

WHAT FACTORS AFFECT MUSIC PURCHASES?

These observations are based on a fictional company and are for learning purposes.

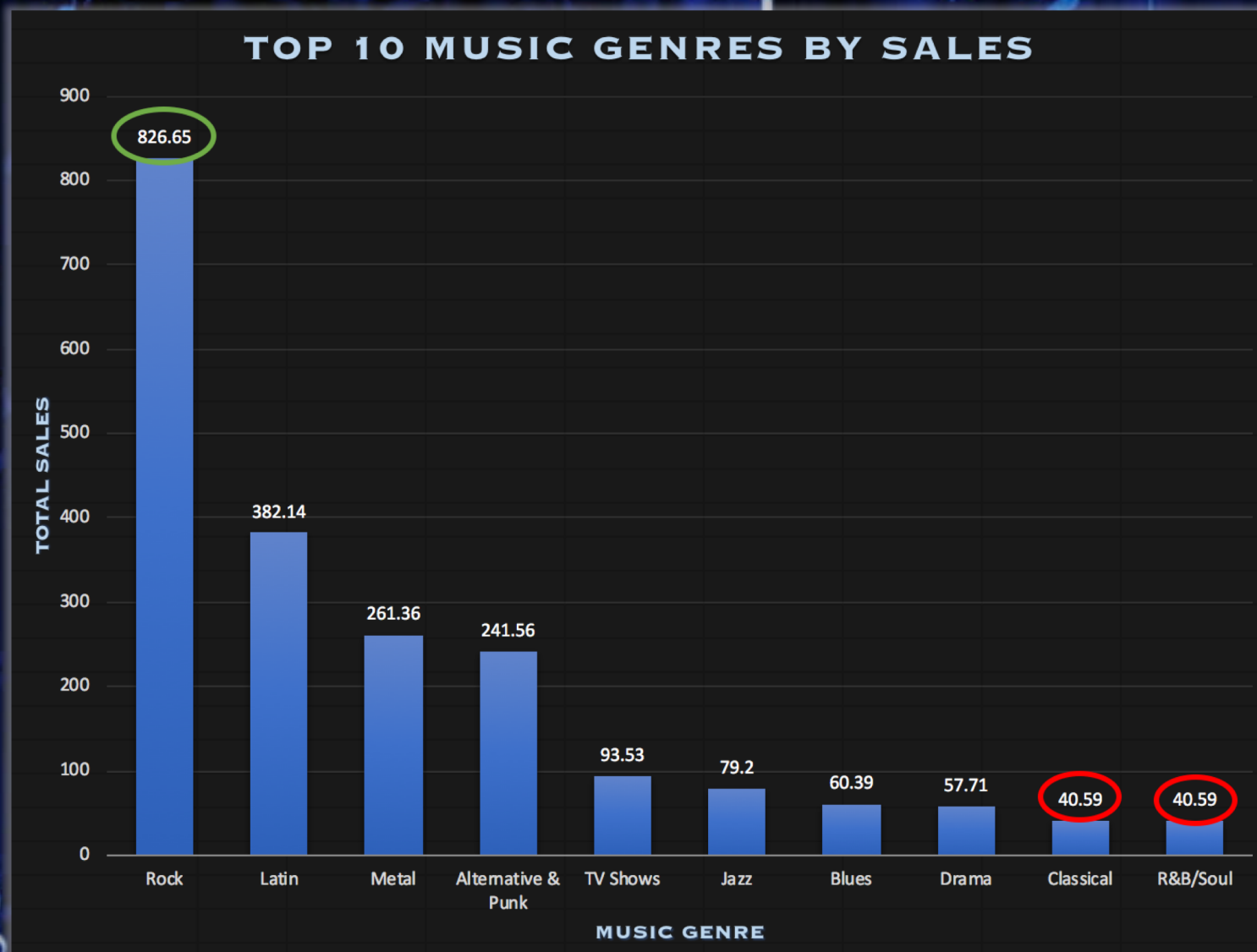
WHAT ARE THE TOP 10 MUSIC GENRES BY SALES?

Since we are looking at sales from around the world, I thought this should provide some interesting results.

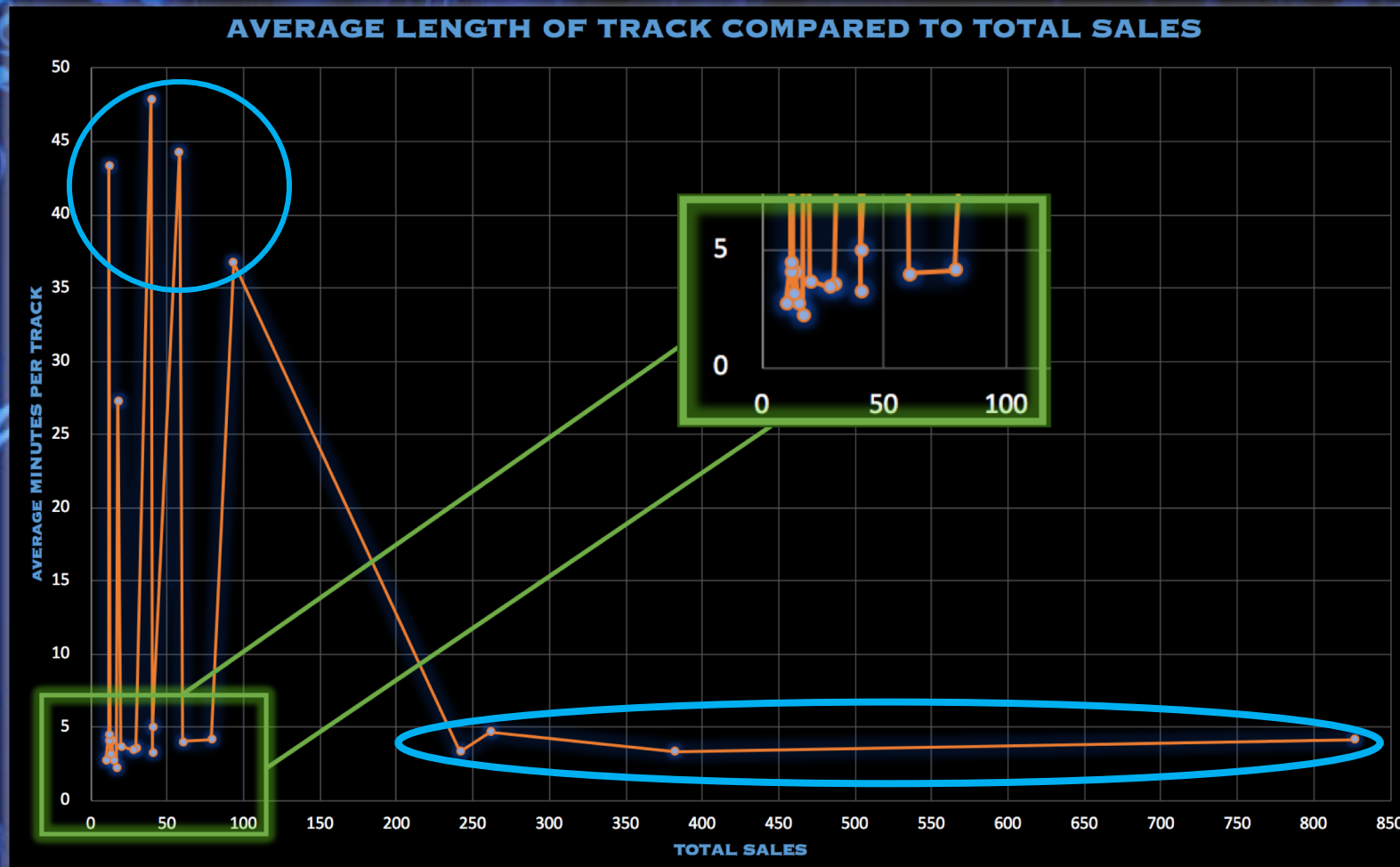
Music has many aspects and can be analyzed in a myriad of ways. Since our data includes music sales from around the world, I decided to see which genre has the most sales and then I queried for the Top 10 results.

As you can see from the chart, the **Rock** genre has the most sales at **826.65** and **Classical** and **R&B/Soul** are at 9th and 10th places on the chart with **40.59** in sales. This provides us with a nice testing range of about 786.06.

But let us look at other possible variables
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DOES THE LENGTH OF THE MUSIC TRACK RELATE TO THE AMOUNT SOLD?



Listening to music is a favorite pastime of many people. I decided to see if the average length of a music track affects the total sales. The total sales were calculated per genre for this scatter plot.

Looking at this scatter plot, you can see a **cluster of points** between the zero and five minute markers. Looking within the cluster, the 3 minute tracks seem to be the most frequent. The **rest of the points** give the impression of outliers, though this could indicate that certain genres of music are listened in more countries. This would allow for a larger audience and increases the overall sales for those genres. Though without having more information, such as availability, marketing, and other factors that may affect the sales in other countries; we can only guess the reason.

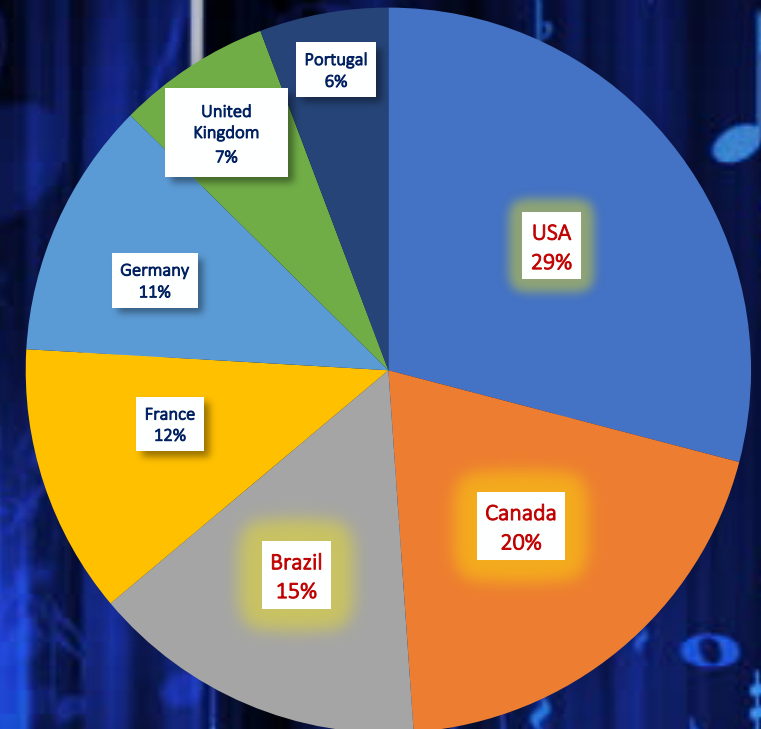
So let us take the two genres with the most sales, Rock and Latin, and see if there is anything unusual about them. Also to determine whether they are truly outliers or something else.

WHAT COUNTRIES LEAD THE WAY IN BUYING ROCK & LATIN MUSIC GENRES?

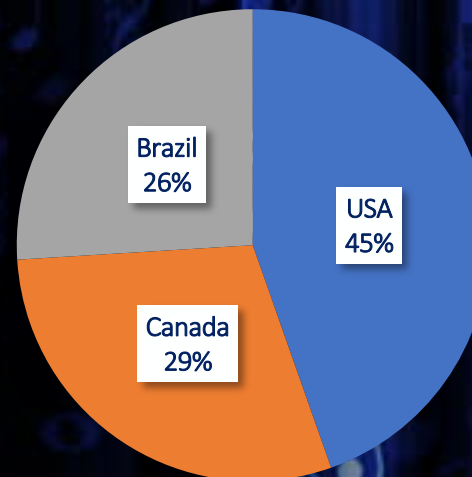
I decided to query the Top 10 Total Items Sold for the top two genres, Rock and Latin, to see how they are spread out per country. Also to see if any countries stand out from the rest.

As you can see, **these** three countries stand out, Brazil, Canada, and the USA. This seems to suggest that these three countries account for a large part of music sales in the Rock and Latin genres. It could be that this company originated in North America, then South America, and just recently spread into countries outside of the Americas.

% of Total Items Sold in the Rock Music Genre



% of Total Items Sold in the Latin Music Genre



DID SALES ORIGINATE IN ONE OR MULTIPLE COUNTRIES?

I decided to query the first month of business and see if there was any truth to thought of sales originating in the Americas before spreading to the rest of the world. This observation turned out to be false, as the first month of sales occurred in the USA and various countries in Europe.

Then I queried for the entire first year of business, 2009, there were sales on every inhabitable continent.

In conclusion, even when data seems to be pointing to one direction always dig deeper to verify.

What we can say about this presentation is that Americans like to buy music and the Rock genre is a popular music genre in many countries.

