Chinook music store analysis

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PROBLEM STATEMENT

Hired as a data analyst at Chinook, and your objective is to analyze music record sales data to gain insights and make recommendations for the company's strategy in the physical music market.
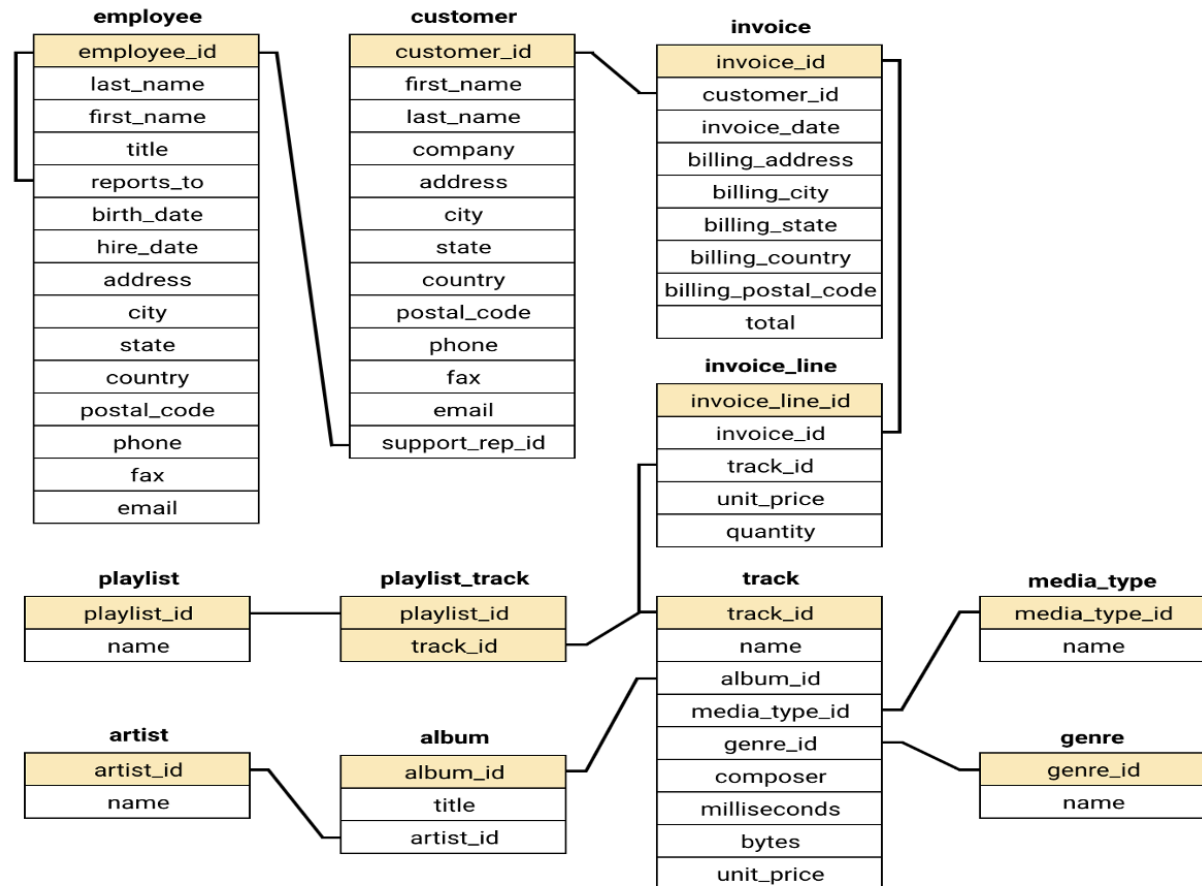
PROBLEM STATEMENTS

DATA OVERVIEW

▶ Chinook database consists of 11 tables

▶ These tables contains all information about their employees , customers and the songs (album, artists, tracks, genre, playlist)

▶ The customer base is from 24 different countries.

▶ There are tracks/album's from 25 different genres.

▶ There are 275 different artists who have their songs in chinook database.

Database schema

DATABASE BLUEPRINT

employee
employee_id
last_name
first_name
title
reports_to
birth_date
hire_date
address
city
state
country
postal_code
phone
fax
email

customer
customer_id
first_name
last_name
company
address
city
state
country
postal_code
phone
fax
email
support_rep_id

invoice
invoice_id
customer_id
invoice_date
billing_address
billing_city
billing_state
billing_country
billing_postal_code
total

invoice_line
invoice_line_id
invoice_id
track_id
unit_price
quantity

playlist
playlist_id
name

playlist_track
playlist_id
track_id

track
track_id
name
album_id
media_type_id
genre_id
composer
milliseconds
bytes
unit_price

media_type
media_type_id
name

artist
artist_id
name

album
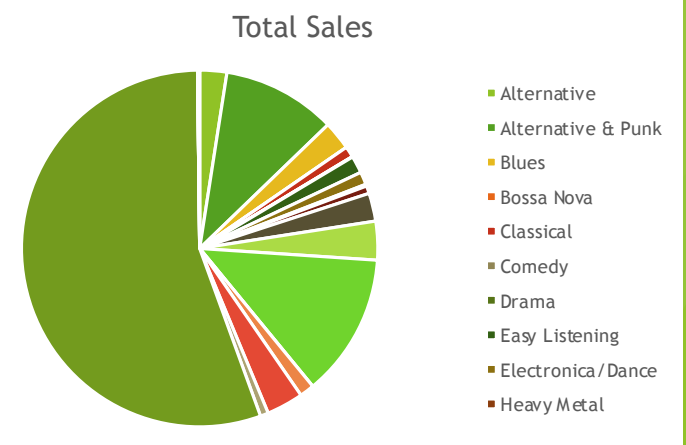| album_id |
| --- |
| title |
| artist_id |

genre
genre_id
name

DATA INSIGHTS (CUSTOMER DEMOGRAPHIC)

▶ There are a total number of 59 customers .

▶ Customers are spread across 24 nations through out the world

▶ The customer demographic is very diverse.

▶ Maximum number of customers com from USA .

▶ Half of the countries have only 1 customer in out customer database.

Number Of Customers

DATA INSIGHTS (GENRE SALE DISTRIBUTION)

▶ Rock genre is generating the most sales hence the most popular genre across the world.

▶ The genre following rock are Metal and alternative & punk.

▶ There are 7 genre which do not have any sales and stand last.

Total Sales

- Alternative
- Alternative & Punk
- Blues
- Bossa Nova
- Classical
- Comedy
- Drama
- Easy Listening
- Electronica/Dance
- Heavy Metal

DATA INSIGHTS (CHURN RATE)

▶ What is churn rate ?

The percentage of customers or users who stop doing business with a company or using a product or service over a specific period of time

▶ The churn rate for chinook entire dataset is at a great number i.e. 4.08 %

▶ The lower the churn rate percentage the higher the customer retention

▶ The higher the churn rate percentage the higher is the number of people who have stopped using the service.

DATA INSIGHTS (CHRUN RATE)

World churn rate distribution

|	
■	100
■	75
■	66.6667
■	50
■	44.4444
■	33.3333
■	11.1111
■	0
■	-12.9032
■	-50
■	-175
■	-200
■	

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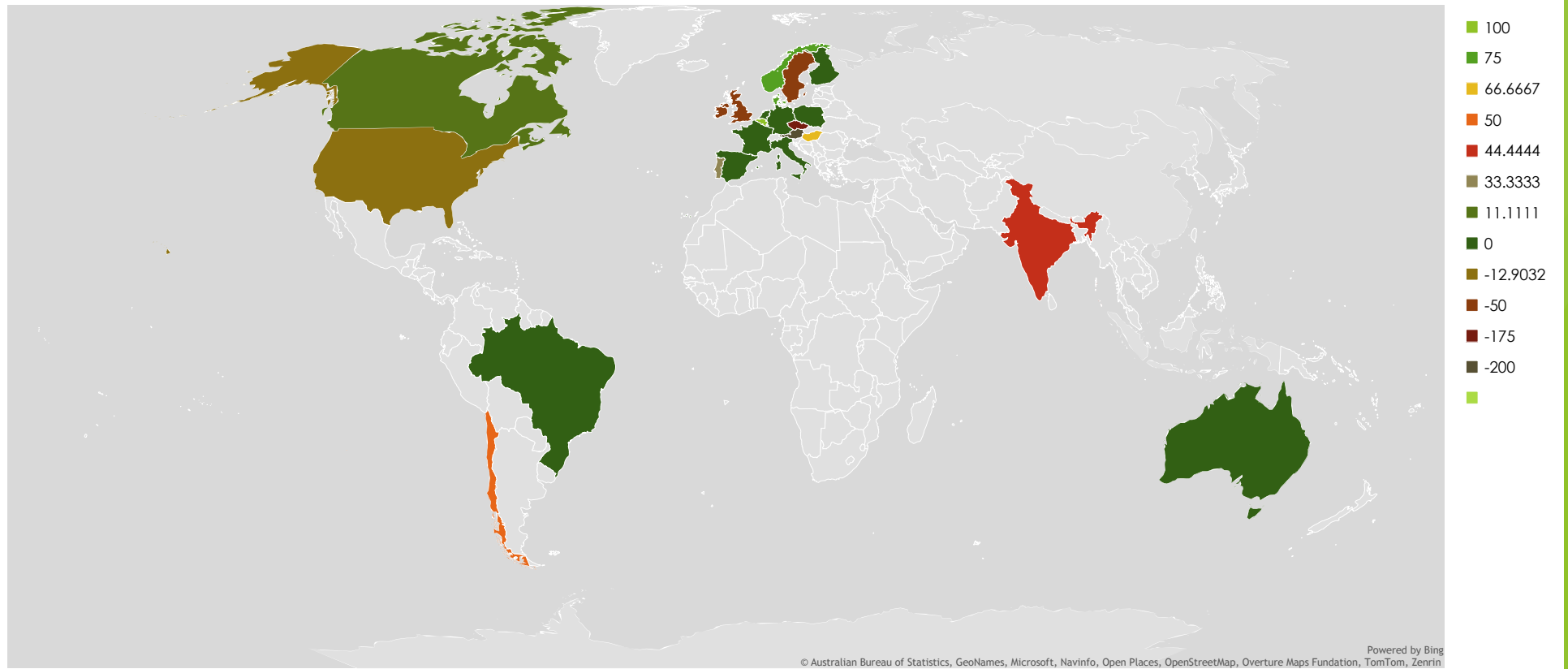
Recommendations

▶ Chinook needs to branch into more countries and with that increase it's customer base.

▶ The brand must keep a check on churn rate in suggested nations.

▶ Customer retention must be the priority of all priorities so as to grow revenue.

▶ Focus in USA (and other developed countries like Europe, Canada) market and Run more promotional campaign

RECOMMENDATIONS

CONCLUSION

▶ Trends discovered by country, genre and artist

▶ Company have to expand size of market by more promoting and marketing.

▶ You can enhance the revenue of the company with customer retention.

▶ Different performance key metrics which were analysed: —

  ▶ No of purchases by customer.

  ▶ Amount spent per customer.
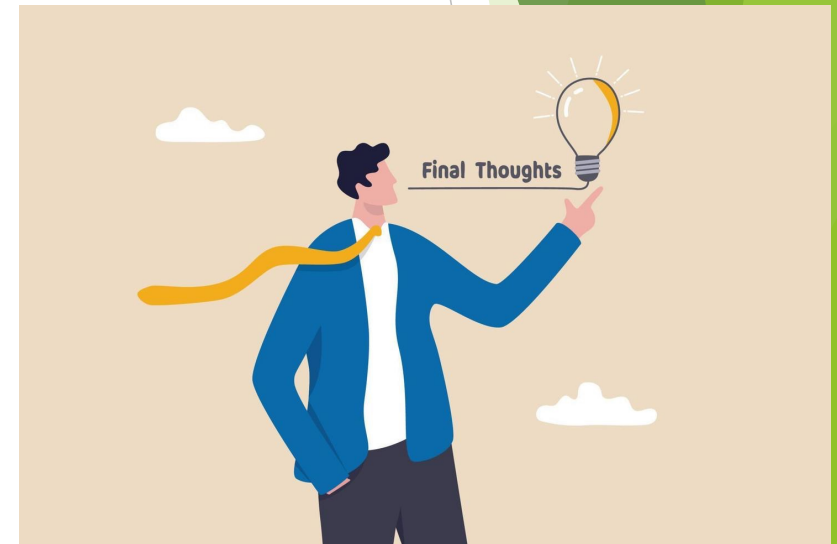
**THERE IS MUSIC IN THE AIR ,
MUSIC ALL AROUND US;
THE WORLD IS FULL OF IT AND YOU
SIMPLY TAKE AS MUCH AS YOU
REQUIRE**

—EDWARD ELGAR