



CHINOOK MUSIC STORE

2009

2010

2011

2012

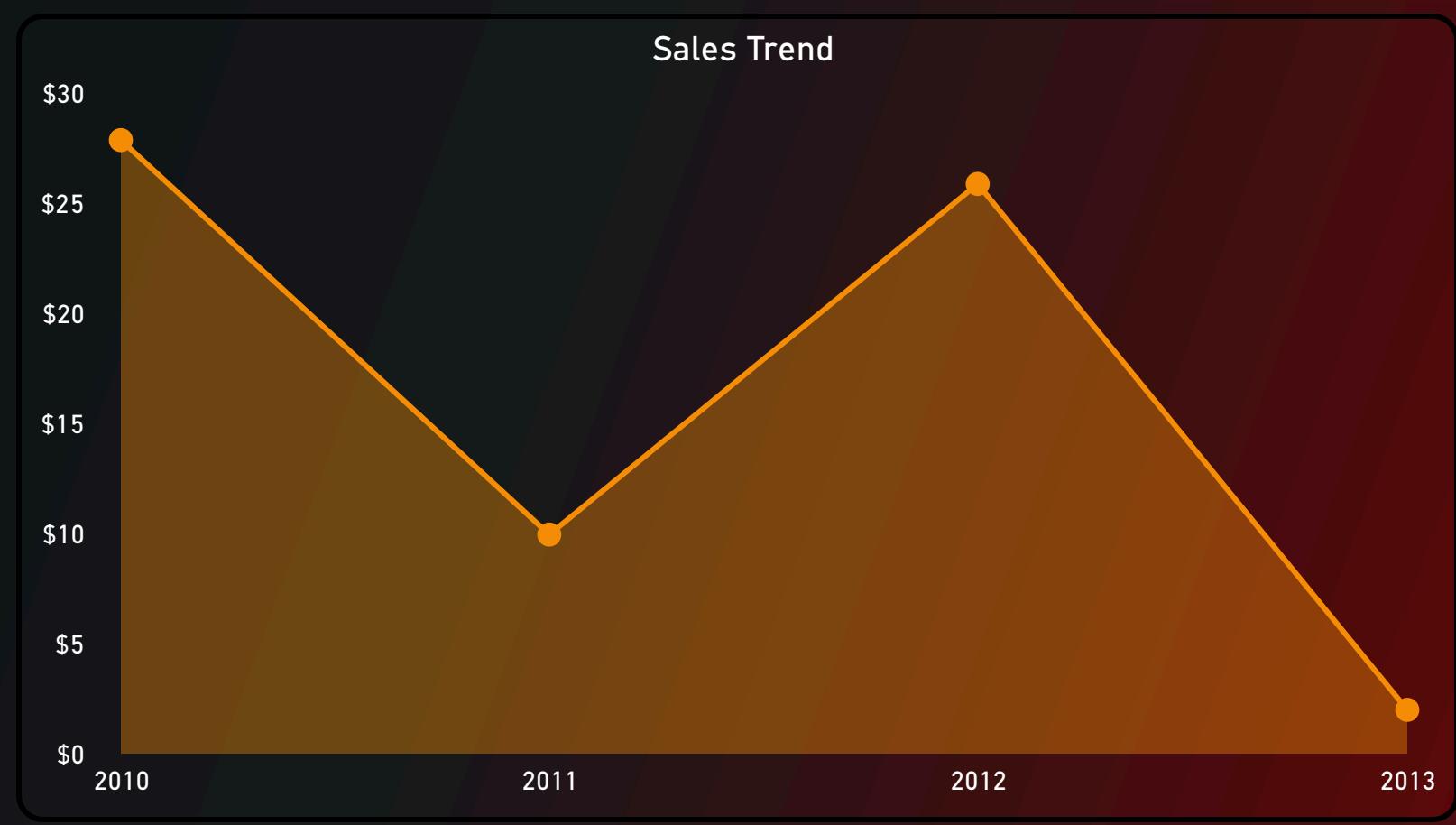
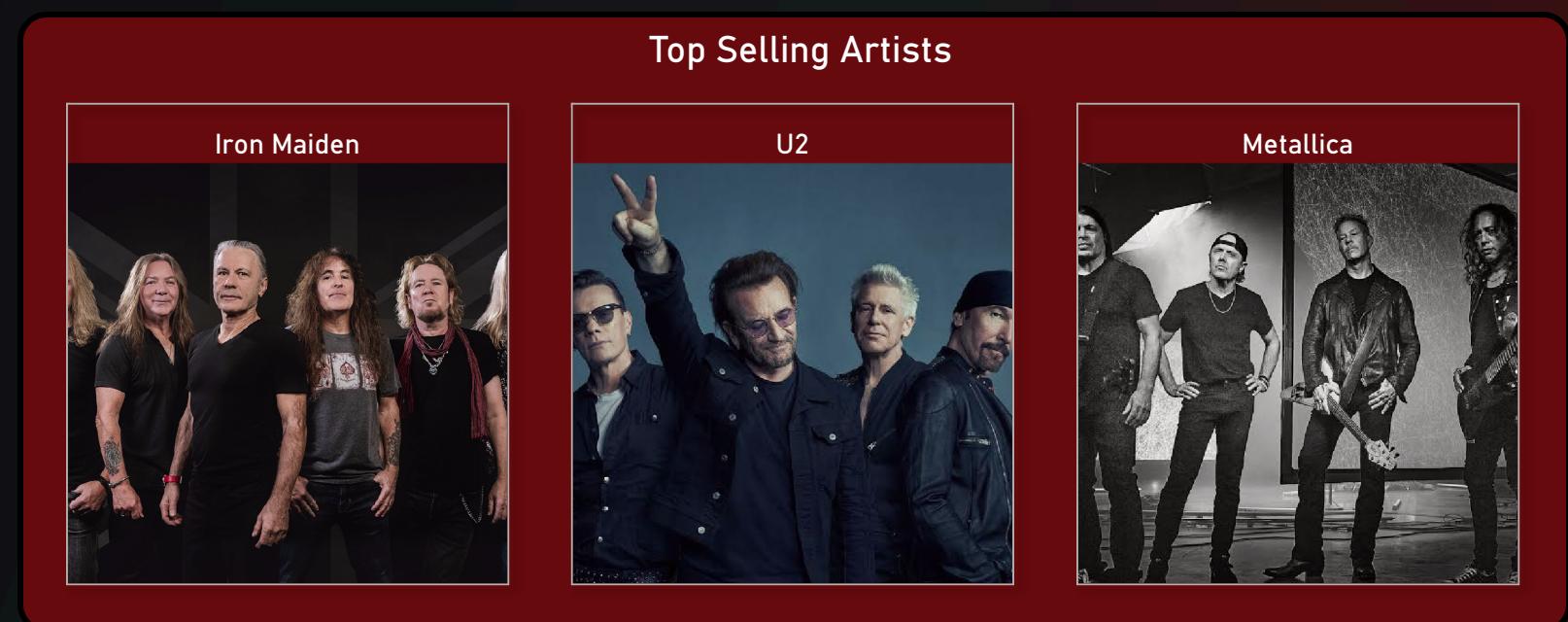
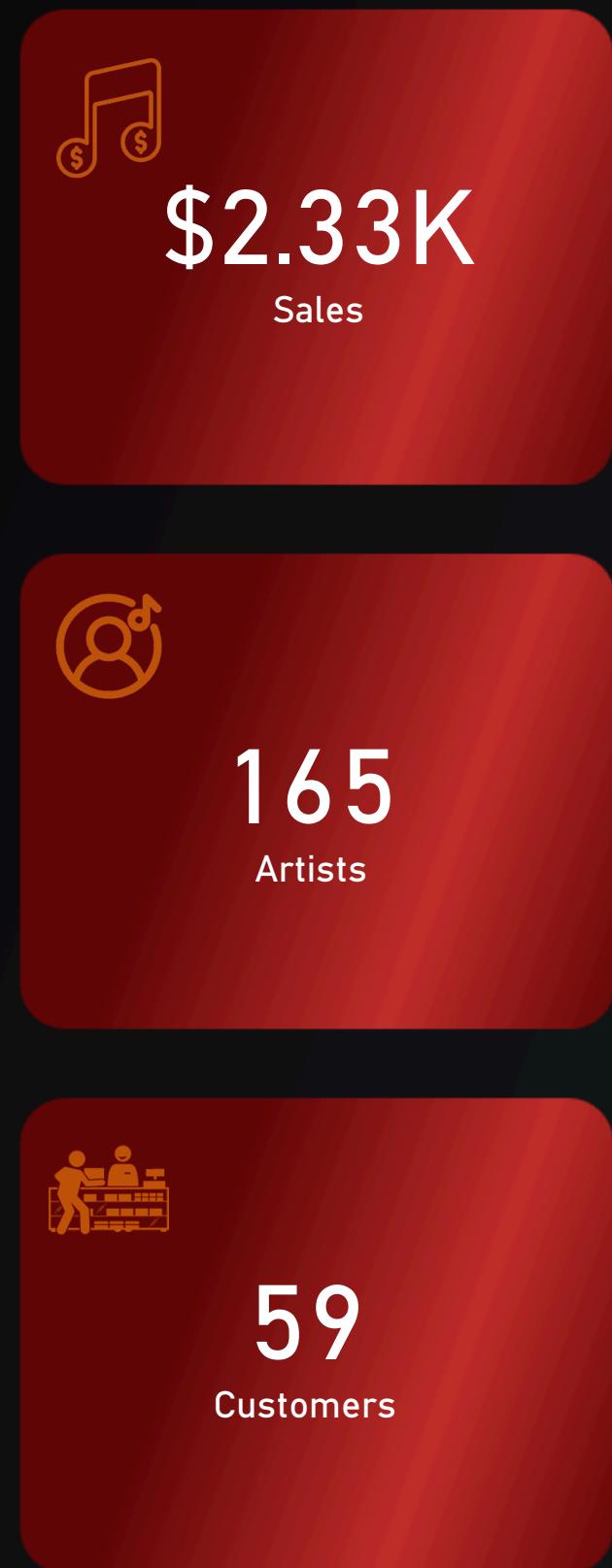
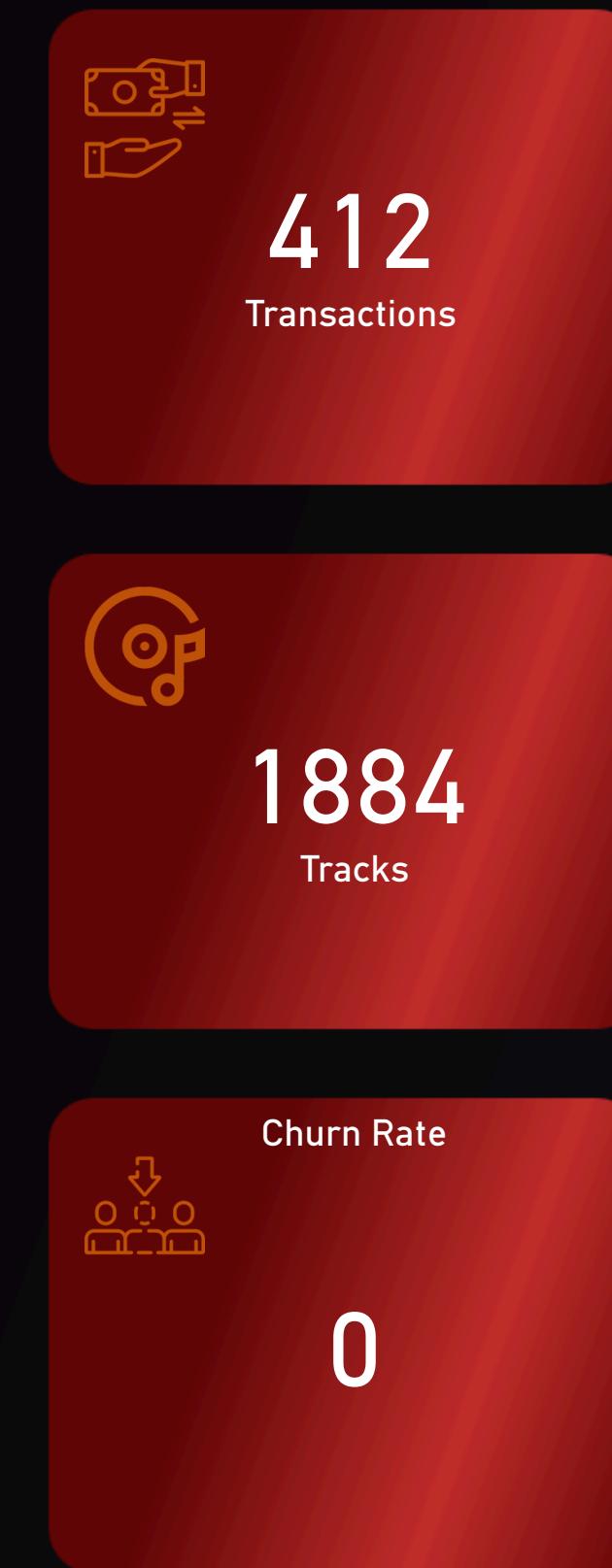
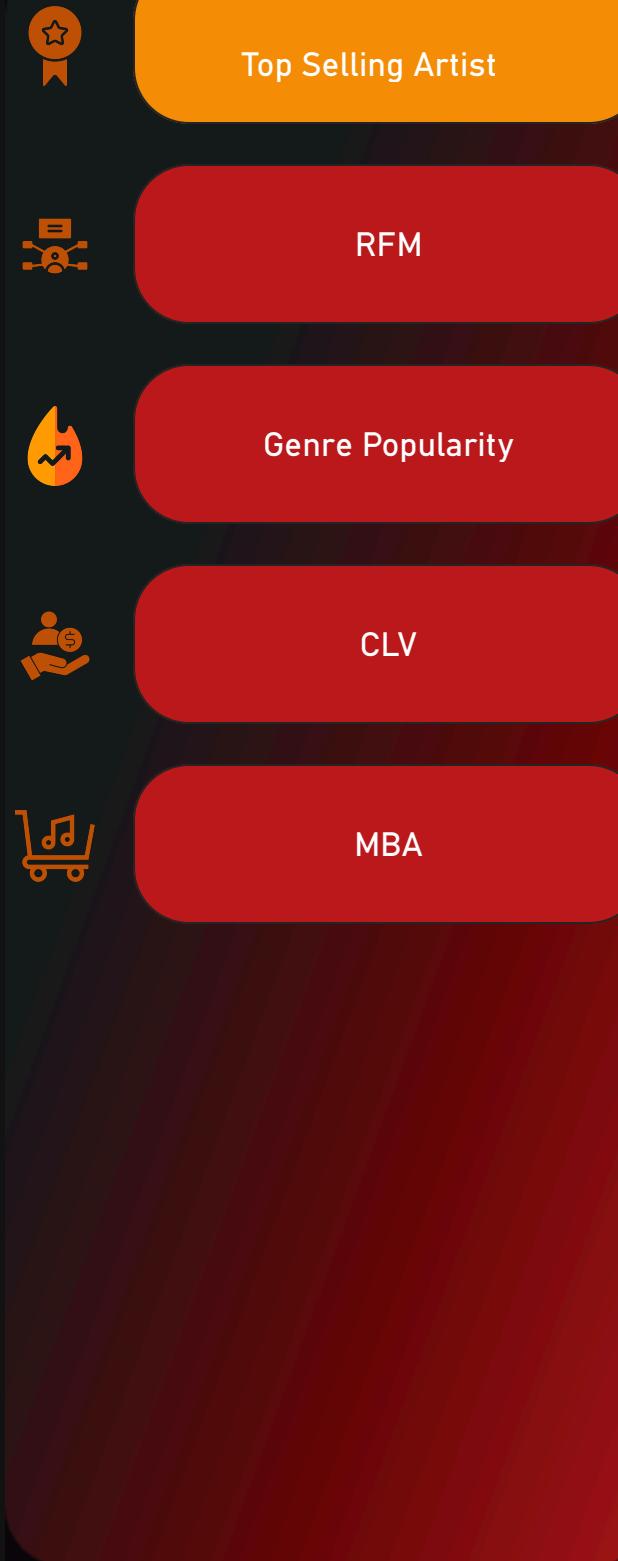
2013

AAC audio file

MPEG audio...

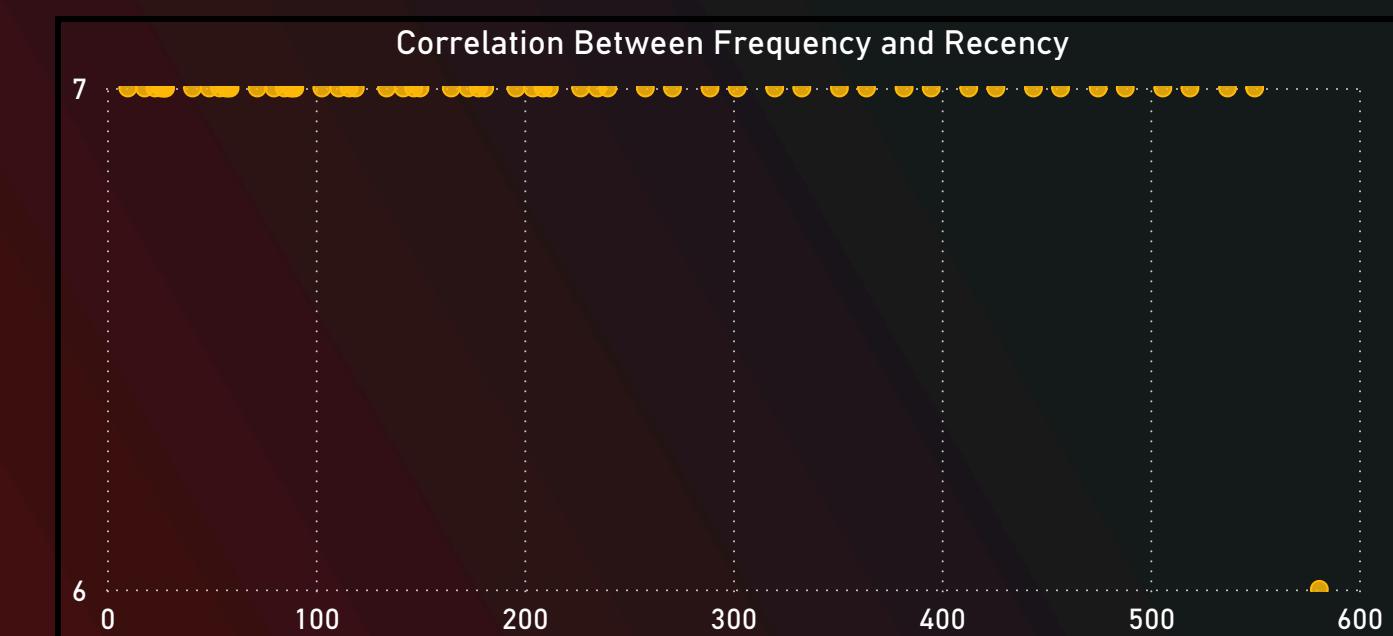
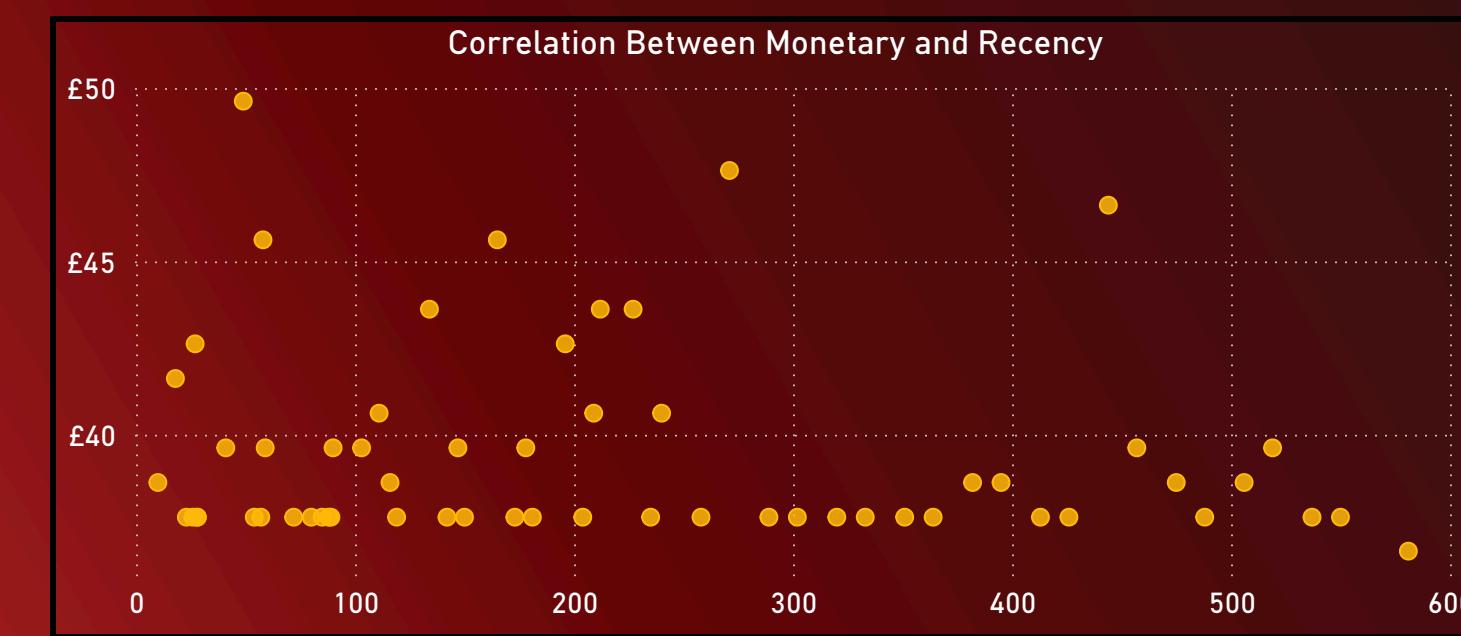
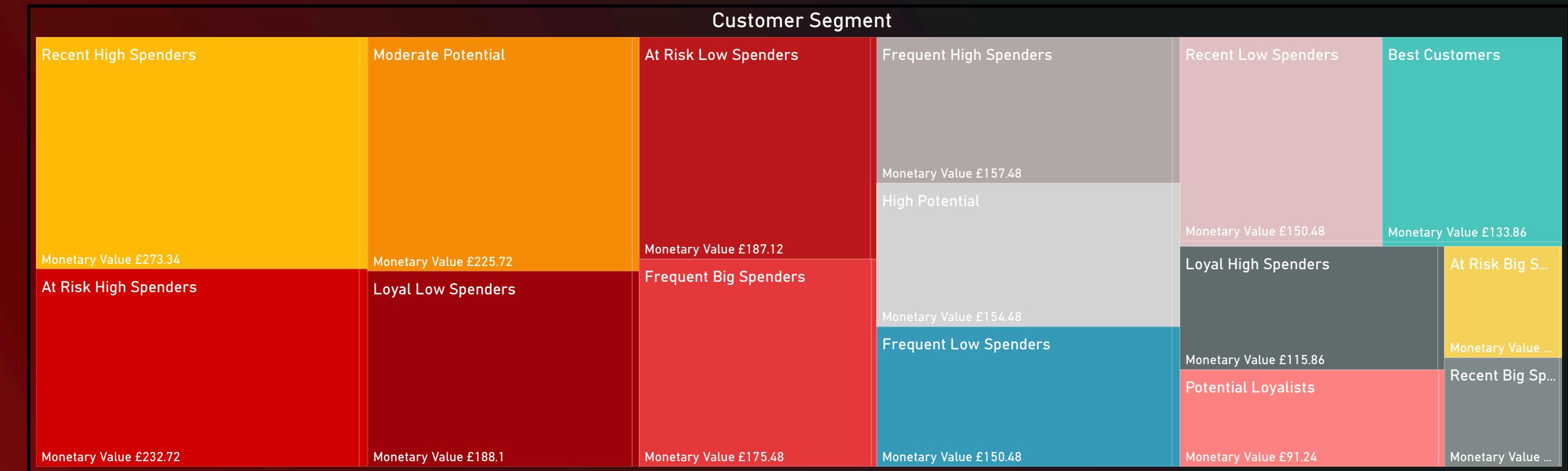
Protected...

Protected...





- ★ Top Selling Artist
- ✉ RFM
- 🔥 Genre Popularity
- 💰 CLV
- 🛒 MBA





Top Selling Artist



RFM



Genre Popularity

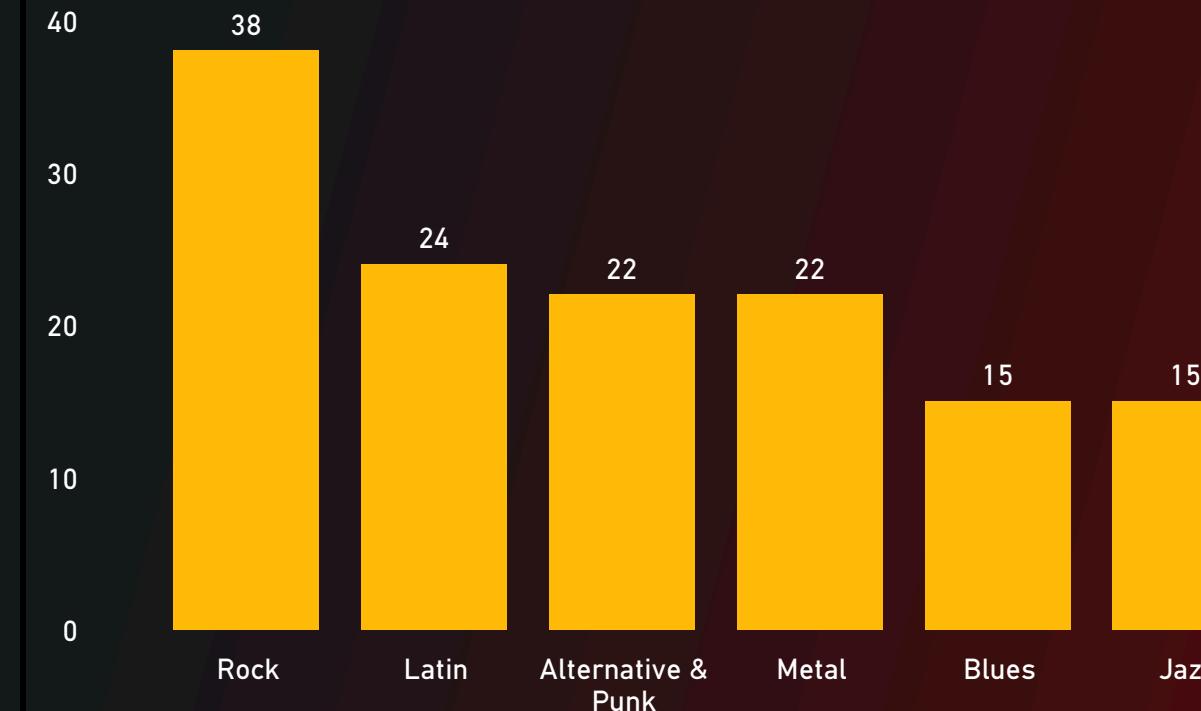


CLV

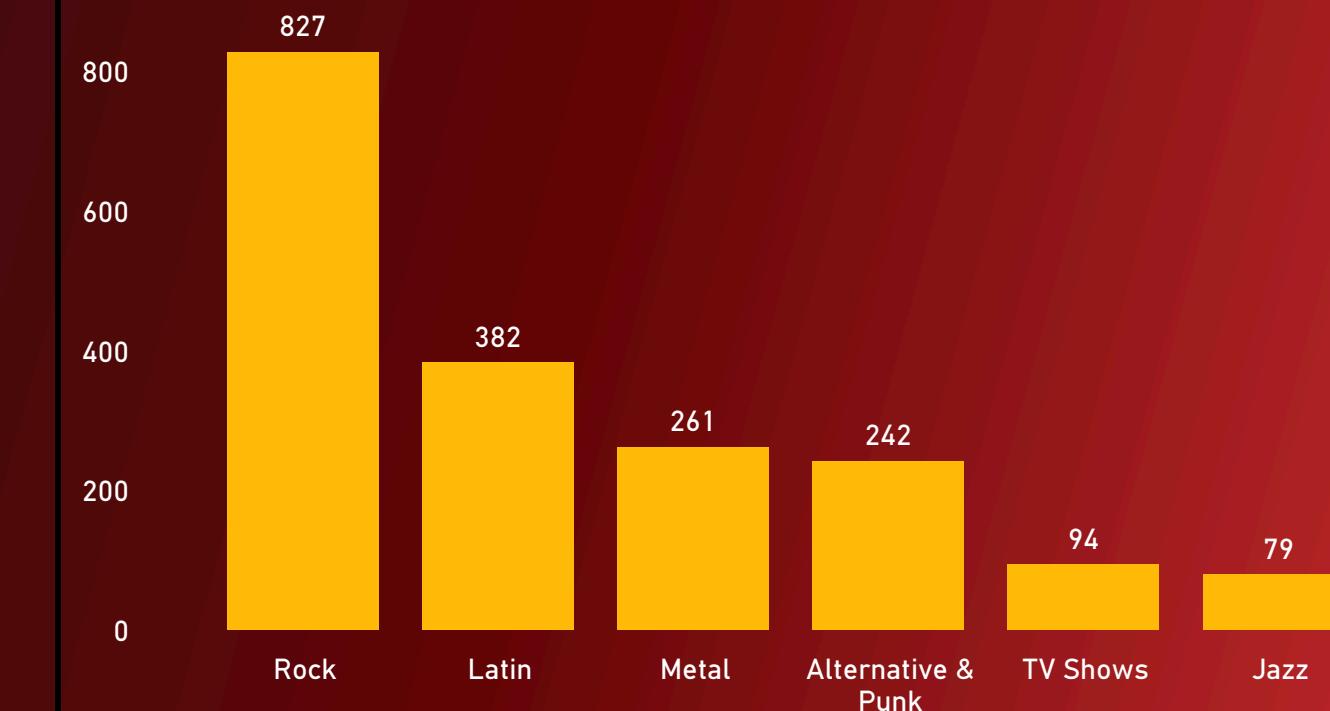


MBA

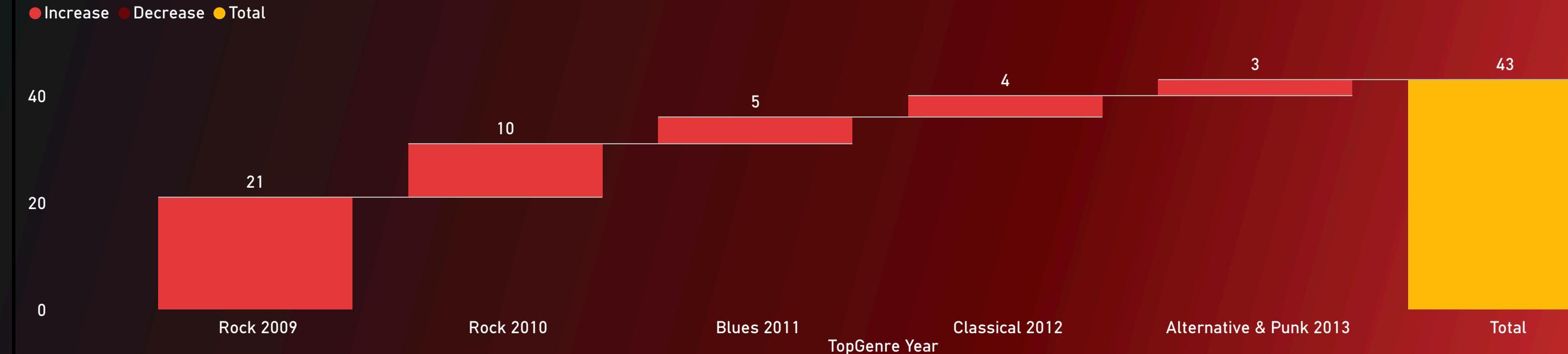
Genre Popularity



Genre Sales



Genre Popularity Change Over Time





CHINOOK MUSIC STORE

\$1.70

Average Order Value

1404

Average Customer Lifetime

\$11.84

Average Customer Value



Top Selling Artist



RFM



Genre Popularity



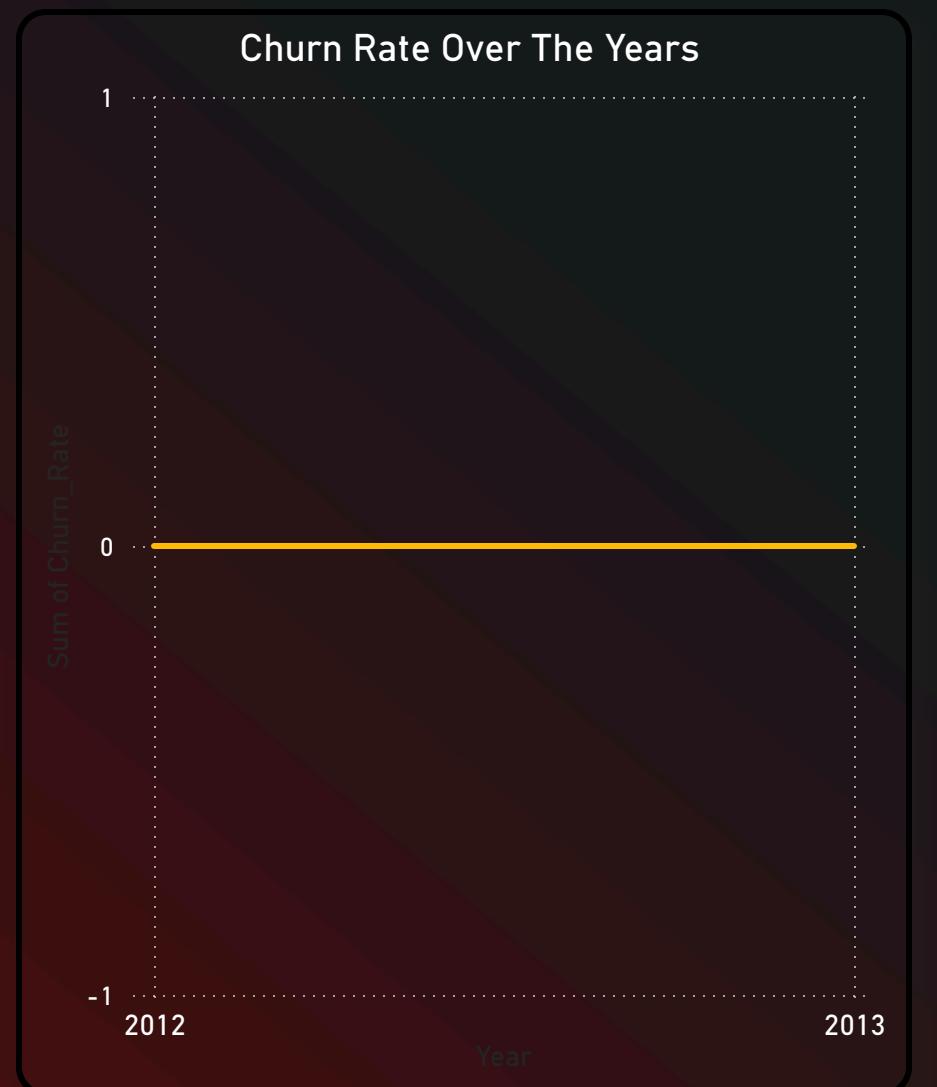
CLV



MBA



First_Name	Last_Name	Average_Order_Value	Purchase_Frequency	Profit_Margin	Customer_Lifetime	Customer_Value	Customer_Lifetime_Value
Helena	Holý	\$2.13	7	\$14.89	1586	\$14.89	\$104.20
Richard	Cunningham	\$2.04	7	\$14.29	1245	\$14.29	\$100.00
Luis	Rojas	\$2.00	7	\$13.99	1289	\$13.99	\$97.90
Hugh	O'Reilly	\$1.96	7	\$13.69	1735	\$13.69	\$95.80
Ladislav	Kovács	\$1.96	7	\$13.69	1289	\$13.69	\$95.80
Frank	Ralston	\$1.87	7	\$13.09	1289	\$13.09	\$91.60
Fynn	Zimmermann	\$1.87	7	\$13.09	1596	\$13.09	\$91.60
Julia	Barnett	\$1.87	7	\$13.09	1289	\$13.09	\$91.60
Astrid	Gruber	\$1.83	7	\$12.79	1289	\$12.79	\$89.50
Victor	Stevens	\$1.83	7	\$12.79	1735	\$12.79	\$89.50
Terhi	Hämäläinen	\$1.78	7	\$12.49	1586	\$12.49	\$87.40
František	Wichterlová	\$1.74	7	\$12.19	1245	\$12.19	\$85.30
Isabelle	Mercier	\$1.74	7	\$12.19	1245	\$12.19	\$85.30
Johannes	Van der Berg	\$1.74	7	\$12.19	1586	\$12.19	\$85.30
Bjørn	Hansen	\$1.70	7	\$11.89	1735	\$11.89	\$83.20
Dan	Miller	\$1.70	7	\$11.89	1289	\$11.89	\$83.20
François	Tremblay	\$1.70	7	\$11.89	1289	\$11.89	\$83.20
Heather	Locock	\$1.70	7	\$11.89	1245	\$11.89	\$83.20
Total		\$100.06	412	\$698.58	82821	\$698.58	\$4,879.01





CHINOOK MUSIC STORE



Top Selling Artist



RFM



Genre Popularity



CLV



MBA



MARKET BASKTE ANALYSIS

