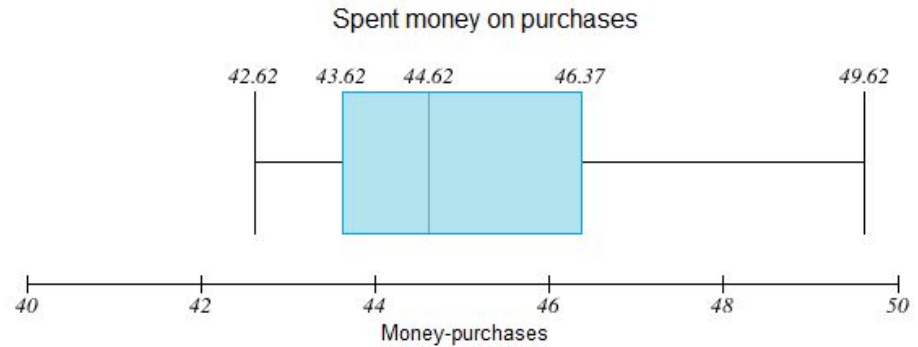
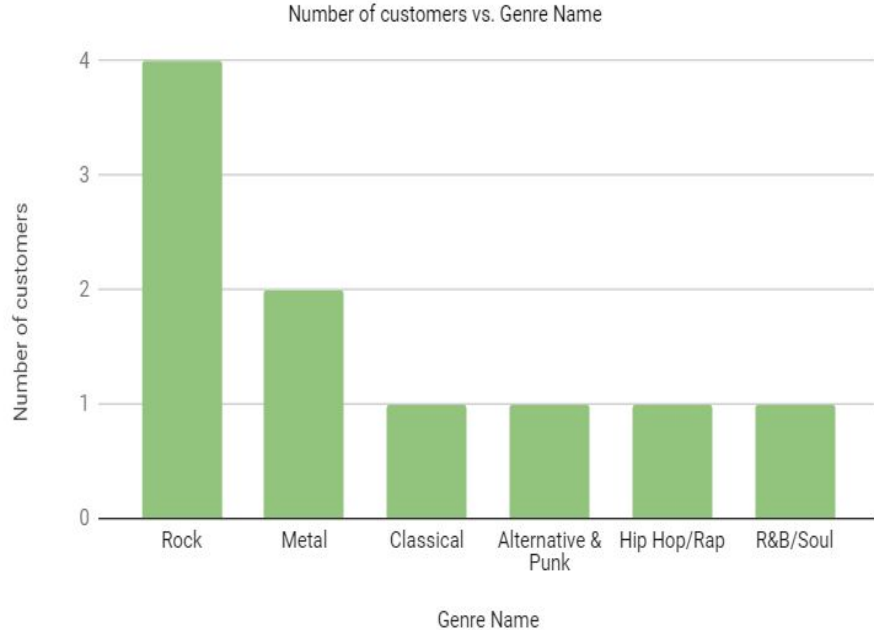




Chinook Digital Music Store Database

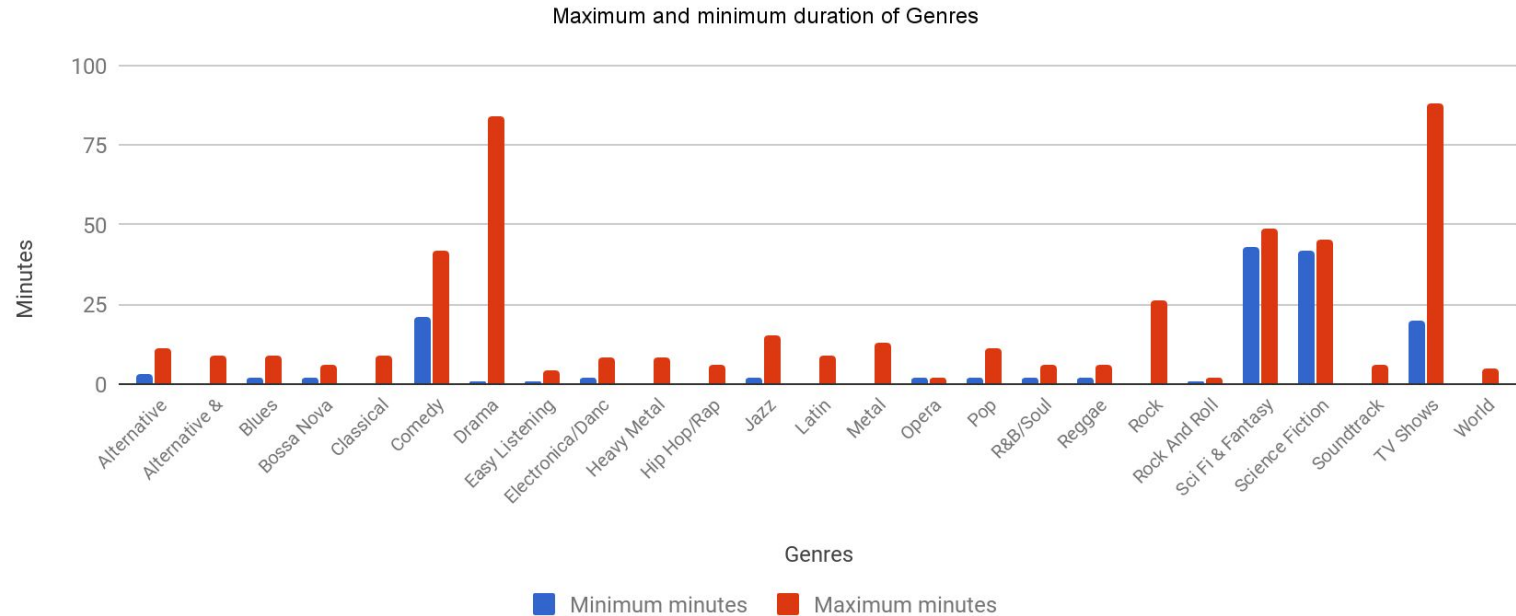
Chinook is giving a gift card for the top 10 of customers who spend more money on purchases. So, the store wants to know their contact information and genre of music.



The Bar chart shows the music genres bought and the number of customer for each of them. The favorite genre music is Rock with four buyers, followed by Metal with two buyers, and the rest of genres with one buyer each.

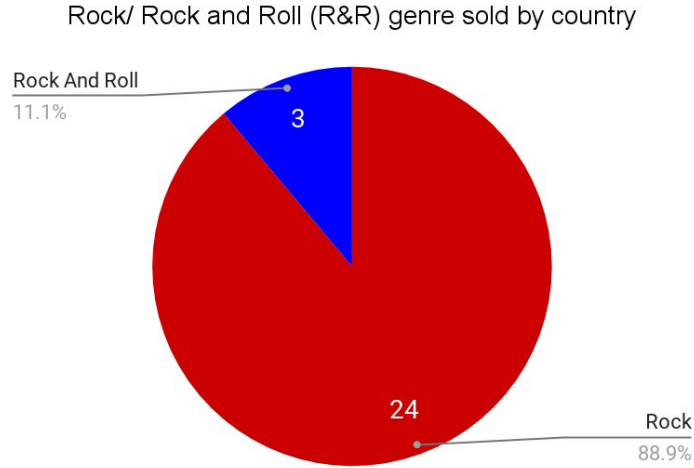
Further, the Boxplot presents the majority of the amount of money spent on purchases between 43.62 - 46.37, being 44.62 the average of the values.

What are the minimum and maximum of duration in minutes of each genre?



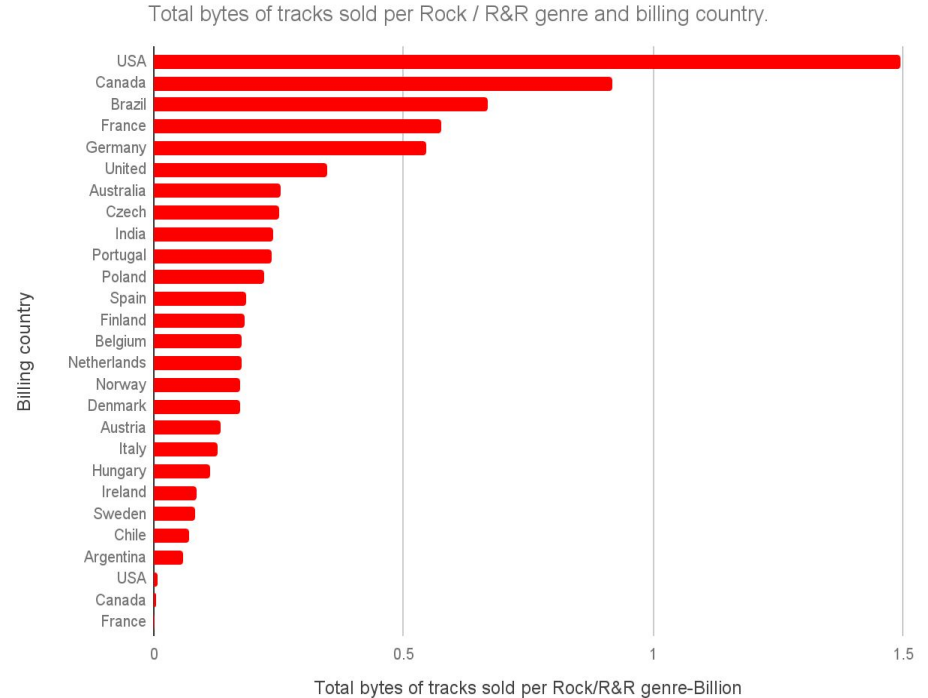
The database has twenty-five genres of entertainment content. The genres of long duration are TV shows, Drama, Sci-Fi & Fantasy, Science Fiction, and Comedy, that is to say, motion picture. On the other hand, there is audio content. The long duration genres are Rock, Jazz, Alternative, and Metal, respectively.

What are the total bytes of tracks sold per genre and country? Specifically of Rock and Rock & Roll.



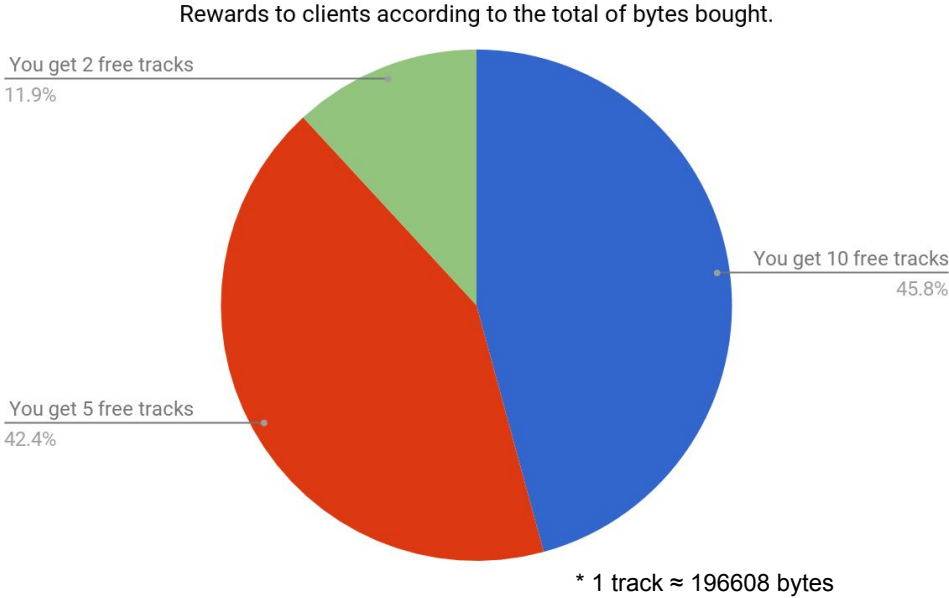
According to the Pie chart, almost the totality of sold corresponds to Rock 88.9% represents twenty-four countries, rather than three countries to Rock & Roll (R&R) 11.1%.

* 1 track \approx 196608 bytes



The Bar chart above gives information about the highest buyer of total track bytes of Rock and R&R, being U.S. On the contrary, Chile is the country with the lowest total bytes of tracks bought for Rock genre. Highlighted the Rock & Roll genre represents low values on the bottom bars - USA, Canada, and France.

What is the total of bytes of tracks bought for each customer? According to this, the store sends special rewards to clients.



Clients' branches	Bought Bytes	Rewards
First branch	> 700000000 bytes	10 free tracks
Second branch	Between 300000000 and 699999999 bytes	5 free tracks
Third branch	< 300000000 bytes	2 free tracks

The Pie chart reveals that 88.20% of customers will receive between five and ten track rewards by email. This is a good indication as such clients have already purchased over 300000000 and 700000000 bytes.

Characteristics of Promotion-rewards: According to the total of bytes bought by the 59 customer's data set, the store classified three different branches of customers (table above). This segmentation is to improve the promotional campaign. If a client buys more track bytes, he will win more track rewards.

Works Cited

- 1) CodePlex ArchiveOpen Source Project Archive, *Chinook Database*; 12/06/2017; <https://goo.gl/Ki9bKs>
- 2) Udemy, *SQL. Digital Image*; 08/01/2018;<https://goo.gl/BGmhjp>

Tools used: SQL and Tableau.