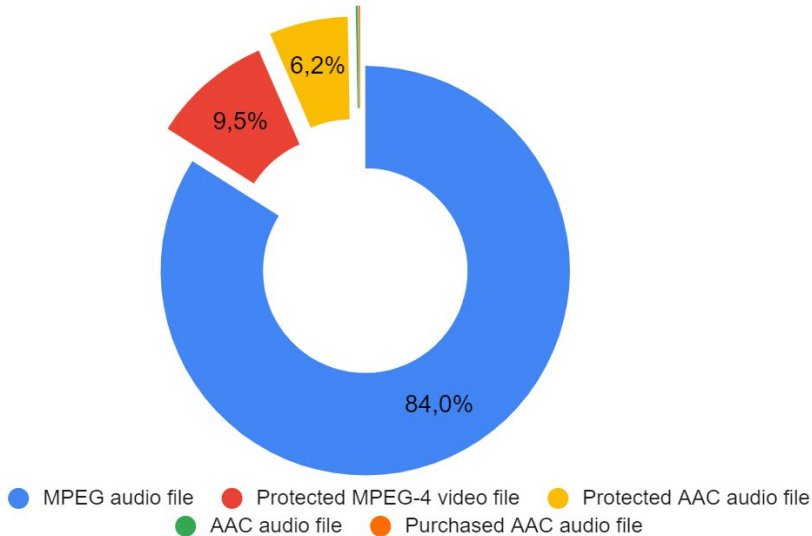
Chinook Database Exploration - Some Insights

by

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1. How is Revenue split per Media Type?

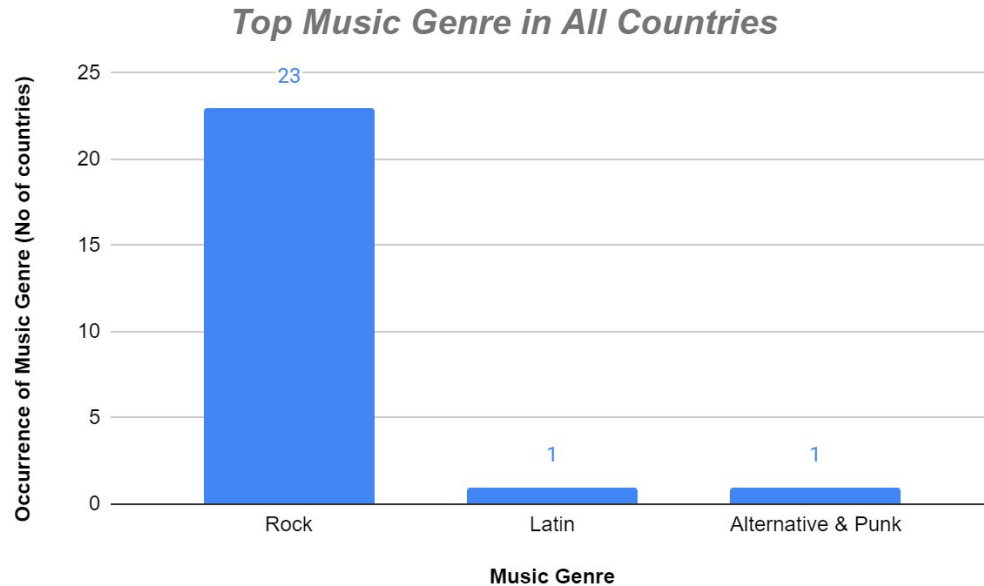
Revenue for each Media Type



As it was most probably expected, “MPEG audio file” format has achieved the lion share. However, it was a surprise to see that the protected file formats are still there, taking over 15.7% of the total.

The two less popular file formats appear as two very thin -almost invisible- slices of the pie. This is very expected as if we check the percentages, we can conclude that these thin slices are only 0.3% of the total.

2. Which is the Music Genre that dominates in most countries?

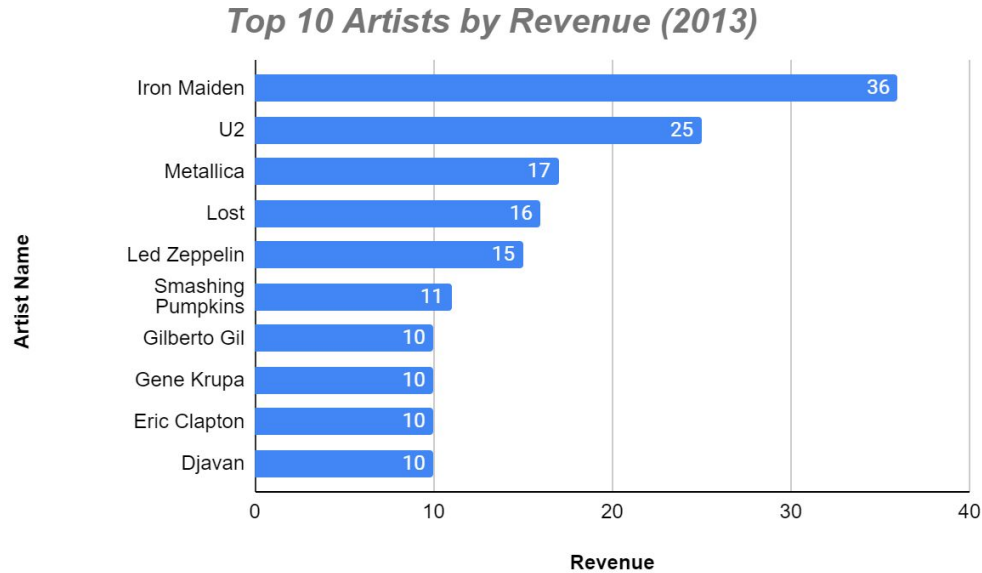


Rock is the top music genre in 23 out of 24 countries. This is especially impressive if we take into account that the database includes 25 music genres and only 3 made it to the top.

In other words, it seems that Rock is indeed rocking it :-)

Note: The total sum of Occurrences is 25, while the number of countries is 24. This happens because Argentina has two top music genres, "Rock" & "Alternative & Punk."

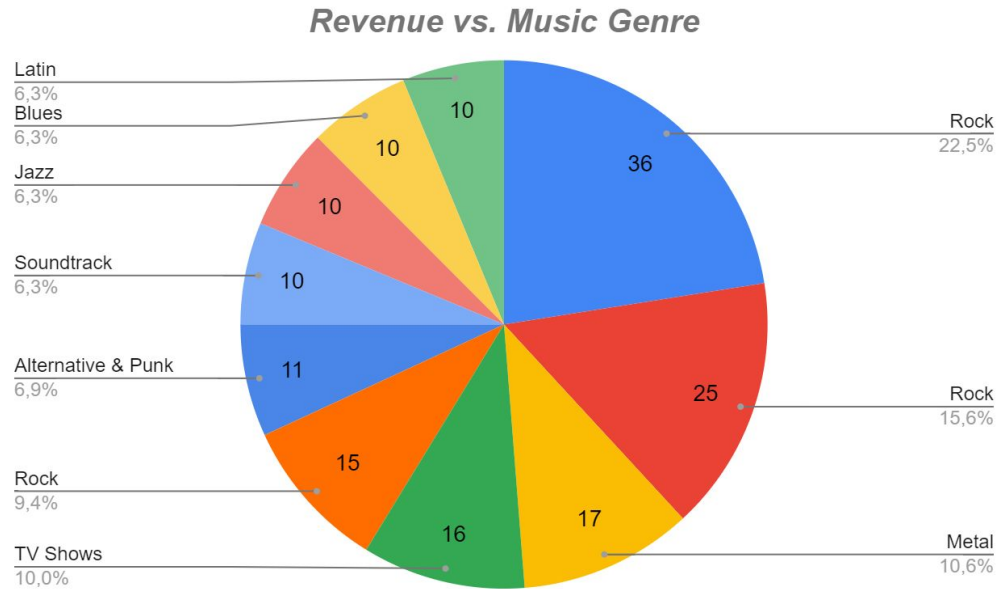
3. Which are the top 10 Artists that earned the most in 2013?



In the graph we can see the top 10 Artists in terms of Revenue for the year 2013.

It is interesting to see that this top 10 Artists with the highest Revenue are included in 8 music genres.

3. Which are the top 10 Artists that earned the most on 2013? (cont'd)

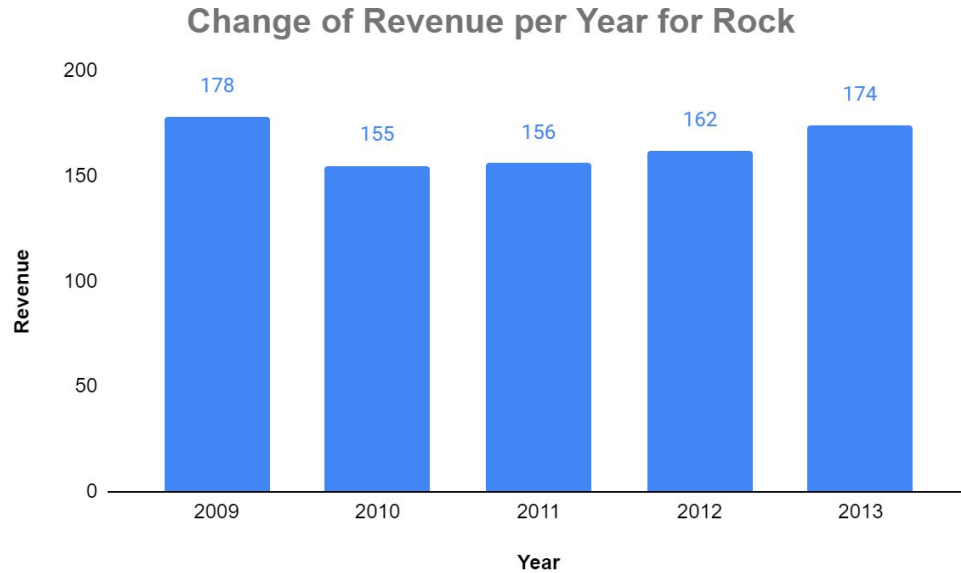


While we saw that Rock is the top Music Genre in 23 out of 24 countries, here we see that the top 10 Artists belong to a wide range of music genres:

Rock, Metal, TV Shows, Alternative & Punk, Soundtrack, Jazz, Blues, and Latin

Rock still has the biggest share but the variety of genres is remarkable.

4. How did the Revenue for “Rock” genre change during the period 2009-2013?



We can see that the Income for “Rock” genre reached its highest in 2009, then it decreased for two consecutive years (2010-2011) and it started rising again on 2012 onwards.

If the upward trend will continue, we may conclude that a rise is expected for the next 2-3 years.

Thank you