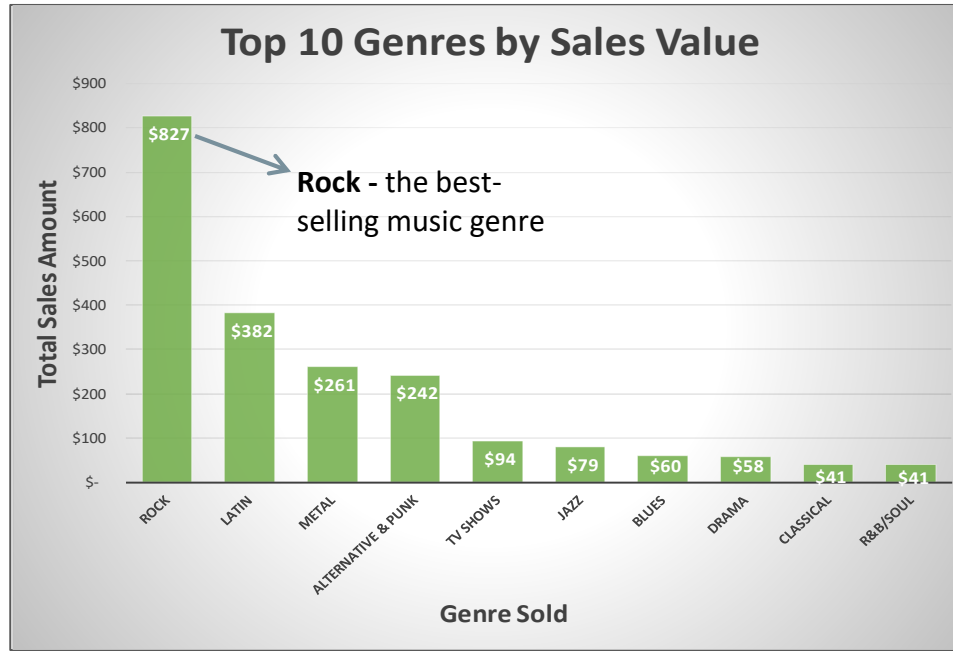# Project 3 – SQL Project
Business Analytics Nanodegree

Hari Sankaran Nair
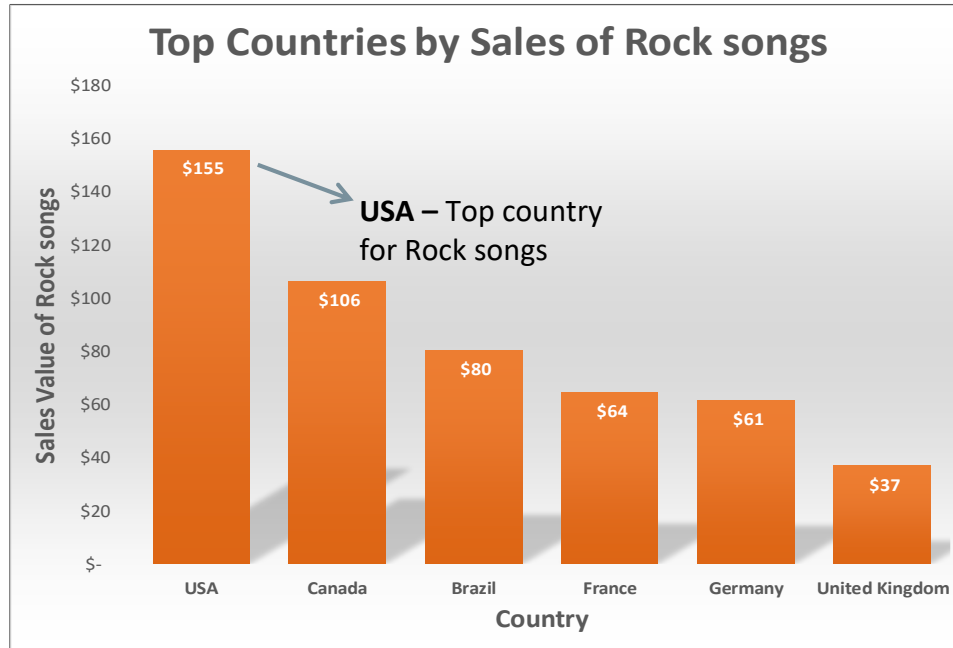
Rock genre leads Chinook sales by value

Top 10 Genres by Sales Value

Rock - the best-selling music genre

- $827 (ROCK)
- $382 (LATIN)
- $261 (METAL)
- $242 (ALTERNATIVE & PUNK)
- $94 (TV SHOWS)
- $79 (JAZZ)
- $60 (BLUES)
- $58 (DRAMA)
- $41 (CLASSICAL)
- $41 (R&B/SOUL)

'Rock' genre sold the most by Sales Value ($827), more than double that of the next highest genre 'Latin' ($382). It has 35% share of the total sales of Chinook.

It must also be noted that the top 4 genres (Rock, Latin, Metal, Alternative & Punk) had almost 75% share of Chinook's total sales.
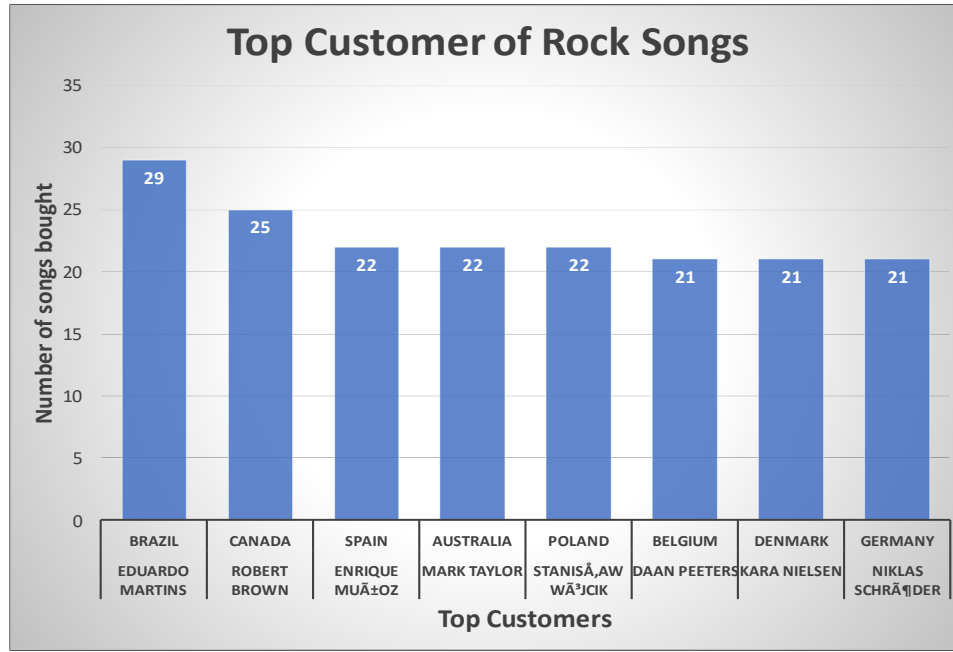
USA is the country for Rock songs sales

Top Countries by Sales of Rock songs

USA – Top country for Rock songs

Country	Sales Value of Rock songs
USA	$155
Canada	$106
Brazil	$80
France	$64
Germany	$61
United Kingdom	$37

USA is the top country for sales of the top genre, 'Rock' (at $155). Canada and Brazil were behind USA by a third and half respectively.

The sales of Rock songs in the top 5 countries for Rock sales amounted to 1/5th of the total sales by Chinook, making it a key genre to focus on.
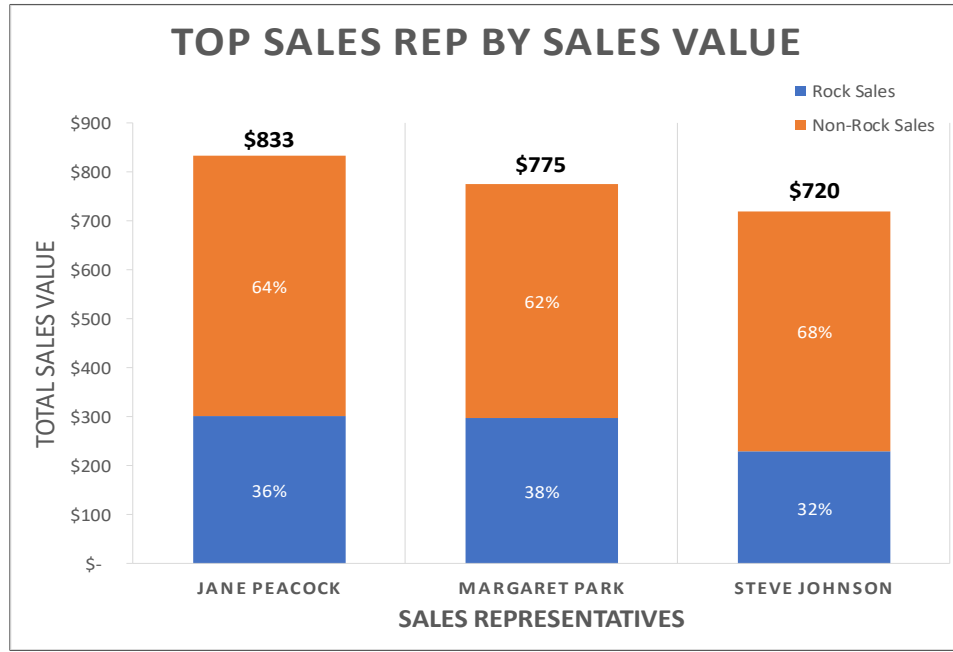
Top Rock customers spread out around the world

Top Customer of Rock Songs

The top customers for Rock Songs are spread out around the world. Eduardo Martins from Brazil tops the list.

Of note is the insight that although USA is the top country for sales in the Rock genre, only 2 out of the top 20 individual customers of Rock songs are from the USA.

Jane Peacock is the top Sales Support Agent

TOP SALES REP BY SALES VALUE

- Rock Sales
- Non-Rock Sales

TOTAL SALES VALUE

$833

$775

$720

64%

62%

68%

36%

38%

32%

JANE PEACOCK   MARGARET PARK   STEVE JOHNSON

SALES REPRESENTATIVES

Of the three Sales Support Agents, Jane Peacock was the top one, ahead by 7.5%. She was also ahead in the top genre (Rock) although only very marginally.

Rock accounts for 35% on average of the sales for each of the Sales Reps.