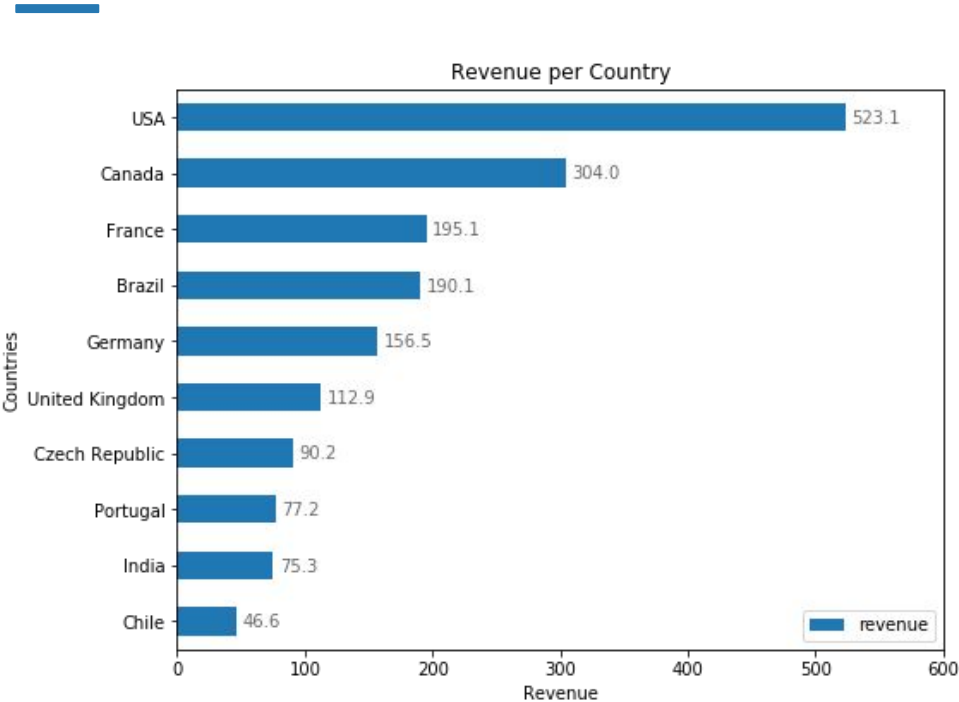


CHINOOK REVENUE ANALYSIS - TOP 10 BUYING COUNTRIES

The left chart analyzes Chinook's revenue per top 10 country while the right table, along with the revenue, also shows the number of invoices and the average ticket.

Although the average ticket is slightly higher for Czech Republic and Chile, the difference is not relevant. USA has the highest revenue, almost 2x higher than the second country (Canada).

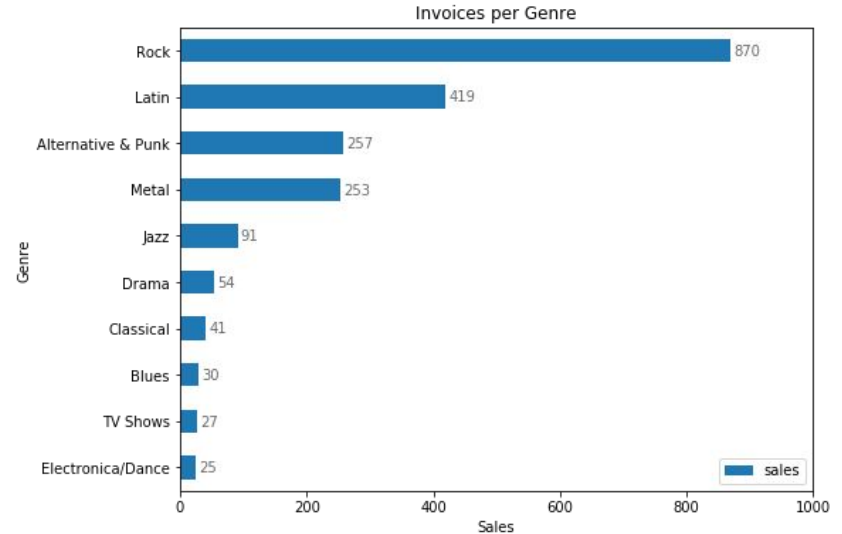
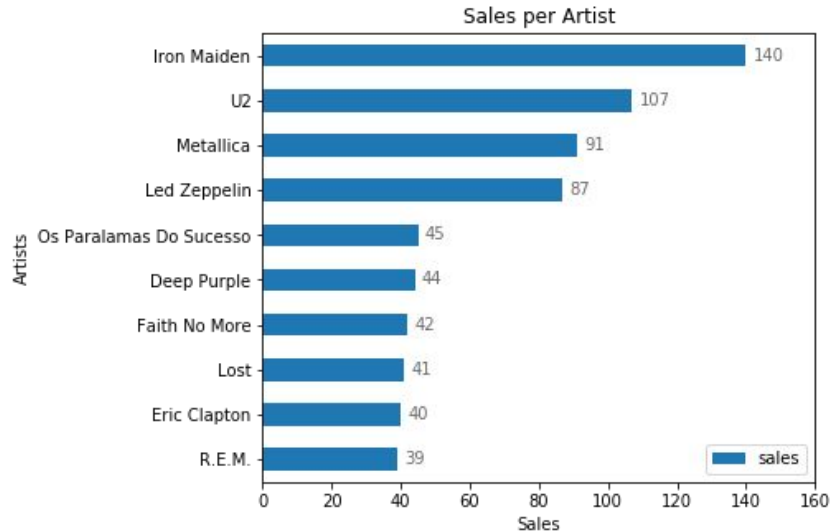


country	invoices	revenue	avg_ticket
USA	91	523.06	5.747912
Canada	56	303.96	5.427857
France	35	195.10	5.574286
Brazil	35	190.10	5.431429
Germany	28	156.48	5.588571
United Kingdom	21	112.86	5.374286
Czech Republic	14	90.24	6.445714
Portugal	14	77.24	5.517143
India	13	75.26	5.789231
Chile	7	46.62	6.660000

CHINOOK POPULARITY ANALYSIS - TOP 10 ARTISTS AND GENRES

The left chart shows Chinook's best selling artists while the right chart show the most popular genres. Both analysis used number of invoices as a metric of popularity.

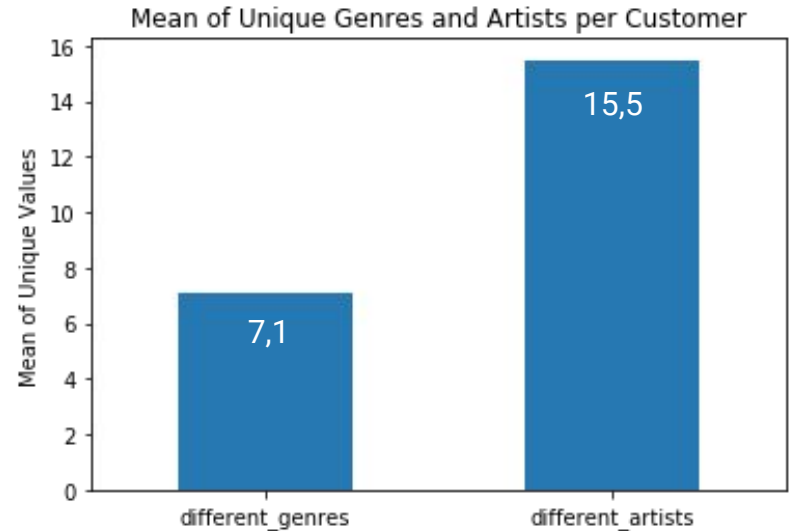
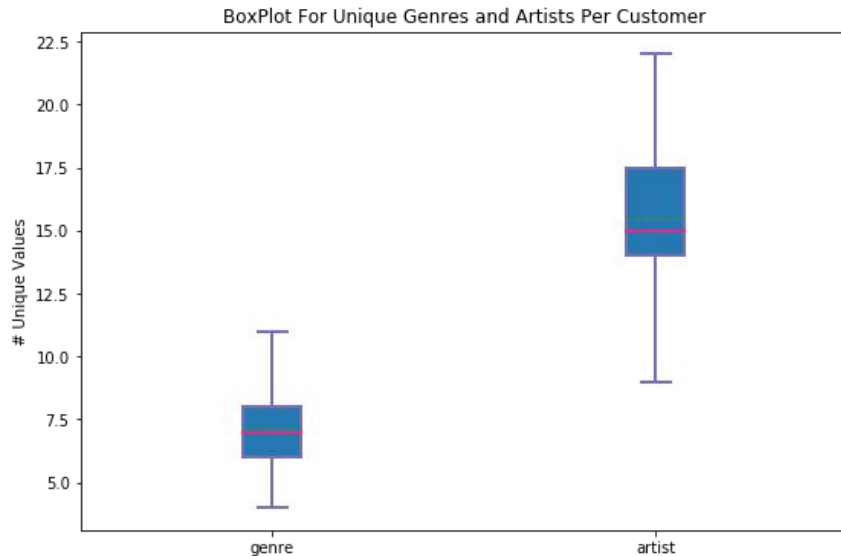
Rock is, by far, the most popular genre, followed by Latin. Regarding the artists, we can check some of the most popular Rock bands coming first, such as U2 and Led Zeppelin. The most popular one, though, is Iron Maiden.



CHINOOK CUSTOMER ANALYSIS - BEHAVIOR TREND

Should we try to target customers with different bands and genres to expand their preferences, or customers are more likely to buy only songs from the same artist and genre? The first chart shows a box plot for both genre and artist unique values for each customer. The right chart shows the mean of unique genres and artists per customer.

As we can see, there's a quite diverse number of genres and artists per customer, with an interesting distribution as well. Targeting customers to expand their preferences seems a good way to go.



CHINOOK SALES TEAM ANALYSIS - TOP SALES REPS

The left chart shows Chinook's monthly revenue generated by each sales rep in the past 12 months. The right chart shows the aggregated annual revenue generated by each sales rep as well.

The sales reps had a well-balanced sales performance during 2013, with Jane reaching a slightly higher peak when compared to Margaret.

