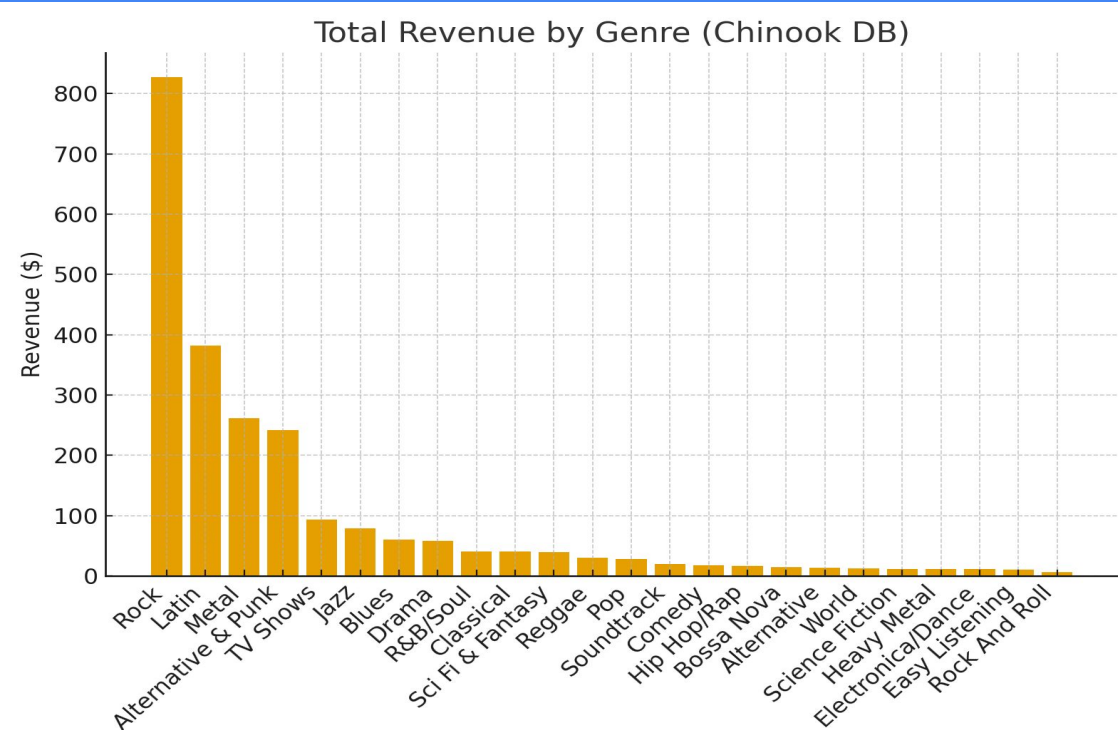


ANALYZE MUSIC STORE

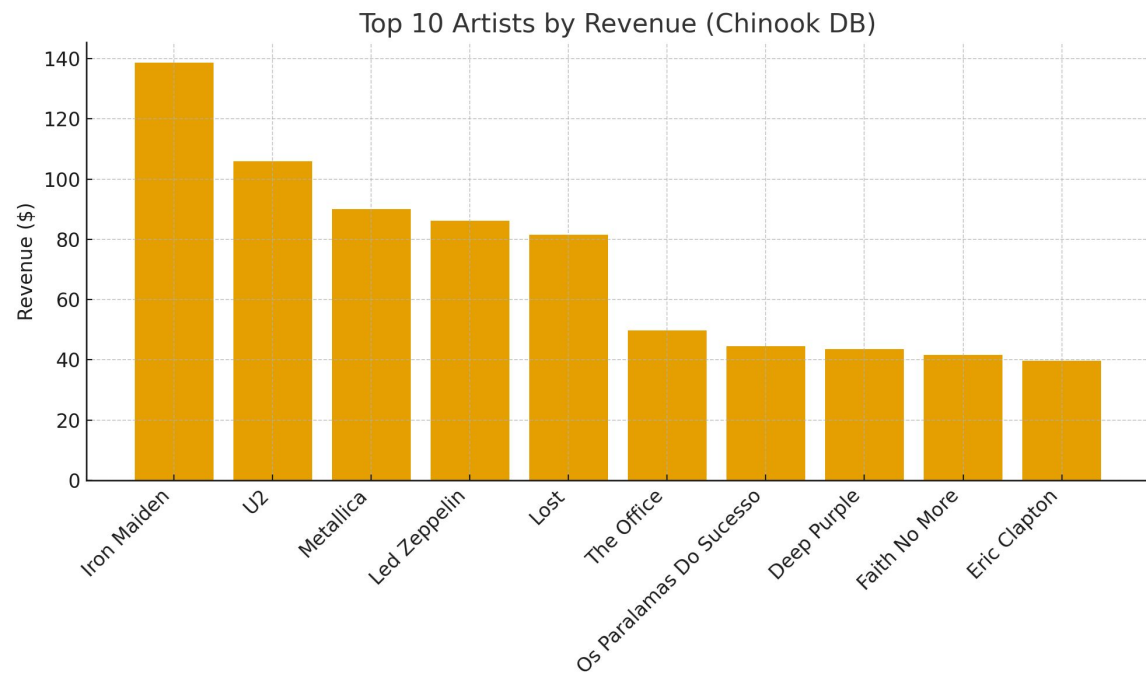
JASMINE JACKSON

Which genres earn the most revenue each year?



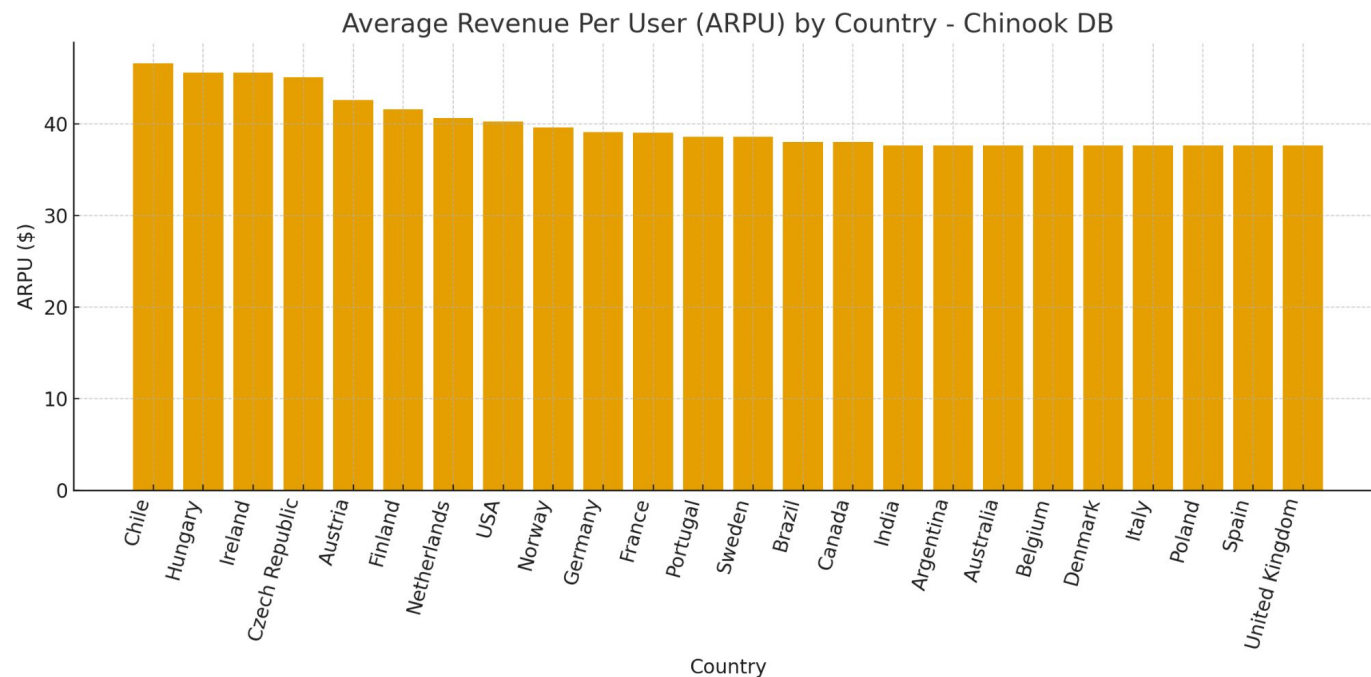
Rock accounts for about **46% of total revenue**, followed by Latin at **21%**, Metal at **15%**, and Alternative & Punk at **14%**. All other genres combined make up the remaining **4%**, showing how heavily sales are concentrated in just a few categories.

Which artists generate the most revenue, and at what average price?



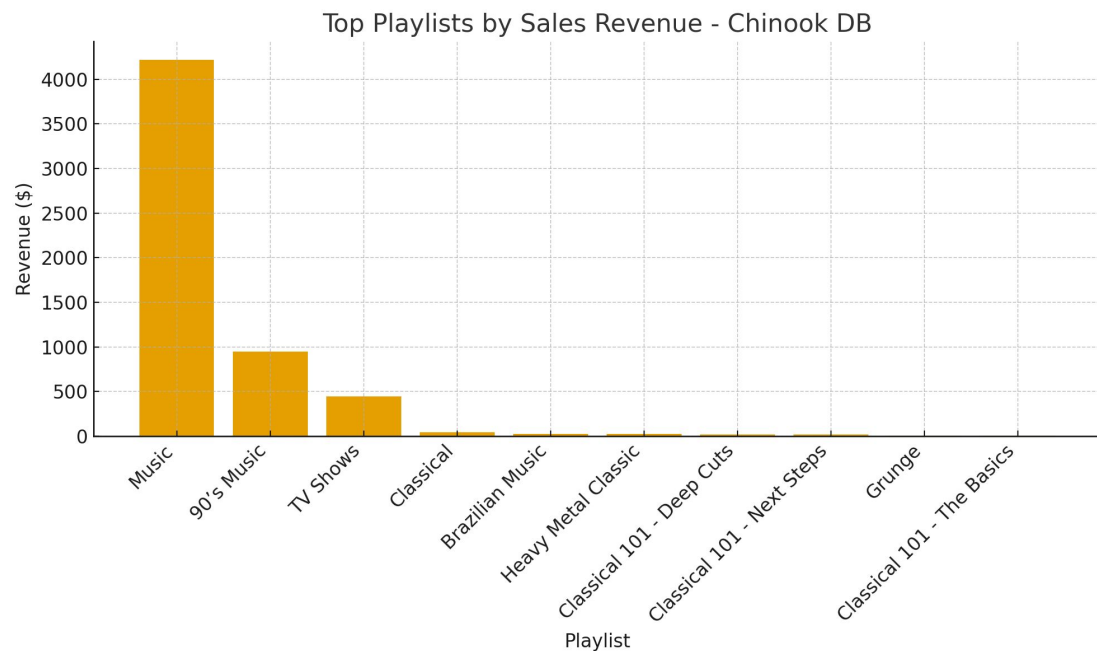
Iron Maiden leads all artists in the Chinook music store with about **\$138.60 in total revenue**, accounting for nearly **17% of the top-10 artist sales**, followed by U2 at **\$105.93 (13%)**, Metallica at **\$90.09 (11%)**, and Led Zeppelin at **\$86.13 (10%)**.

What is the average revenue per user (ARPU) in each country?



High-spending but small markets like **Chile, Hungary, Ireland, and Czech Republic** show ARPU levels around **\$45–47**, making up about **15–20% higher** spending per user than larger countries. In contrast, major markets such as the **USA, Germany, France, Brazil, and Canada** deliver slightly lower ARPU at **\$38–40**, but because they account for the majority of customers, they contribute the bulk of total revenue.

Which playlists actually contribute to sales revenue?



The **“Music”** playlist alone generates nearly **73% of all playlist revenue**, with **\$4,215** in sales, while **“90’s Music”** adds another **16%** at just under \$950. All other playlists combined, including **TV Shows** (8%) and niche lists like Classical or Brazilian Music (each under 1%), contribute only the remaining **11%**, highlighting the heavy concentration of sales in just two playlists.