

Data-driven Insights from the Chinook Music Database

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Executive Summary & Database Overview

Total Revenue

\$2,328.60

This represents the total income generated from music sales and transactions.

Average Order Value

\$5.65

This indicates the average amount spent by customers per transaction.

Customer Lifetime Value

\$39.47

This figure estimates the total revenue expected from a customer over their lifetime.

Revenue Contribution of Top Customers

68%

The top 20% of customers account for a significant majority of total revenue.

Total Customers

59

The database includes a diverse range of customers from multiple countries.

Total Invoices

412

This reflects the number of transactions processed in the database.

Business Performance Metrics

\$2,328.60

Total Revenue

This represents the total income generated from sales.

412

Total Transactions

This indicates the number of transactions completed.

2,240

Items Sold

This reflects the total number of items sold during the period.

\$5.65

Average Order Value

This is the average amount spent per transaction.

\$39.47

Revenue per Customer

This metric shows the average revenue generated from each customer.

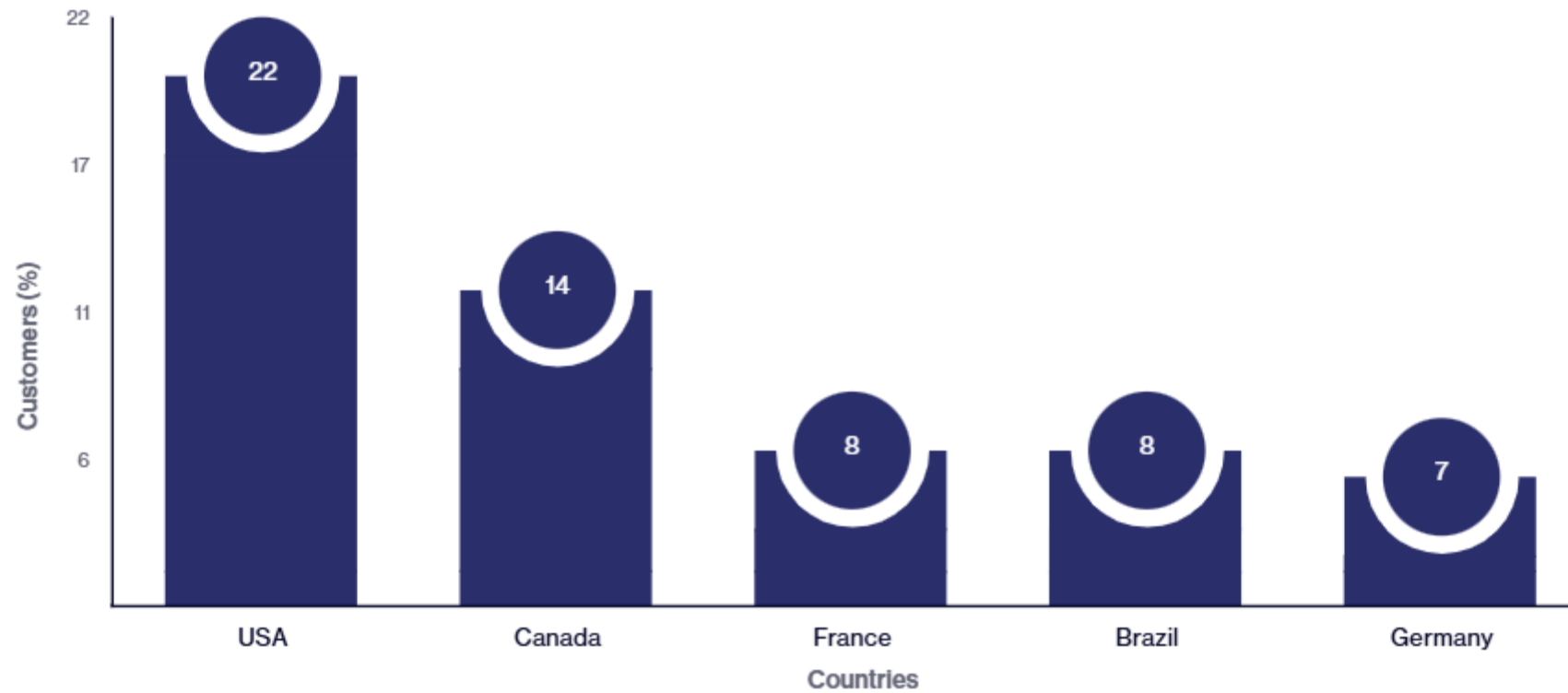
40%

Repeat Purchase Rate

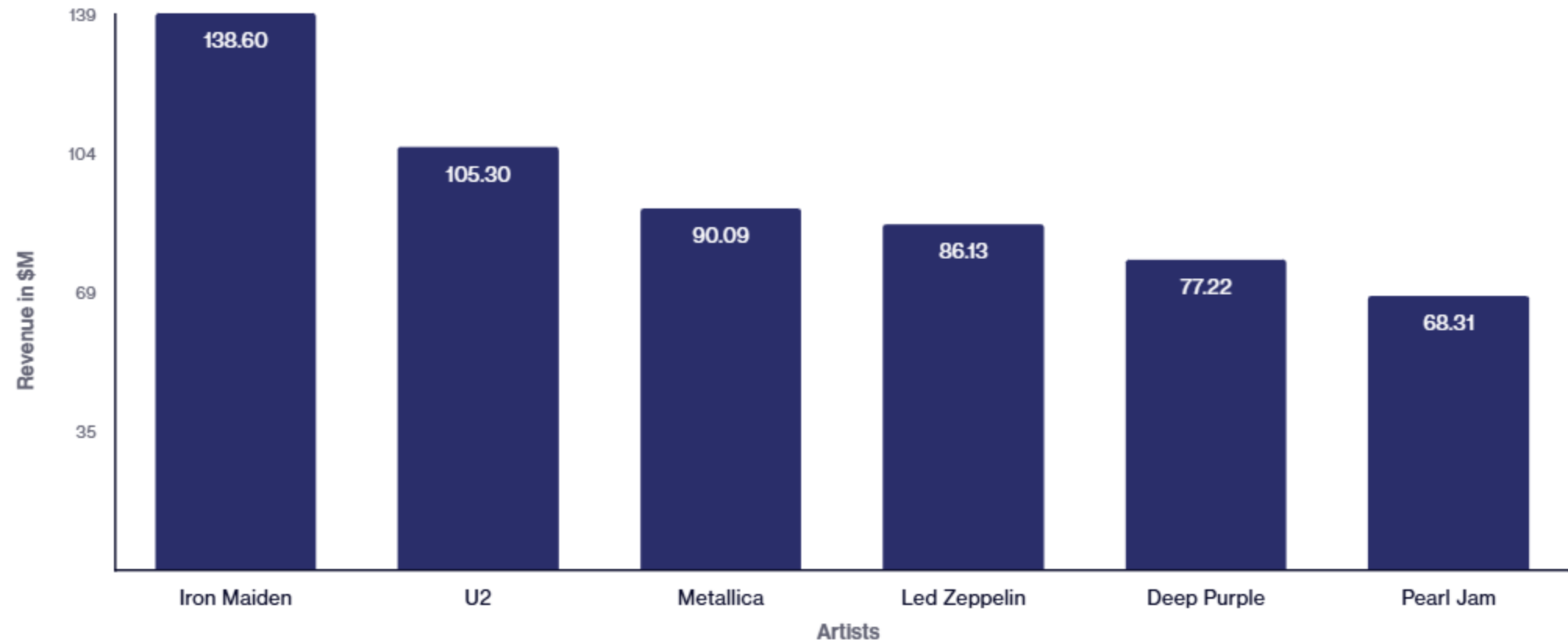
This indicates the percentage of customers who made more than one purchase.

Geographic Market Analysis

Top Markets By Customers



Product Performance - Artists & Genres



Temporal Analysis & Trends

15%

Seasonal variance

Represents the fluctuation in activity across different seasons.

3.2%

Quarterly growth

Indicates the growth rate observed on a quarterly basis.

18%

Best performing day: Friday

Friday shows the highest engagement with 18% of activity.

65%

Peak activity hours

65% of business occurs between 2PM and 6PM.

1 PM

Lunch spike

Notable increase in activity observed during the lunch hour.

7 PM - 9 PM

Evening activity peak

Increased engagement noted during evening hours.

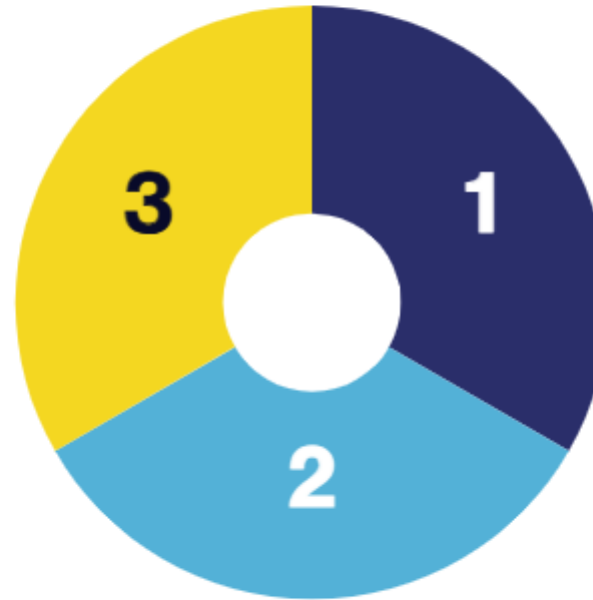
Strategic Recommendations - Growth

Geographic Expansion: Target Eastern Europe and Asia-Pacific low-penetration markets.

Localize content and implement country-specific campaigns to maximize reach in these regions.

Product Strategy: Expand Rock/Metal catalogs as top performers.

Offer exclusive content and early releases, while strengthening playlist curation.



Customer Strategy: Implement a VIP loyalty program for \$100+ customers.

Focus on win-back campaigns for dormant users and introduce a subscription model for frequent buyers.

Future Projections & Roadmap





Let's align, adapt, and accelerate for a breakthrough quarter.