



20092010201120122013

AAC audio fileMPEG audio...Protected...Protected...



Top Selling Artist



RFM



Genre Popularity



CLV



MBA



412

Transactions



\$2.33K

Sales



1884

Tracks



165

Artists



Churn Rate

0



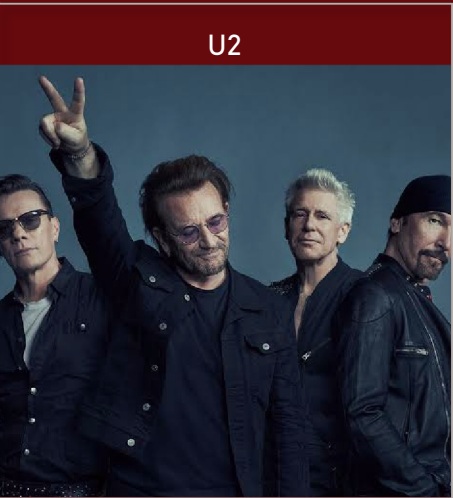
59

Customers

Top Selling Artists



Iron Maiden

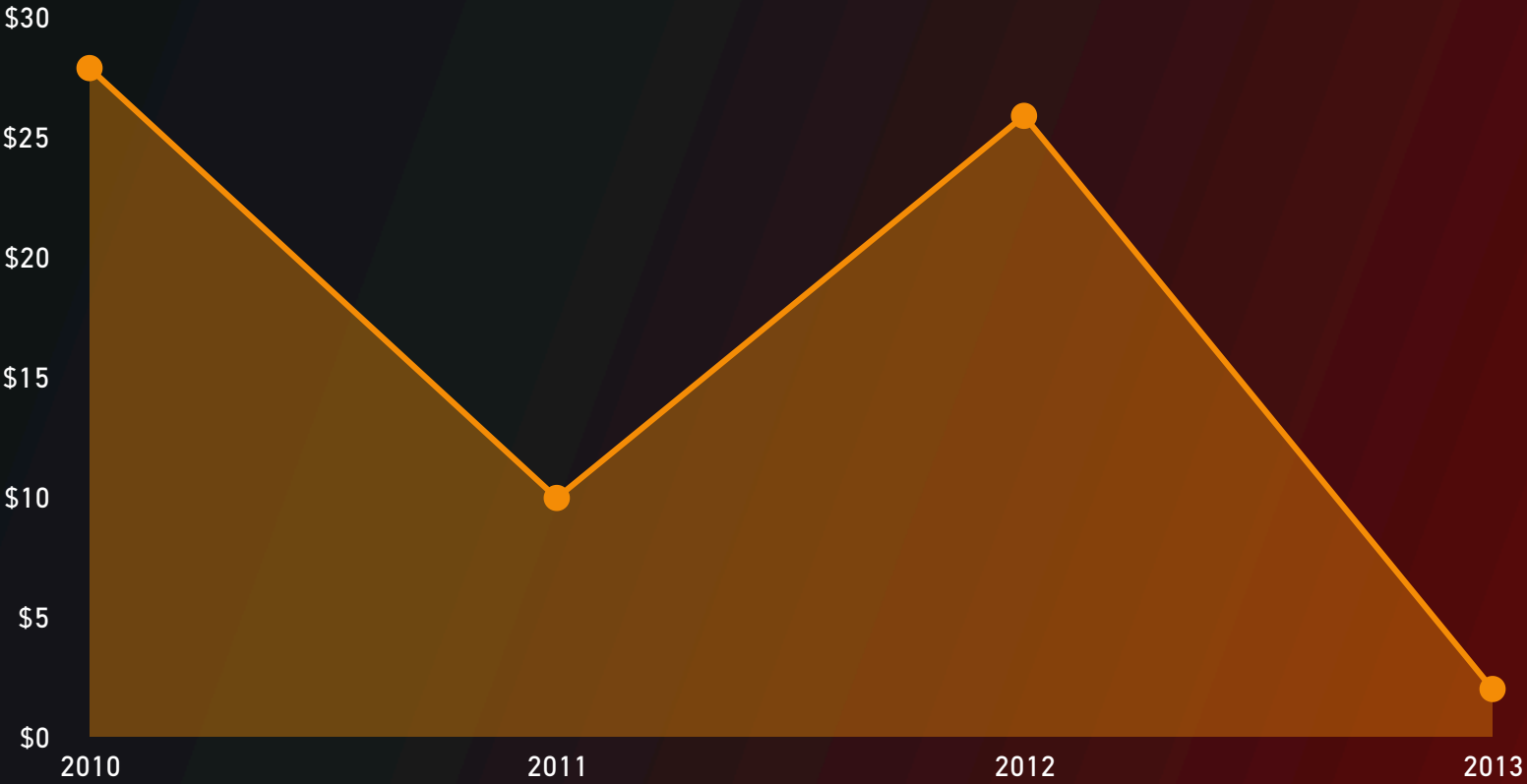


U2



Metallica

Sales Trend





Argentina

Australia

Austria

Belgium

Brazil



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MBA

Customer Segment

Recent High Spenders

Monetary Value £273.34

At Risk High Spenders

Monetary Value £232.72

Moderate Potential

Monetary Value £225.72

Loyal Low Spenders

Monetary Value £188.1

At Risk Low Spenders

Monetary Value £187.12

Frequent Big Spenders

Monetary Value £175.48

Frequent High Spenders

Monetary Value £157.48

High Potential

Monetary Value £154.48

Frequent Low Spenders

Monetary Value £150.48

Recent Low Spenders

Monetary Value £150.48

Loyal High Spenders

Monetary Value £115.86

Potential Loyalists

Monetary Value £91.24

Best Customers

Monetary Value £133.86

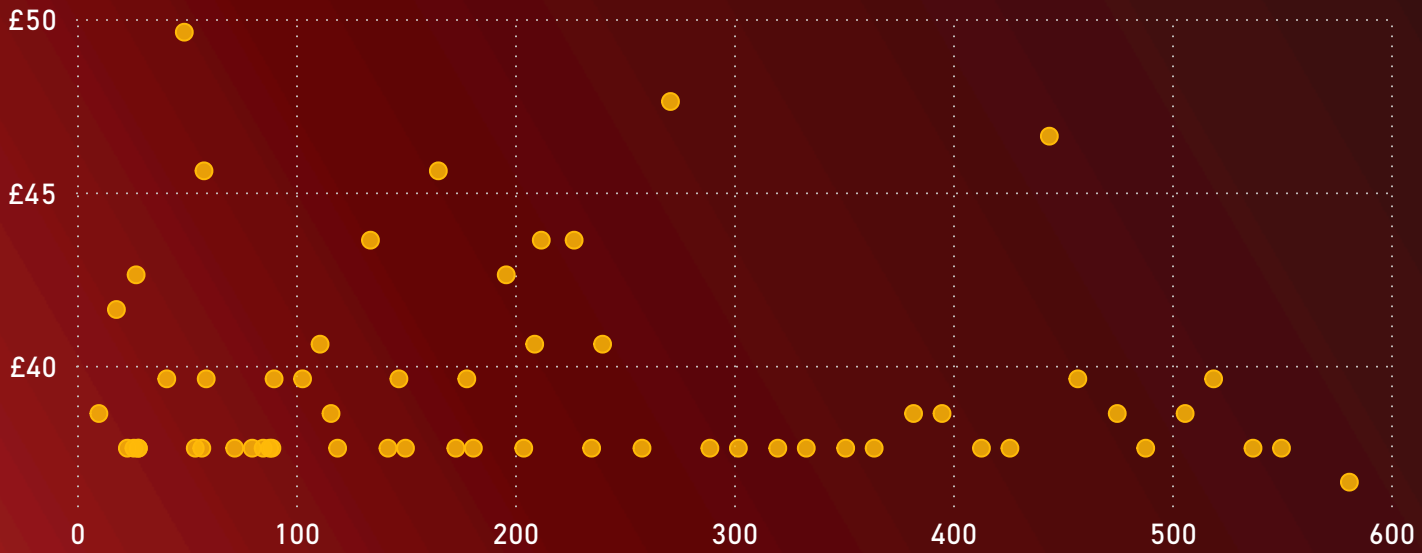
At Risk Big S...

Monetary Value ...

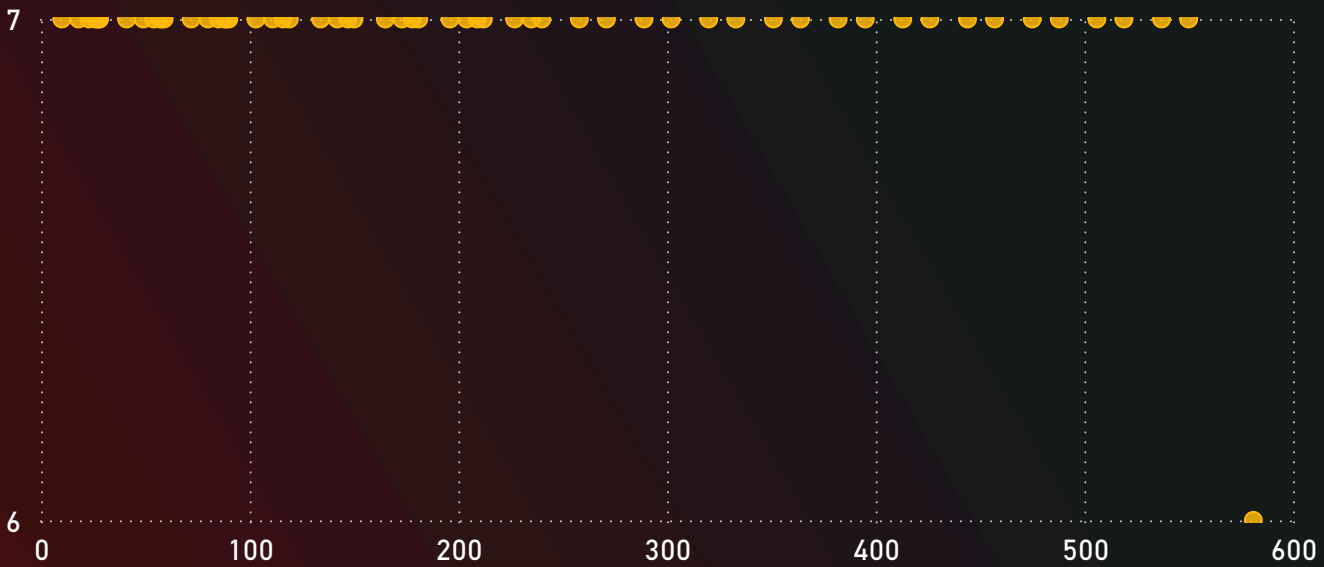
Recent Big Sp...

Monetary Value ...

Correlation Between Monetary and Recency



Correlation Between Frequency and Recency





CHINOOK
MUSIC STORE

Brazil Canada France Germany USA

AAC audio file MPEG audio file Protected AAC... Protected...



Top Selling Artist



RFM



Genre Popularity

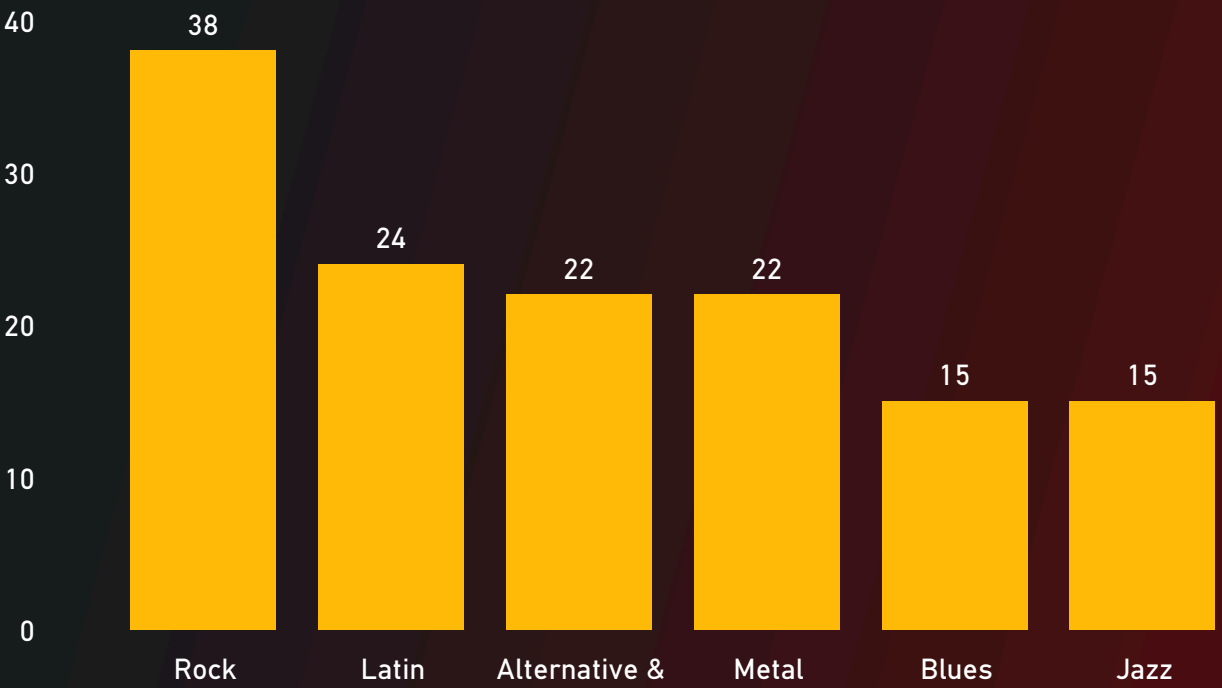


CLV

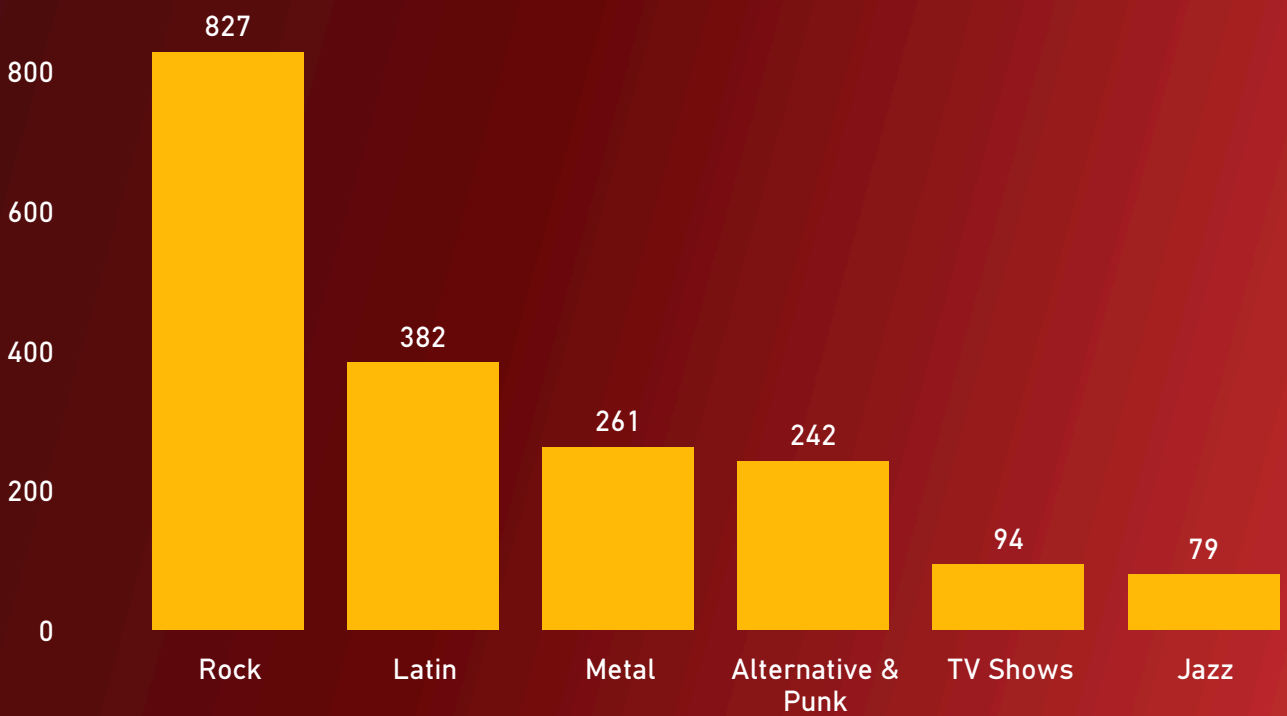


MBA

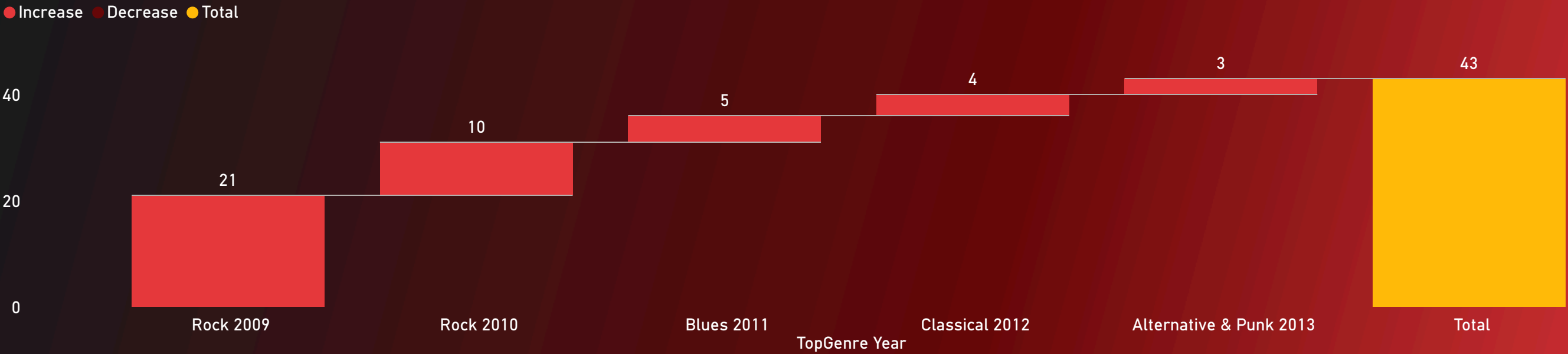
Genre Popularity



Genre Sales



Genre Popularity Change Over Time





CHINOOK
MUSIC STORE

\$1.70

Average Order Value

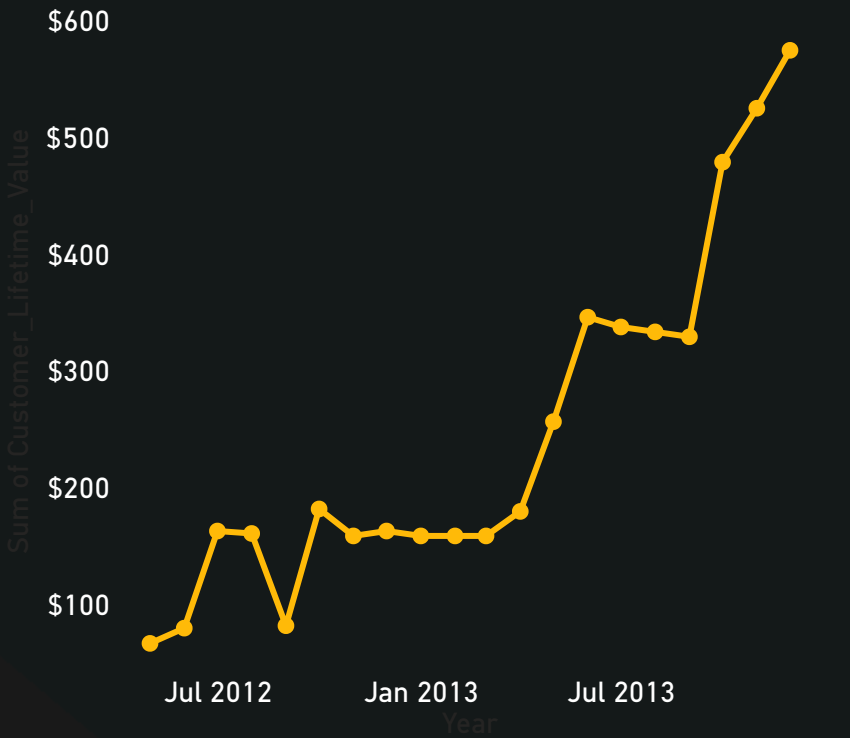
1404

Average Customer Lifetime

\$11.84

Average Customer Value

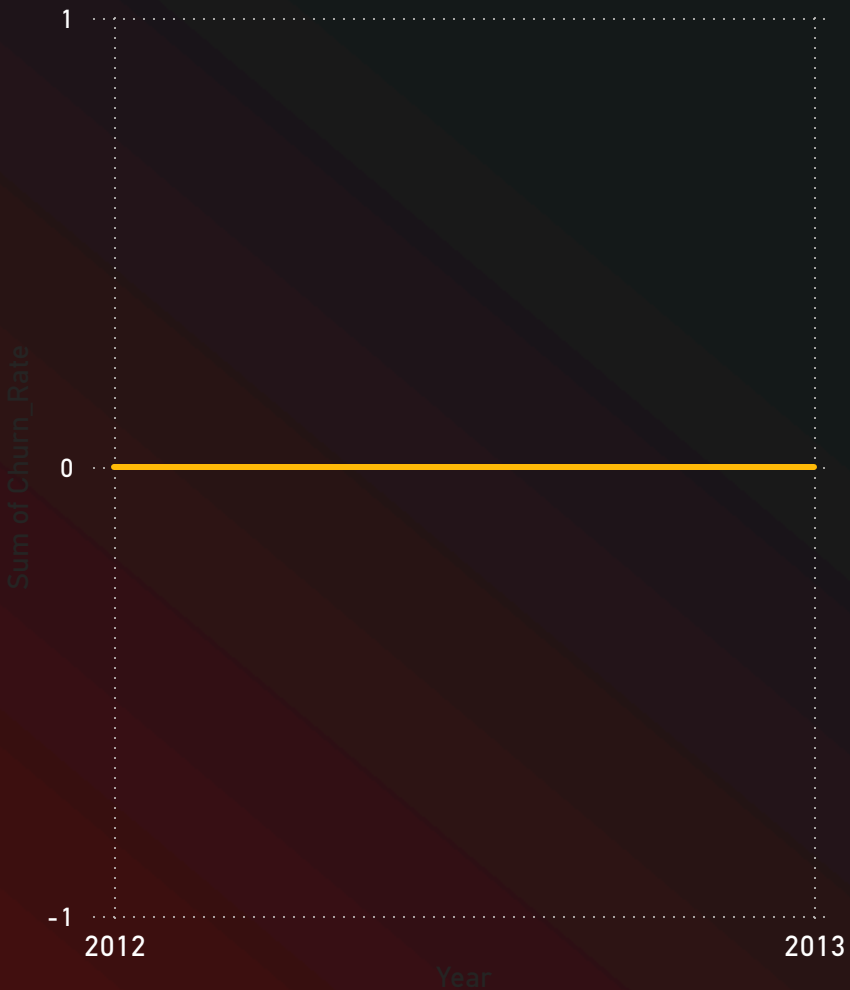
Customer Lifetime Value Trend



Customer Lifetime Value



Churn Rate Over The Years



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	Leacock	\$1.70	7	\$11.89	1245	\$11.89	\$83.20
Total		\$100.06	412	\$698.58	82821	\$698.58	\$4,879.00



CHINOOK MUSIC STORE



Top Selling Artist



RFM



Genre Popularity



CLV



MBA

Album Antecedent

[1997] Black Lig...

A Real Dead One

A Real Live One

Afrociberdelia

Angel Dust

Appetite for...

Arquivo II

Arquivo Os...

Audioslave

BackBeat...

BBC Sessions...

Blue Moods

Track Antecedent

Às Vezes

Better Than You

Comida

Comportamento
Geral

Dirty Day

É Fogo

Eruption

Fall To Pieces

Feel Your Love
Tonight

Feirinha da
Pavuna/Luz do...

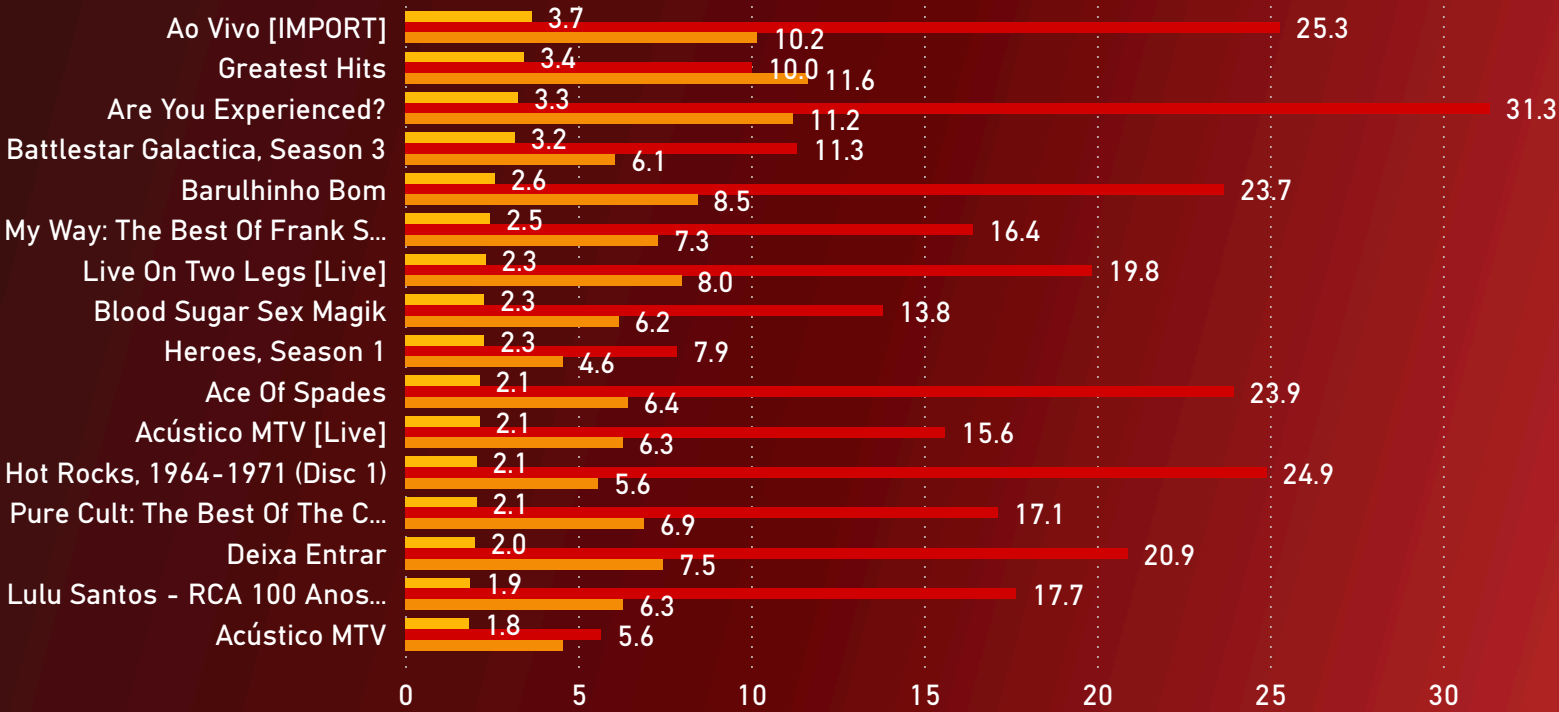
Firmamento

For the Greater
Good of God

MARKET BASKTE ANALYSIS

Album Consequence By Support, Lift and Confidence

● Sum of Support ● Sum of Lift ● Sum of Confidence



Track Consequence By Support, Lift and Confidence

● Sum of Support ● Sum of Lift ● Sum of Confidence

