

# Chinook Music Sales Analysis

Data-Driven Strategies for  
Market Growth

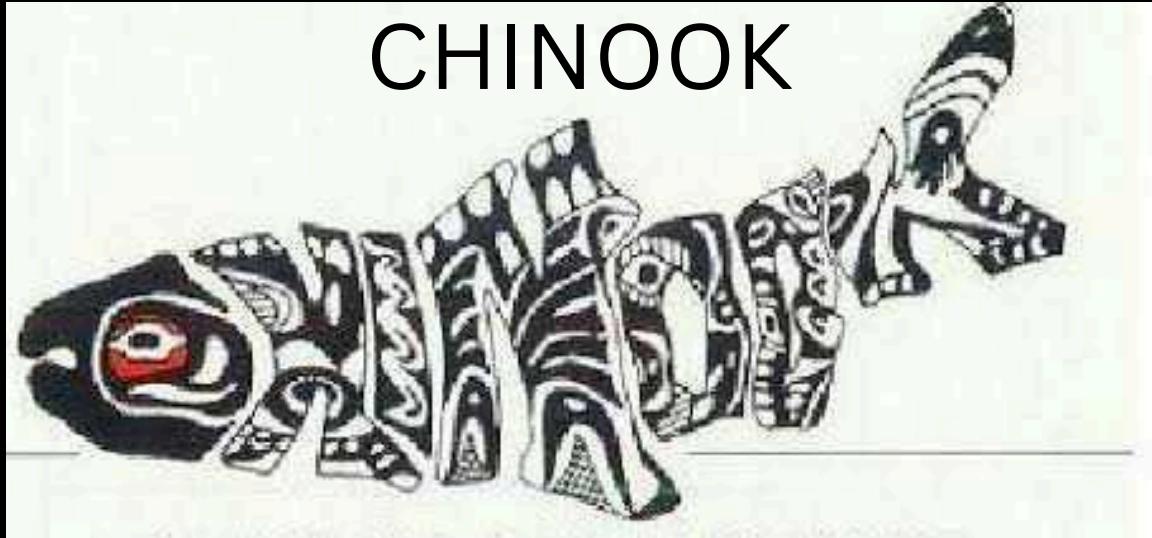
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CHINOOK MUSIC



# CHINOOK



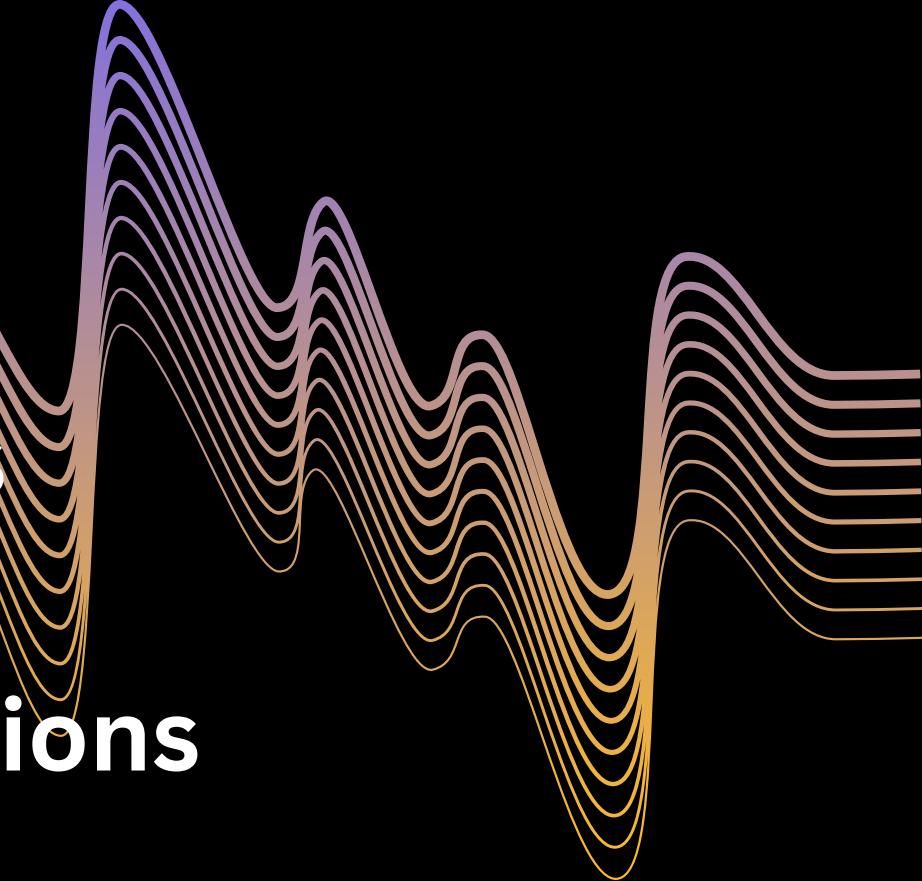
**Chinook is a digital music store platform designed to manage and sell music tracks and albums across various genres and regions.**

- Chinook is a digital music store that sells albums and tracks across various genres.
- It maintains a database of customers, invoices, tracks, artists, and albums.
- The database is used to analyze customer behavior, sales trends, and market insights.
- Chinook operates in multiple countries, allowing for regional sales analysis.
- It helps businesses identify top-selling artists, genres, and customer purchasing patterns.
- The data can be leveraged for marketing strategies, product recommendations, and customer retention.



# Objective

- Understand customer purchasing behavior
- Identify top-selling tracks, artists, and genres
- Analyze sales trends across different regions
- Provide data-driven marketing recommendations

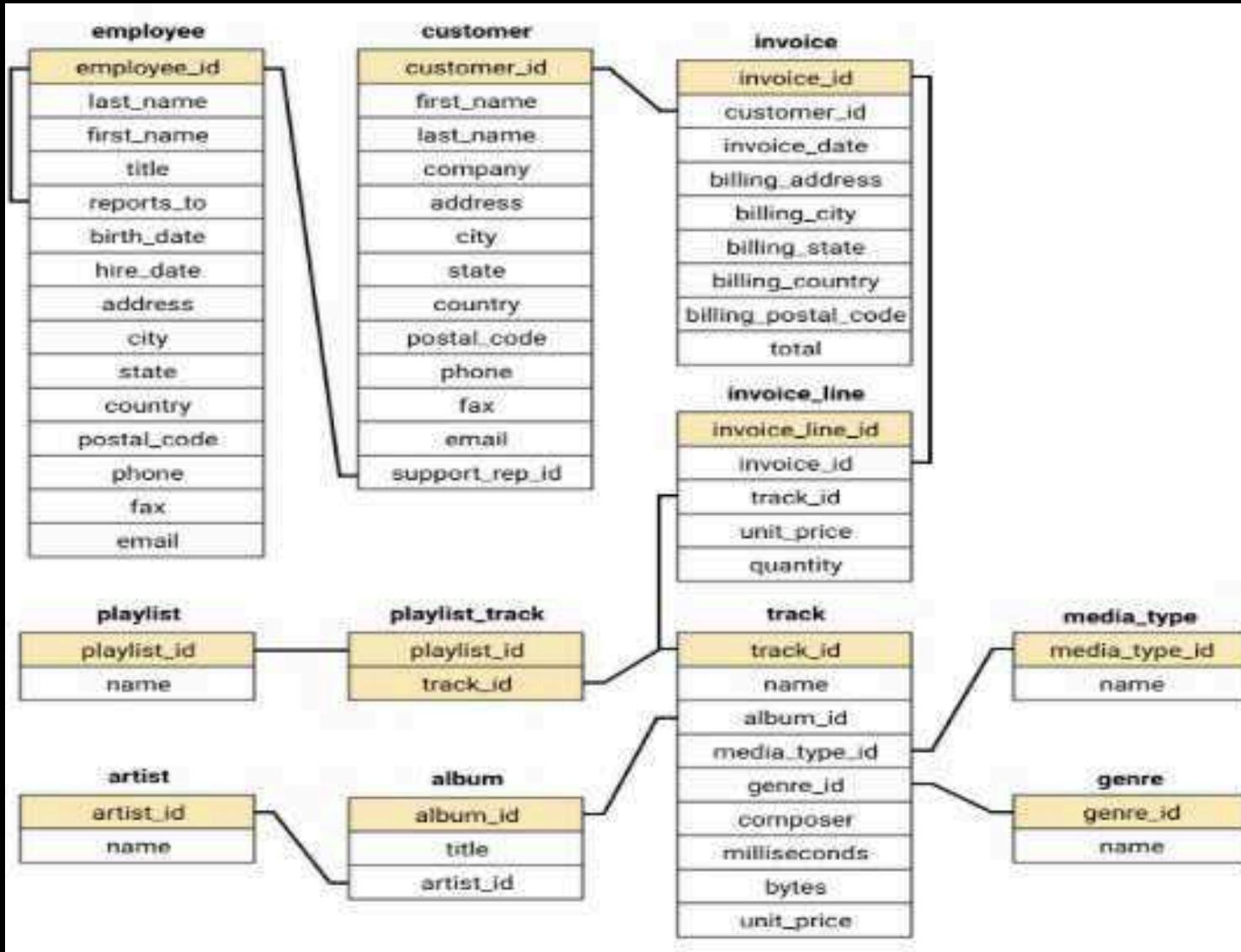


# Data Overview

- Data from the Chinook music store database
- Covers customers, sales, tracks, genres, artists, and albums
- Includes geographic and purchase history data
- Key tables: Customer, Invoice, Track, Genre, Album, Artist
- Enables analysis of sales trends, customer behavior, and music preferences



# Database Schema



# Key Relationships

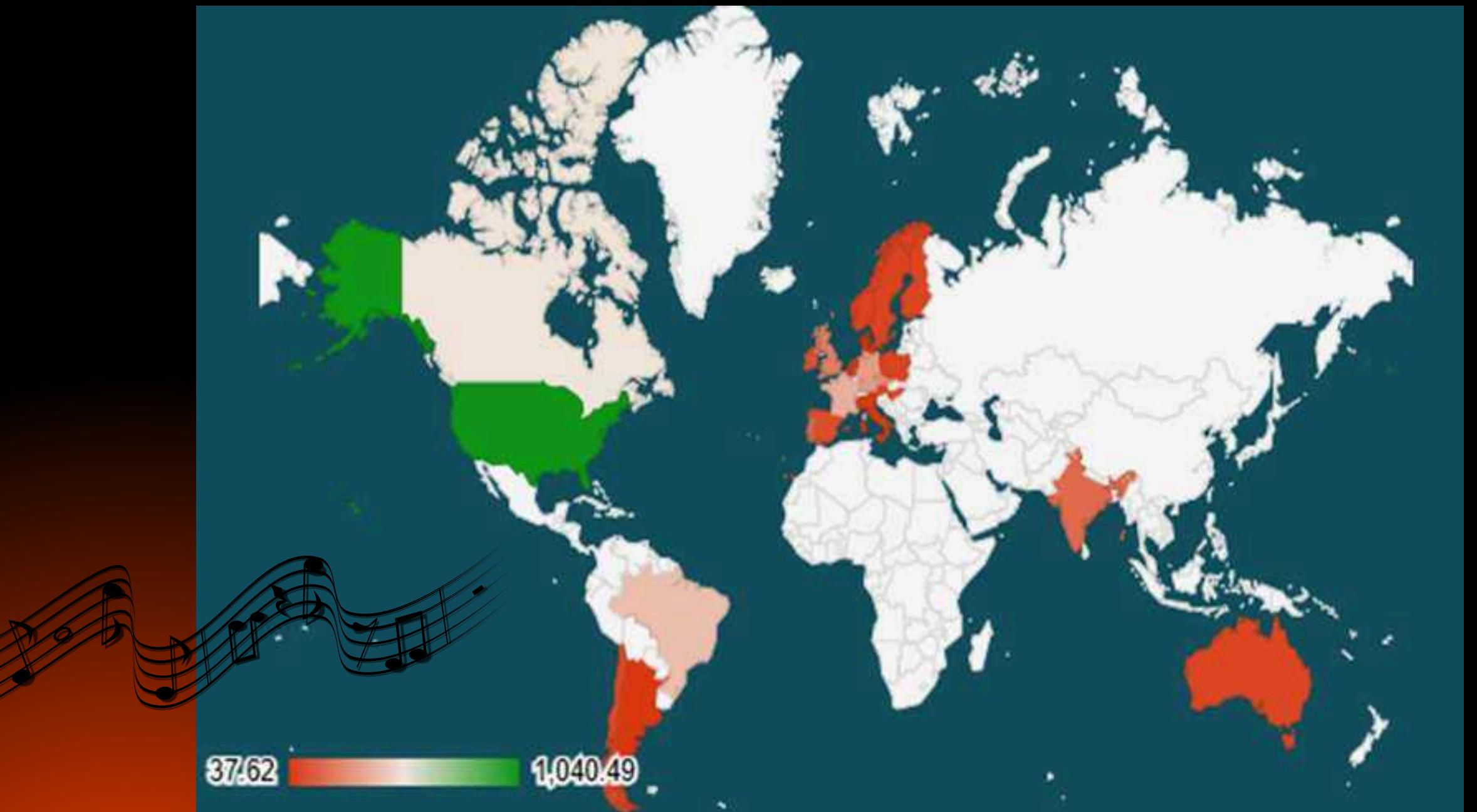
## Diagram

Customer < Invoice  
InvoiceLine > Track  
< Artist  
Genre < MediaType



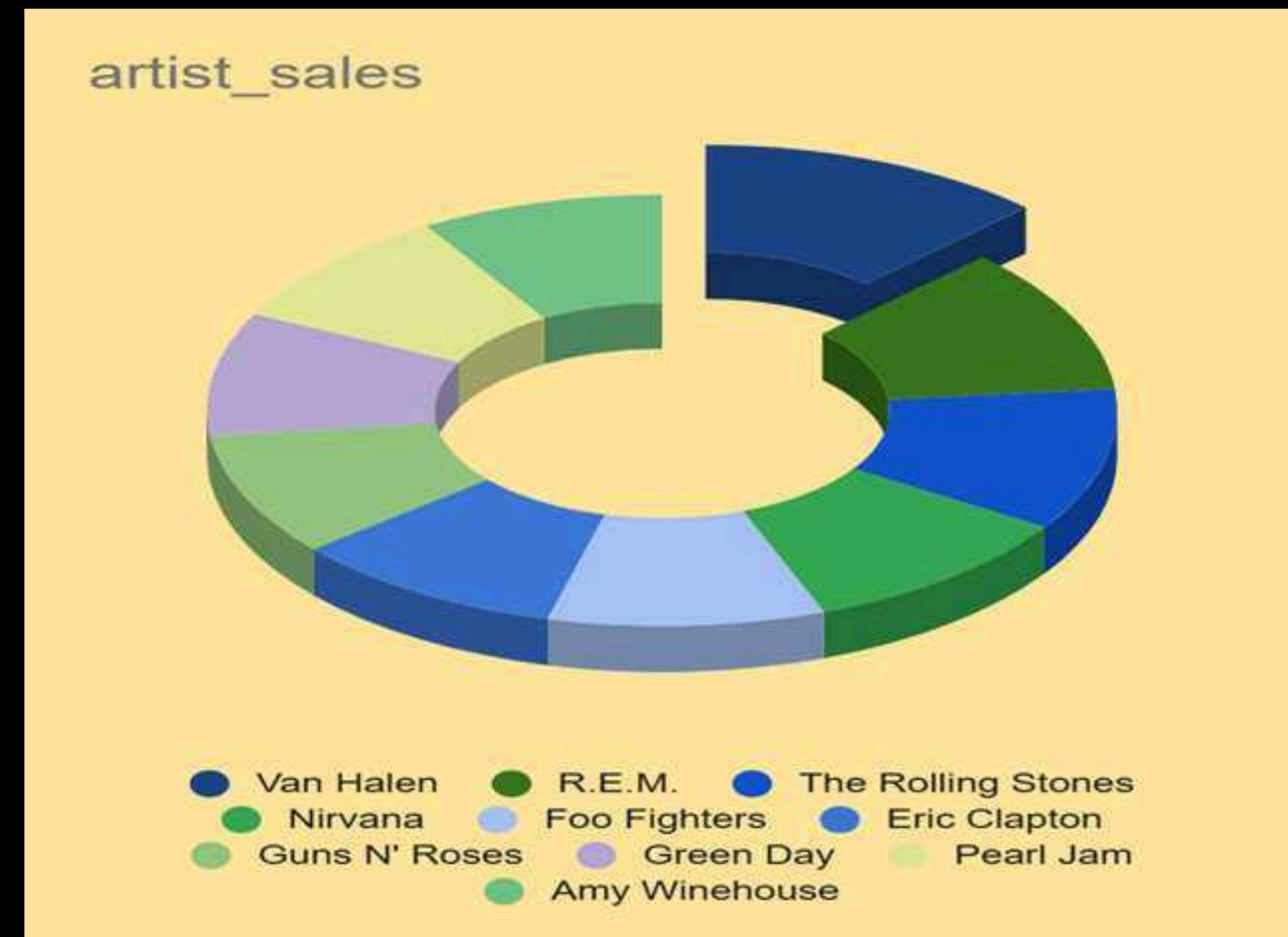
# Revenue Analysis by Geography

The highest revenue of the company is coming from the USA.



# Top-Artist in the USA

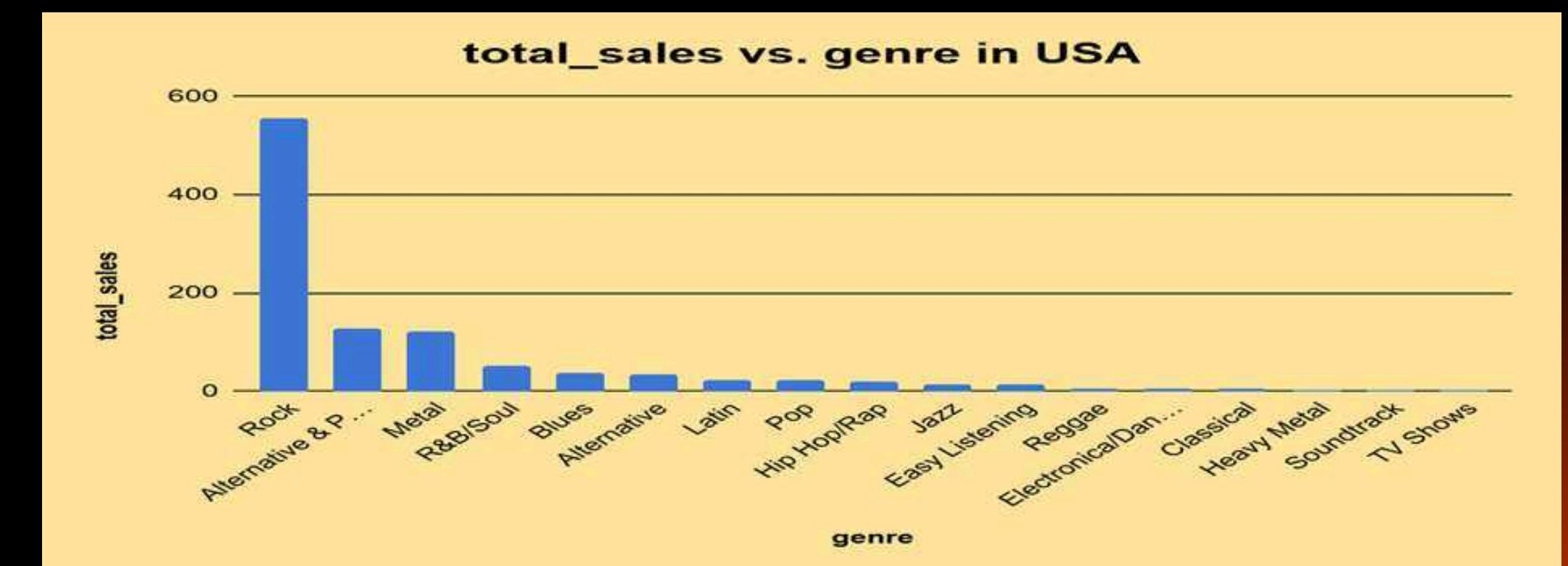
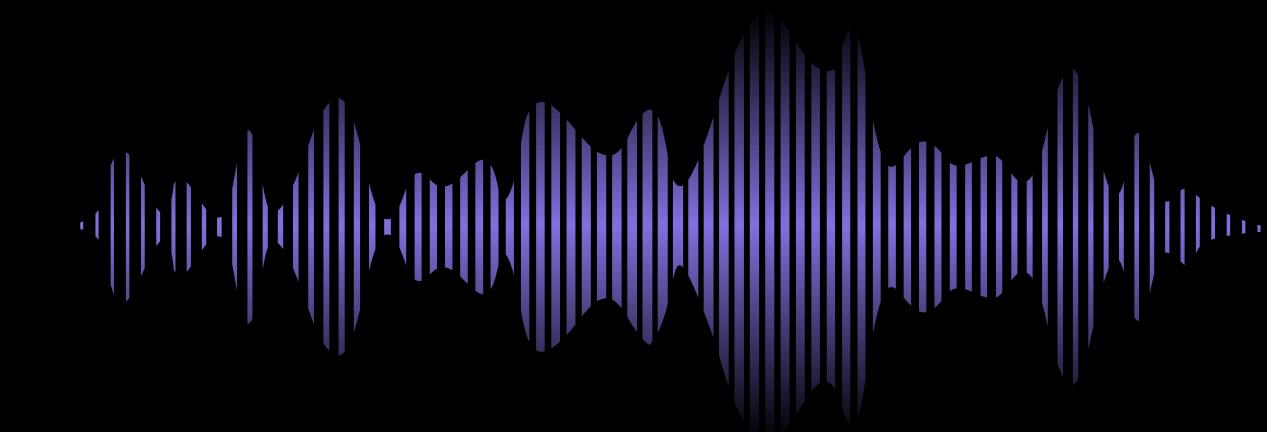
Van Halen is the top-artist in the USA.





# Most Popular Genres in the USA

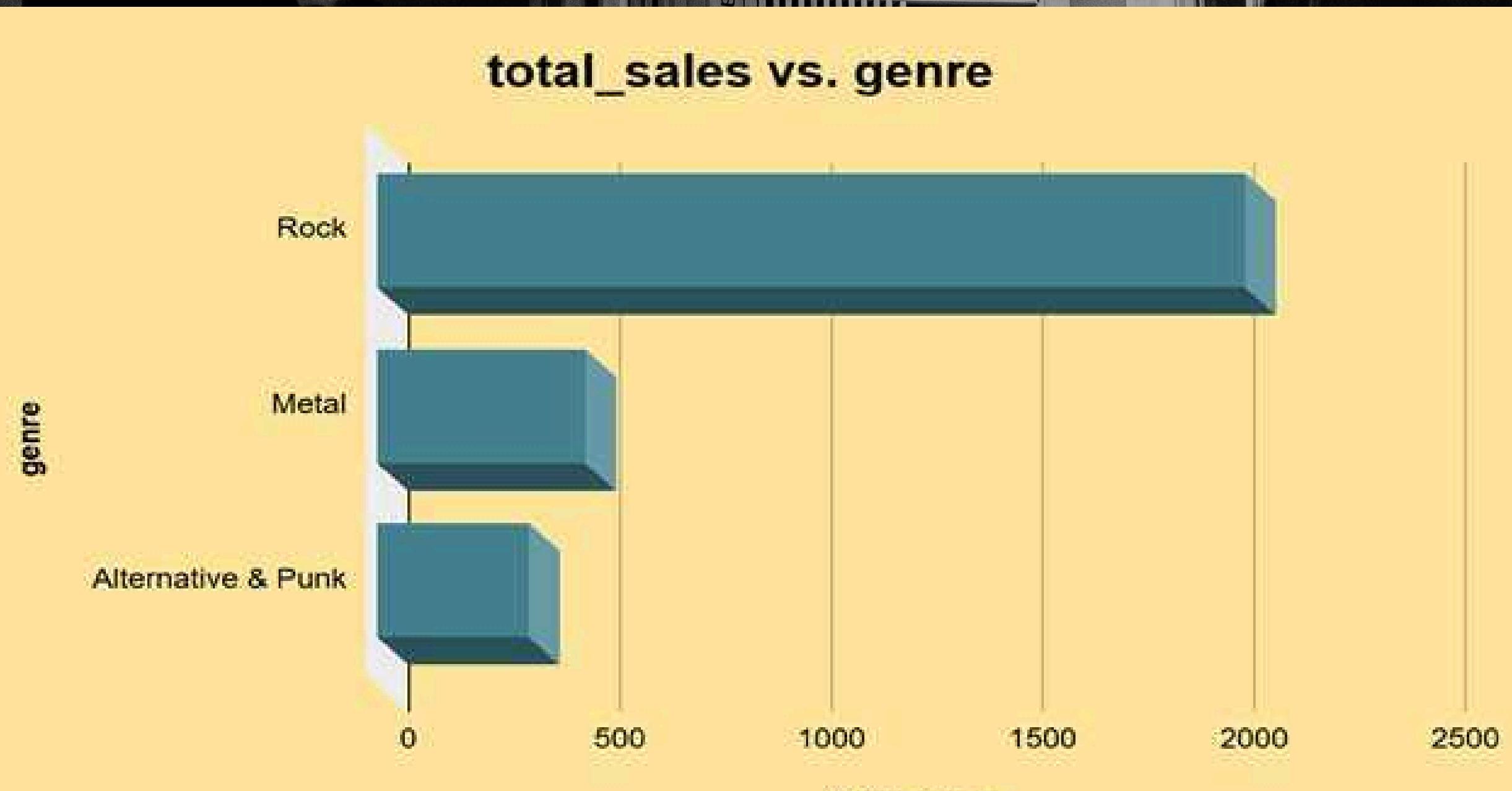
Rock is the most popular Genre in the USA



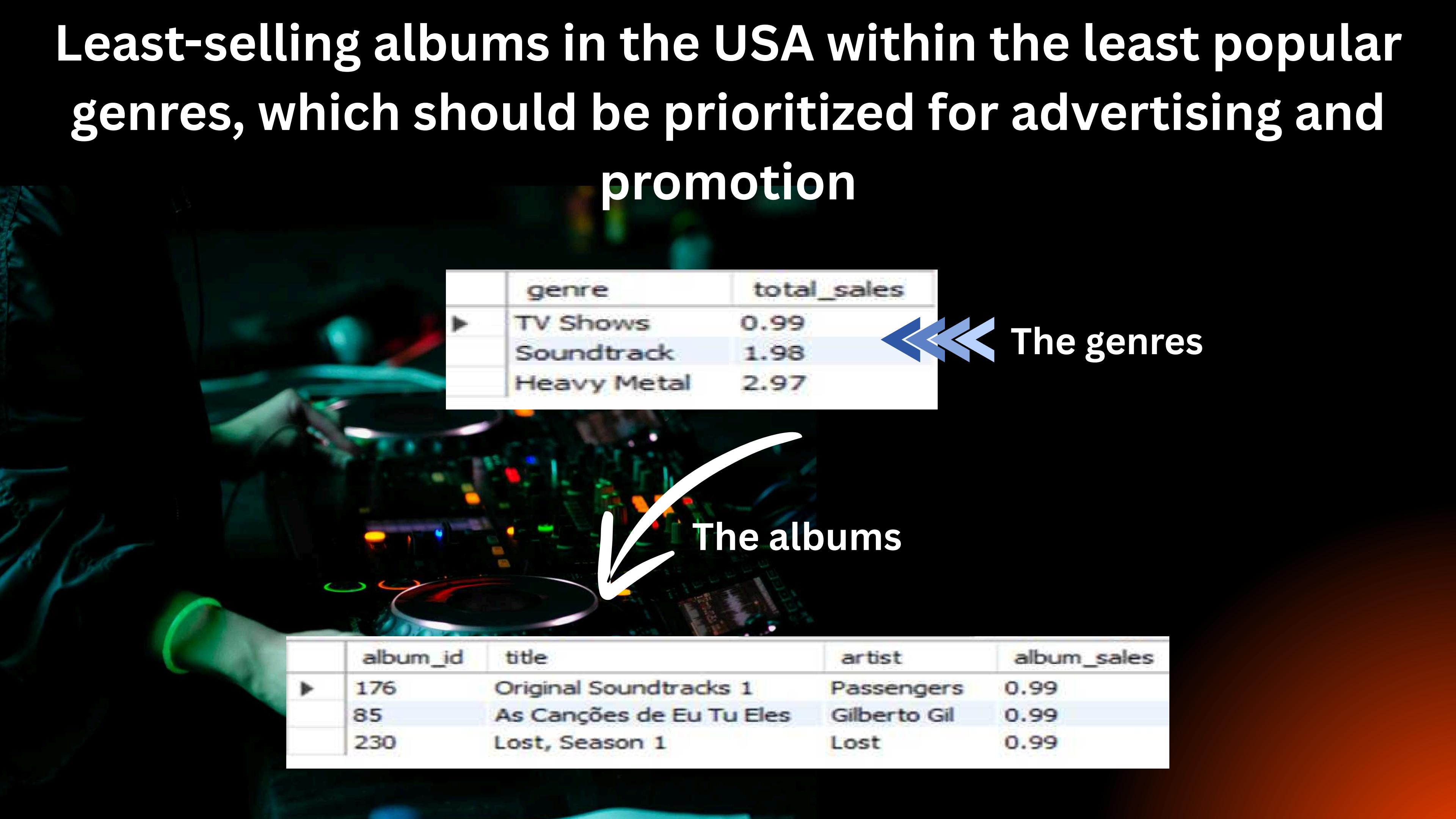
# Top-Selling Genres Outside the USA

Rock is the most popular Genre outside USA also.

total\_sales vs. genre



# Least-selling albums in the USA within the least popular genres, which should be prioritized for advertising and promotion



genre	total_sales
TV Shows	0.99
Soundtrack	1.98
Heavy Metal	2.97

The genres

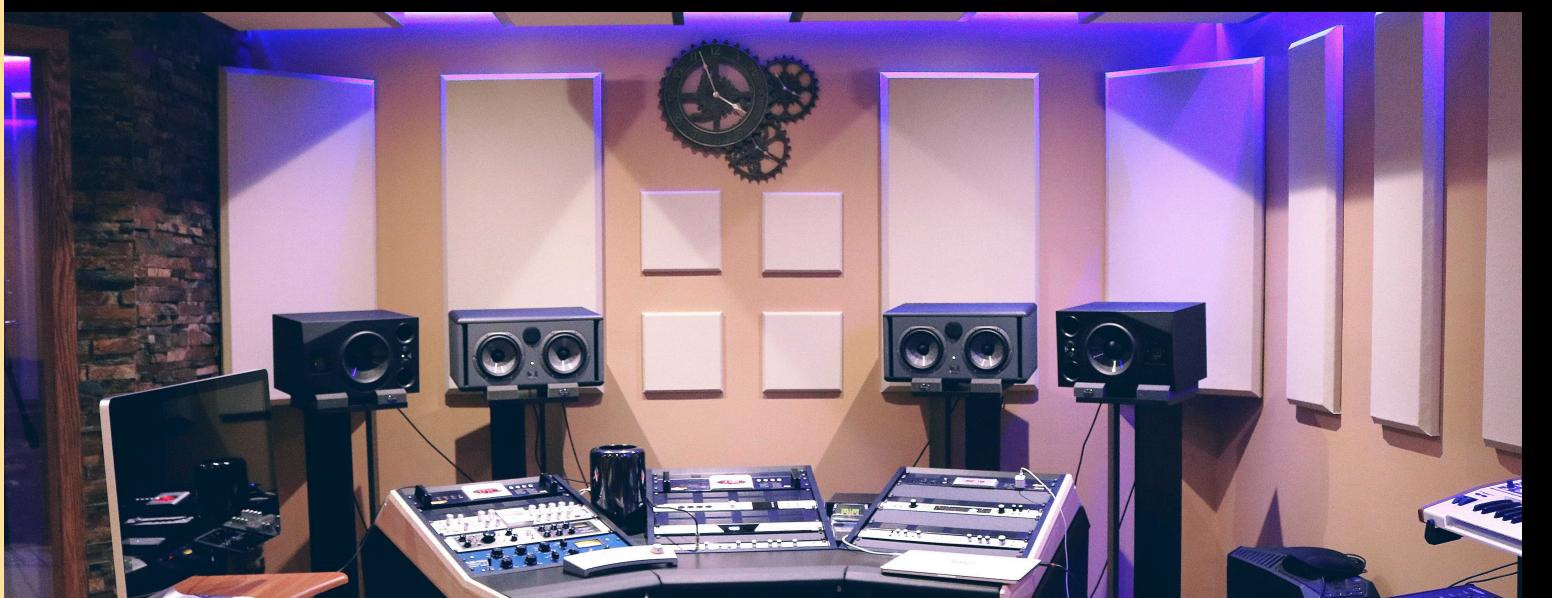
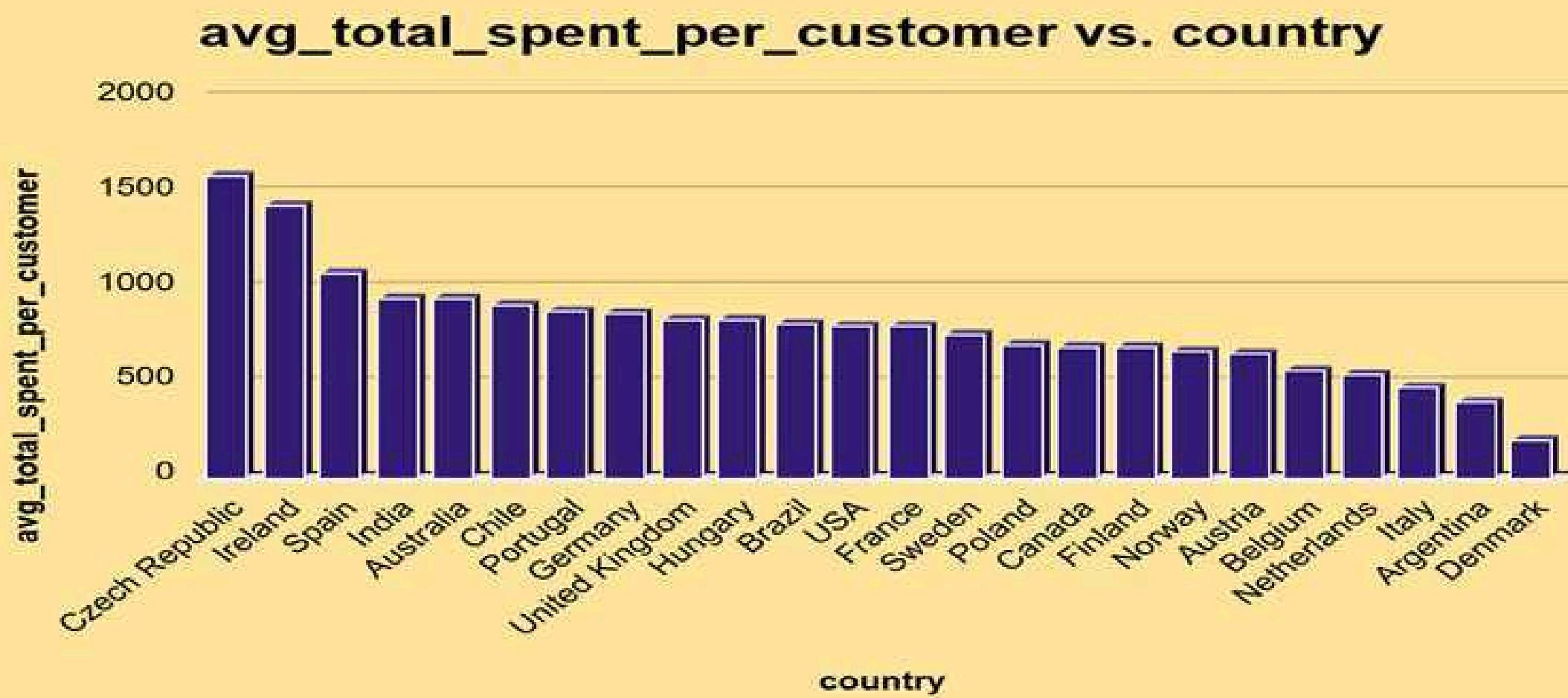
  

album_id	title	artist	album_sales
176	Original Soundtracks 1	Passengers	0.99
85	As Canções de Eu Tu Eles	Gilberto Gil	0.99
230	Lost, Season 1	Lost	0.99

The albums

# Regional Market Analysis

Customer purchasing  
behaviours based on  
different region



# Customer Risk Profiling

These countries with the lowest number of customers and purchases indicate low engagement

	country	total_customers	Risk_type	total_revenue	avg_spent_per_customer
▶	Argentina	1	High Risk	39.60	39.60
	Belgium	1	High Risk	60.39	60.39
	Italy	1	High Risk	50.49	50.49
	Austria	1	High Risk	69.30	69.30
	Norway	1	High Risk	72.27	72.27
	Denmark	1	High Risk	37.62	37.62
	Netherlands	1	High Risk	65.34	65.34
	Sweden	1	High Risk	75.24	75.24
	Poland	1	High Risk	76.23	76.23
	Hungary	1	High Risk	78.21	78.21
	Australia	1	High Risk	81.18	81.18
	Finland	1	High Risk	79.20	79.20
	Spain	1	High Risk	98.01	98.01

# Customer Risk Profiling Based on Purchase History

This indicates how often customers buy, total money spent by a customer, customer's spending behavior, how frequently they return.

	customer_id	total_purchases	total_purchase_amount	avg_spent_per_purchase	avg_days_between_purchases
▶	14	10	29.70	2.97	128.33
	9	10	37.62	3.76	120.67
	10	12	60.39	5.03	112.27
	35	16	82.17	5.14	95.00
	47	9	50.49	5.61	157.38
	31	11	62.37	5.67	141.40
	19	9	54.45	6.05	140.38
	43	12	73.26	6.11	107.36
	33	12	75.24	6.27	127.55
	48	10	65.34	6.53	116.33
	23	10	66.33	6.63	124.44
	11	10	69.30	6.93	108.11
	30	13	91.08	7.01	116.42

# Recommendations

- Promote low-performing albums in the USA to boost sales through targeted advertising.
- Customize marketing strategies for each country based on genre and sales trends.
- Implement loyalty programs and re-engagement offers to retain existing customers.
- Use Customer Lifetime Value (CLV) to focus on high-value customer segments.
- Track churn using purchase frequency and spending patterns to identify at-risk customers.
- Promote local artists in underperforming regions to increase customer connection and sales.
- Recommend albums or artists based on co-purchase patterns to enhance cross-selling.



# Conclusion

- Customer behavior differs by region, requiring localized strategies.
- Retention is key—many customers churn after one purchase.
- CLV helps identify and prioritize high-value customers.
- Genre and product affinity can drive better recommendations.
- Churn analysis highlights at-risk markets and segments.
- Low-performing albums and regions are opportunities for growth.
- Data insights enable smarter marketing and product decisions.

