

The background of the slide is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle. They are scattered across the page, with a higher concentration in the top-left and bottom-right corners. The droplets have highlights and shadows, giving them a three-dimensional appearance.

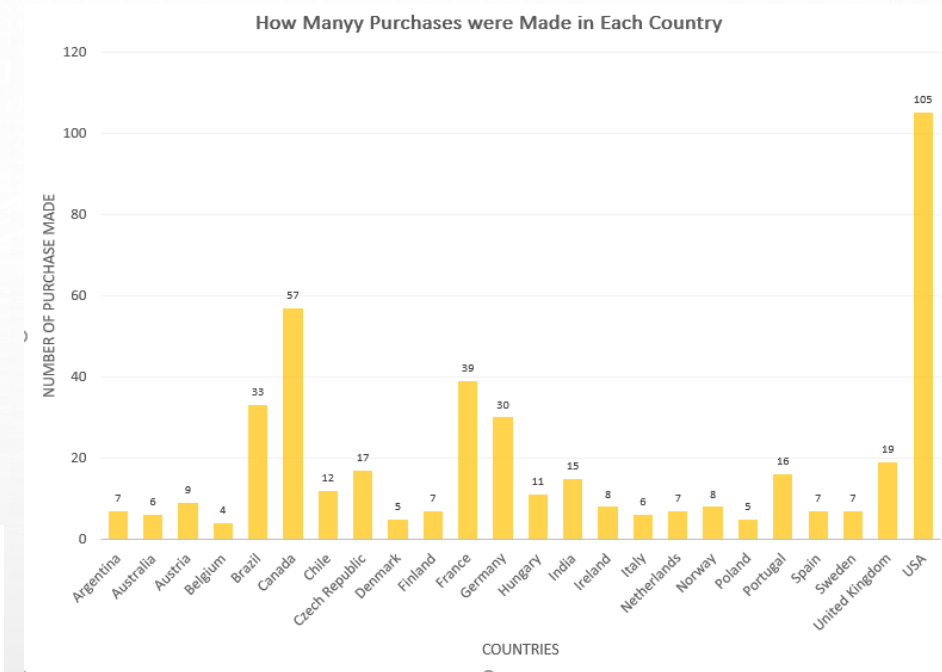
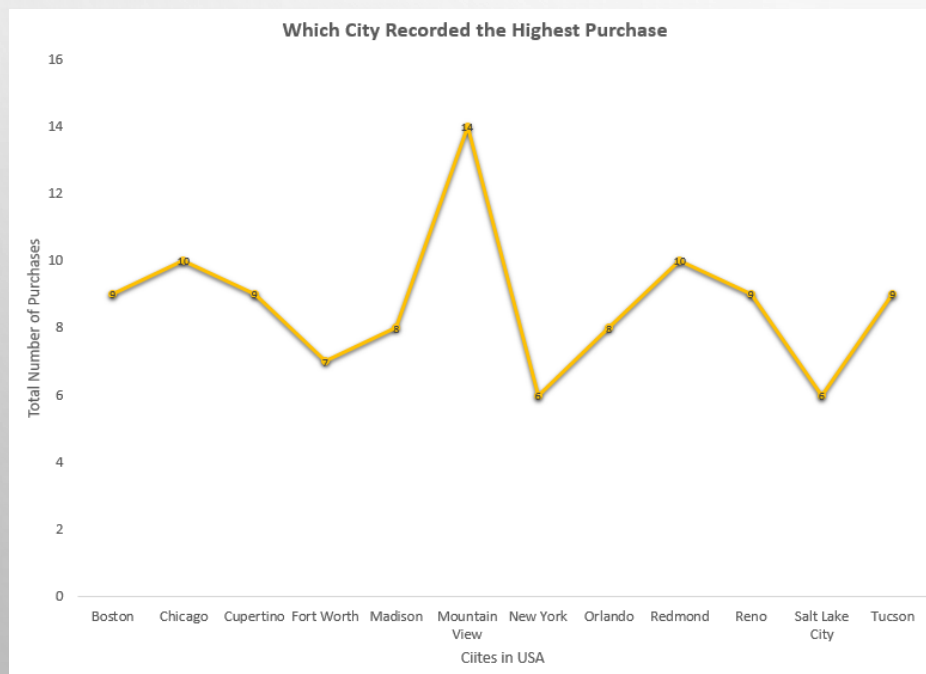
CHINOOK STORE ANALYSIS REPORT

DFND PROJECT 3

WHERE IS MOST SALES MADE?

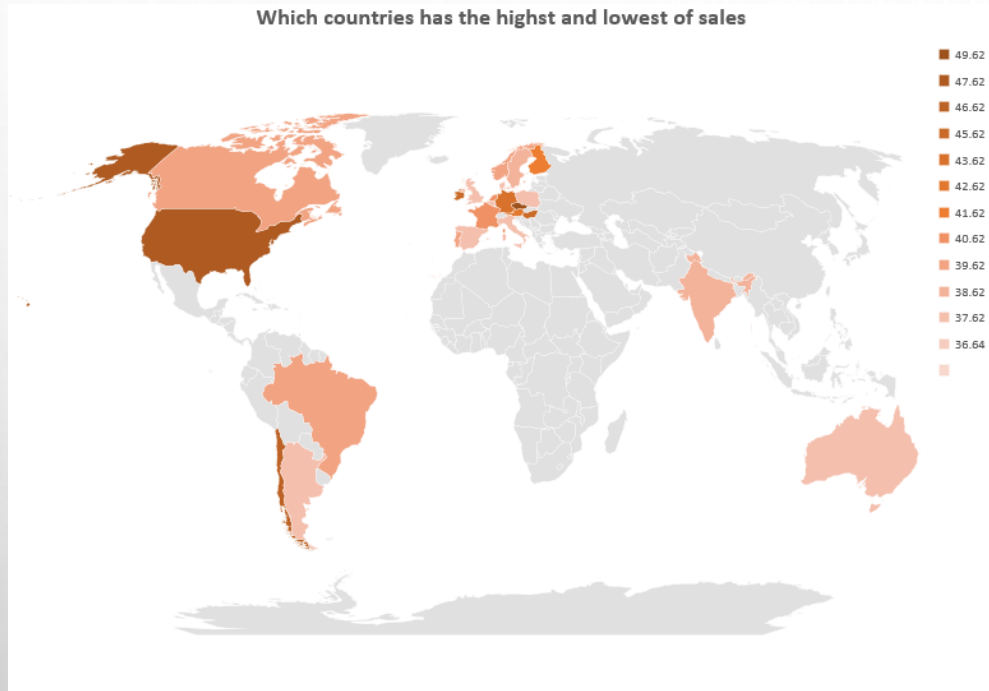
Considering the fact that Chinook is sales company, we have to look for how to increase its sales and revenue, in doing that, I looked into how many times purchases are made in each country. As shown in the bar chart at the right, USA has the number of purchases, which is approximately 2 times bigger than the next country on the purchase rank.

Since USA has the highest number of purchases, I decided to see if sales is distributed among the cities, or if it is coming from only a few cities.



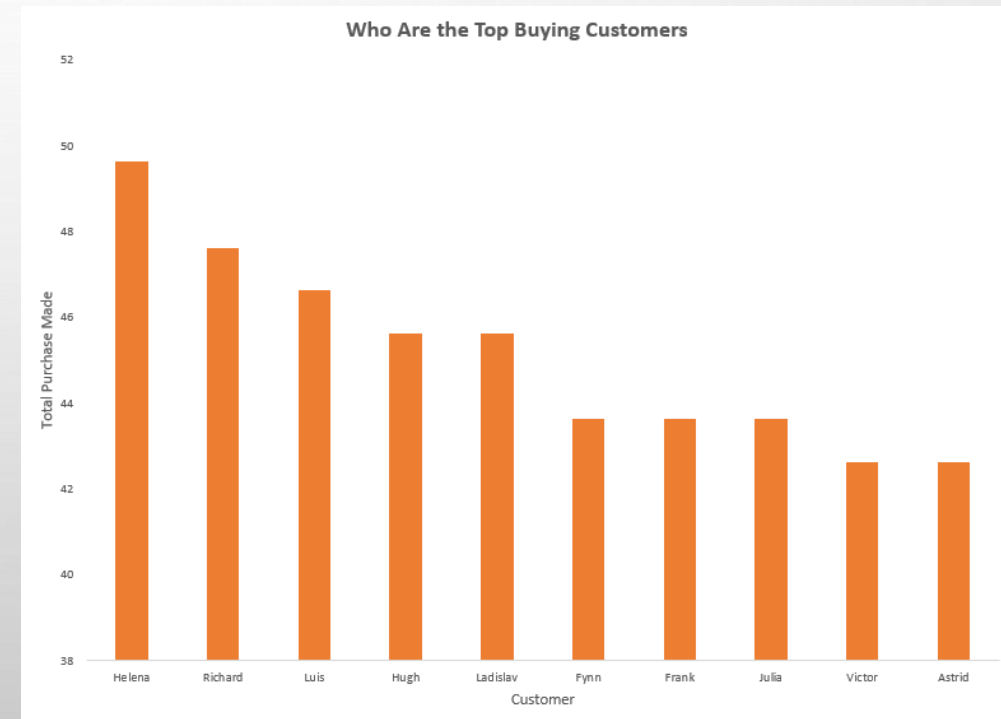
Looking at the chart at the right, we can see the city with the highest number of purchase in the USA is Mountain view, while New York and Salt Late City have the least number of purchase. With this discovery, we can decide to either focus on countries with low purchases, or to provide more services to those with high sales in order to increase revenue

WHO AND WHERE IS THE HIGHEST BUYING CUSTOMER FROM?



As stated previously, the city and country with the highest number of sales is Mountain View in the USA. However, does that mean that is where the customer with the highest purchase is from?

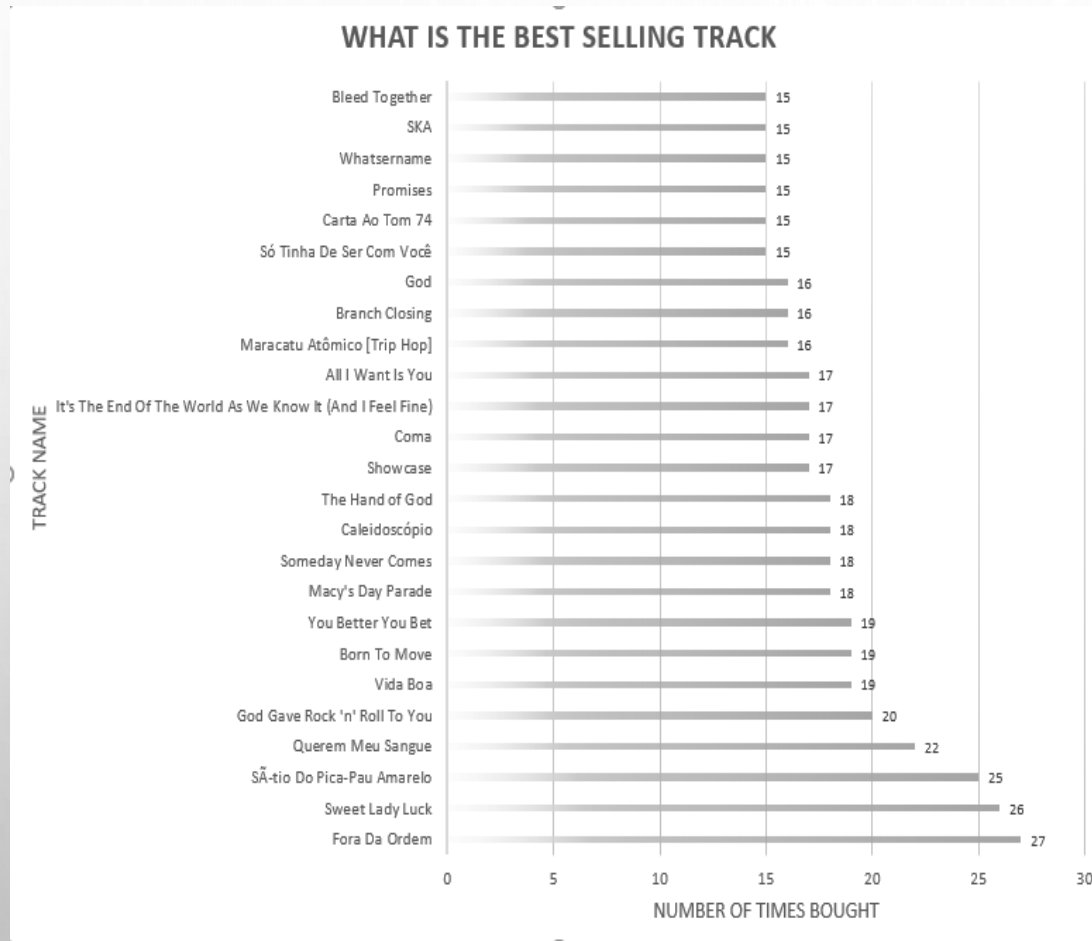
The filled map at the left shows how much purchase is made by every customer in each country, with the darkness of the colour showing how big of a purchase was made.



However, looking at the bar chart at the right, we can see that the customer with the highest total purchase is Helena. Using the map above, Helena is from Prague, Czech Republic.

Looking at the previous slide, Czech Republic is not among the countries with a high number of invoice, but it produces the customer with the highest total purchase.

BEST SELLING TRACK?



In attempting to increase the company's revenue, we have to ensure we do not run out of the most purchased products sold, which brought up the question, **what is the best selling track?**

The bar chart here shows the frequency at which the top 25 selling tracks are bought. Fora Da Ordem appears to have the highest number of purchase since it has the longest bar.

Whenever products are being purchased, chinook should consider buying more of Fora Da Ordem, followed by other best selling tracks. This could avoid an out-of-stock situation, and an out-of-stock or sold out situatuion can lead to loss of revenue

HOW MANY TRACKS IS RELEASED BY EACH ARTIST?

Looking through chinook DB I couldn't help asking how many tracks has been released by each artist, and what is the distribution of the number of tracks. In analyzing the distribution, the histogram above shows how spread out the number of tracks from each artist is.

The distribution is skewed to the left, meaning the mean is mean is greater than the median and the mode. The highest number of songs released is between 11 and 6, that is 11-16 songs was released by 16 artists, while the highest number of tracks released by an artist is 114, while the lowest is 4, appear just once.

In identifying the artist that has the highest, the chart (showing the top 25 artists that released the largest number of tracks) below is used to show that the highest number of tracks is from Led Zeppelin.

