

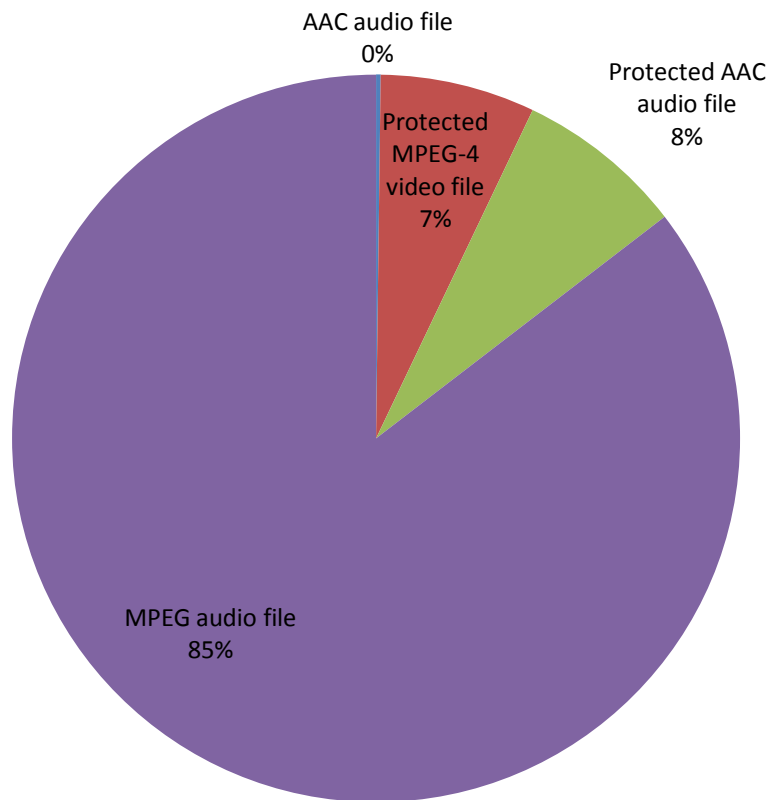
# Analyzing Chinook Music Database

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# What is the most popular media format in the US?

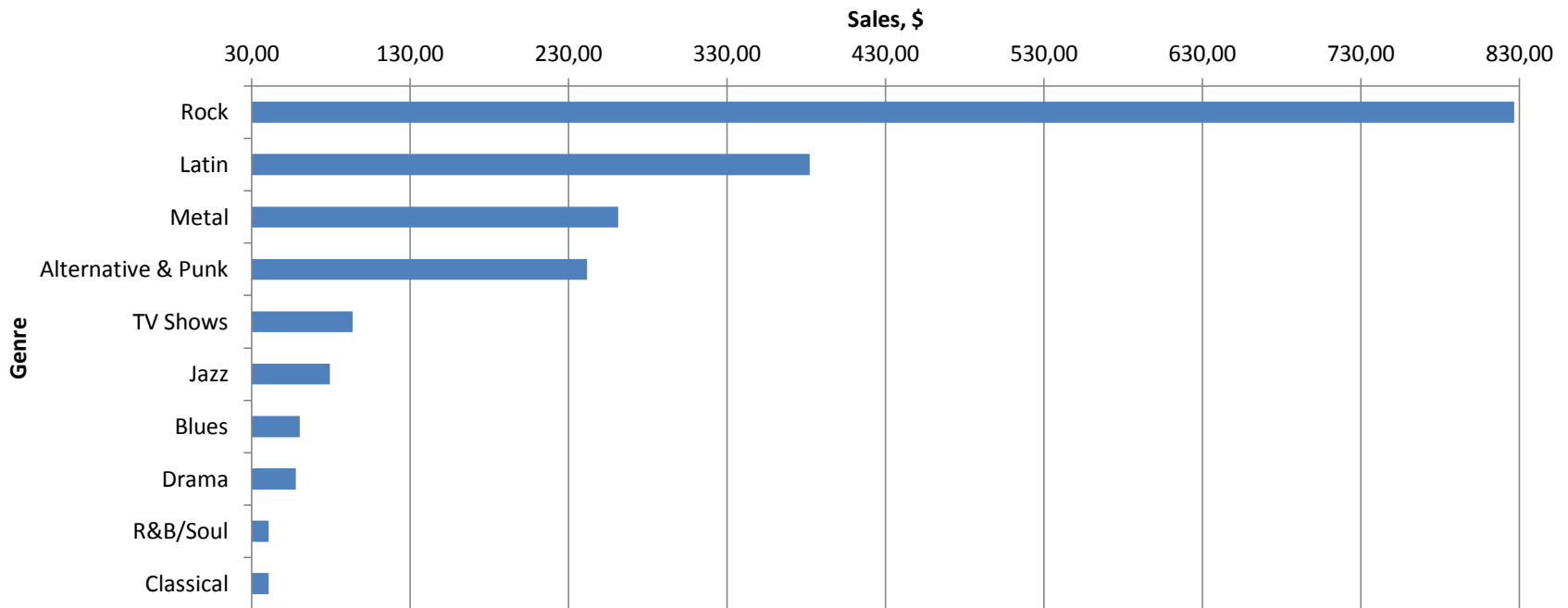
**Total quantity of tracks sold per media format in the US**



The leader is free MPEG audio format (85 percent), which is expected, as far as if the country is omitted in the query, this format seems to be the most popular in the database in general. The commercial formats have significantly less part (15 percent together), and 1 track sold in AAC audio format is displayed after rounding as 0 percent.

# What are the top 10 sold genres?

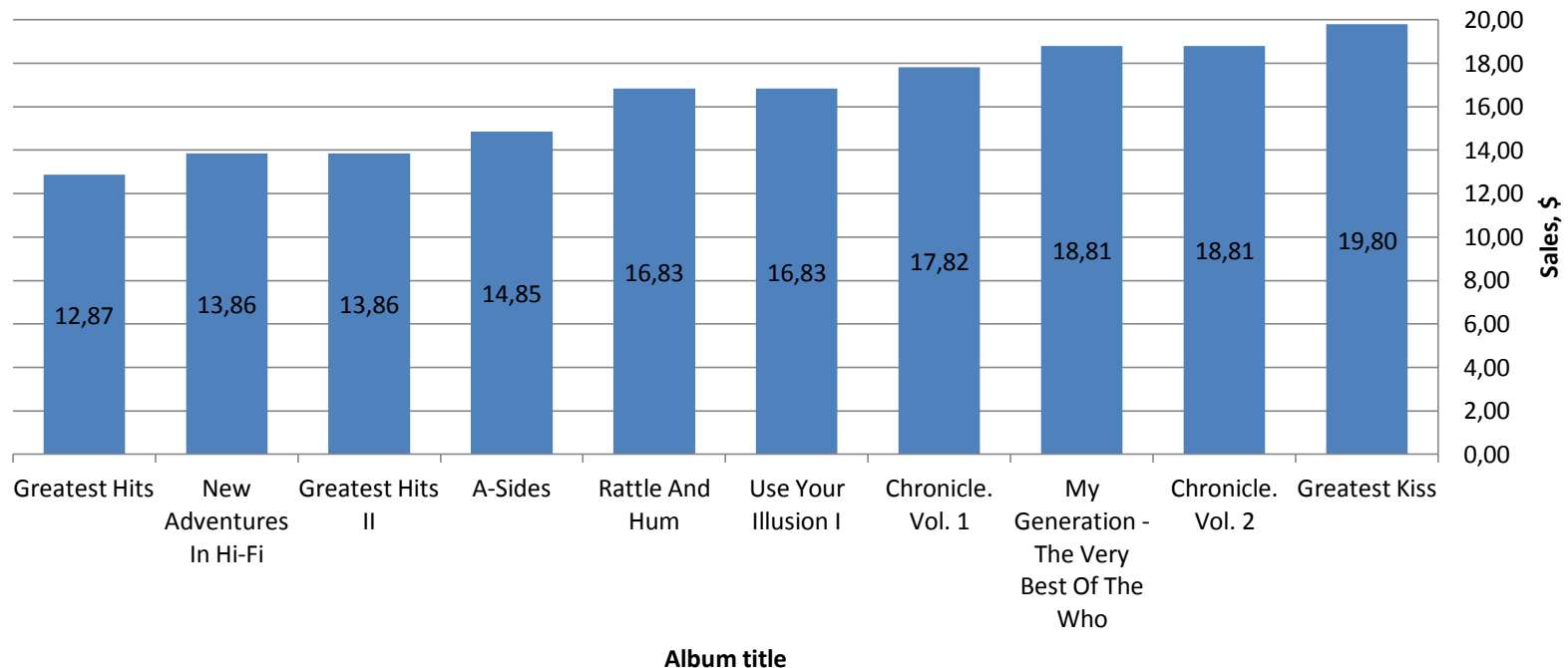
Sales per genre, top 10



Rock music genre is prevailing in sales in the database. The next Latin has less than twice sales. That motivates to investigate the structure of sales in Rock genre, see next slide.

# What are the top 10 sold Rock albums?

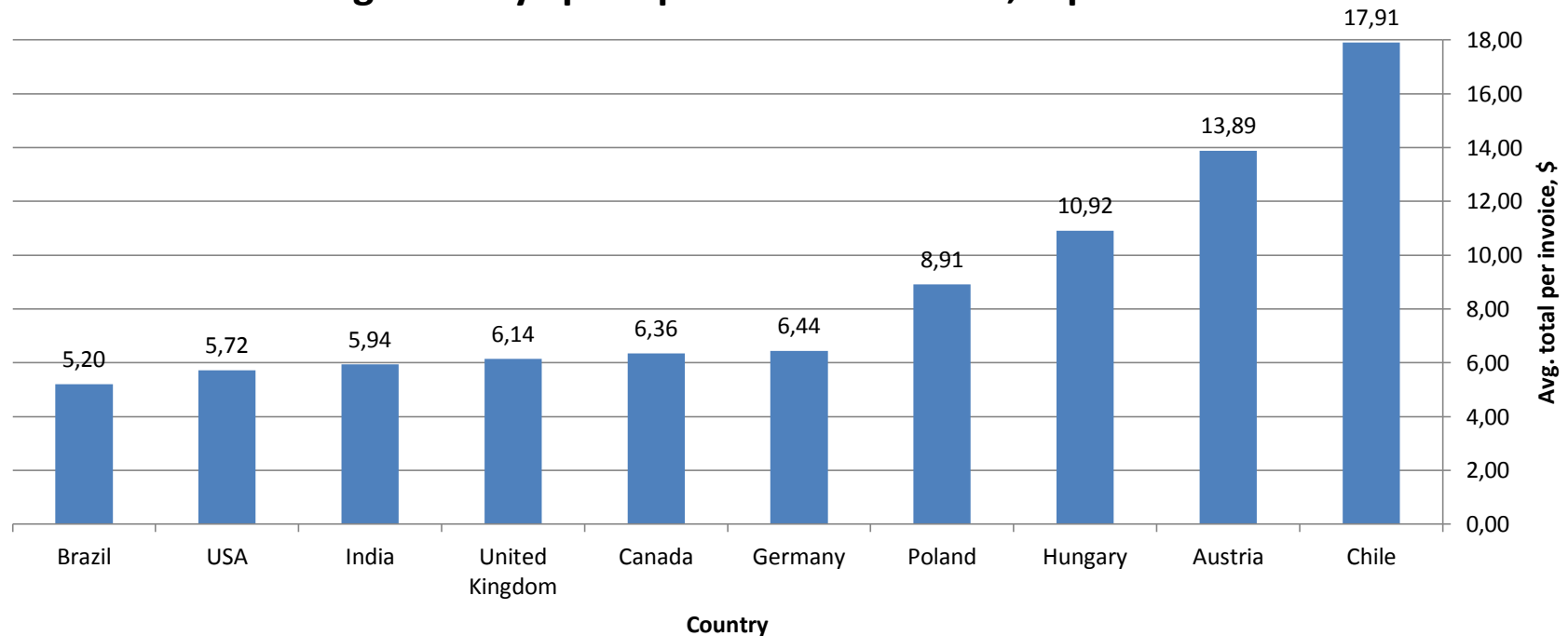
Sales per album in Rock genre, top 10



'Greatest Kiss' is the most sold Rock album in the database (see note\*). It is interesting that the sales of top 5 rock albums don't differ much being between \$16.83 and \$18.81, so one cannot classify the top album as a significant lead in sales.

# Where do the customers spending the most money per invoice in average come from in 2010?

**Average money spent per invoice in 2010, top 10 countries**



The average total per invoice for different countries was analyzed. The customers from Chile spent the most money per invoice in average: \$17.91. Next is Austria: \$13.89. Poland and Hungary have remarkable result of \$8.91 and \$10.92, all the rest spent below (and including) \$6.44, which is significantly less than first four, and about 3 times less than leader.

# Notes

\* When talking about sales per album, we mean the sales of tracks (because only tracks are sold, not albums themselves) which belong to that album. The sales of particular track is calculated summing over the invoice lines which have the unit price of the track and quantity sold.