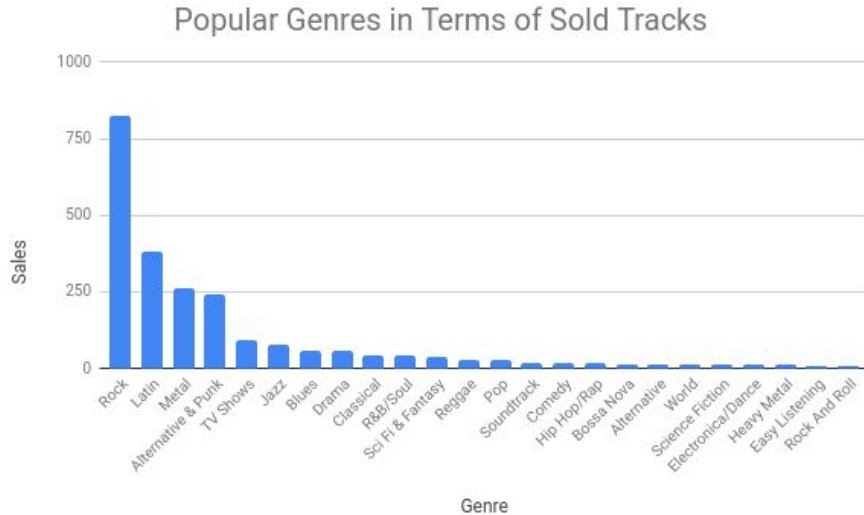


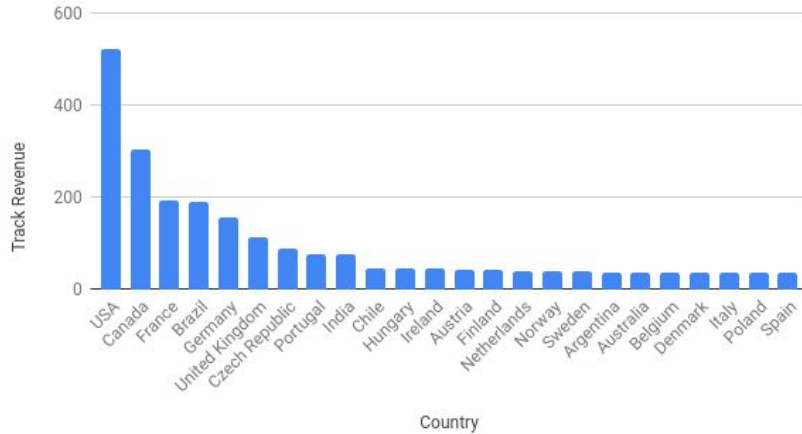
# Most Popular Genres in Terms of Sold Tracks



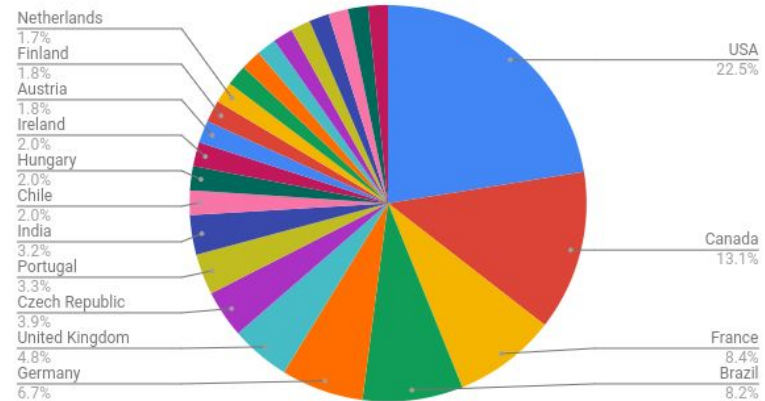
1. The Genre that had that Most sold tracks is Rock with 826.65 total sales which represent 35% of the total sales .
2. The Rock and roll Genre earned the least with 5.94 which represent .26% of total sales.
3. The second Most popular genre is the latin which earned 382.14 which is is less sales by around 50% compared to the first which is around 16.41% of total records sales.
4. Based on this Rock genre tracks are more likely to be sold and will have more revenue compared to Rock and Roll genre.
5. The top 4 genres are Rock, Latin, Metal, Alternative & Punk in terms of revenue.

# Countries Tracks Revenue

Countries Tracks Revenue

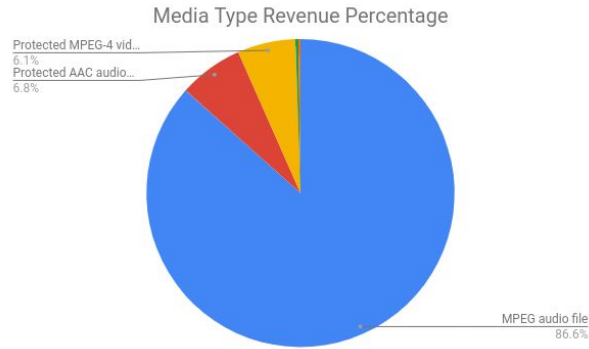
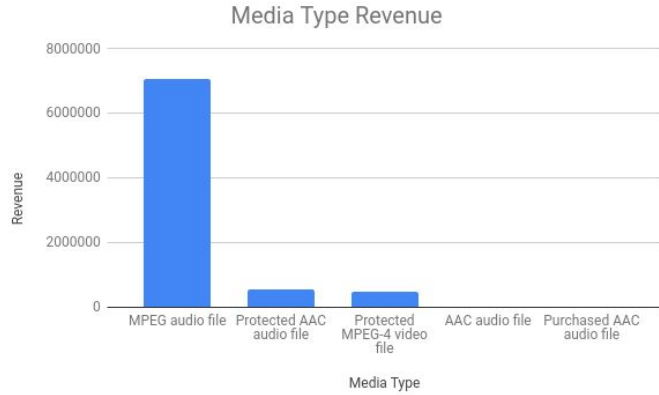


Revenue Percentage for Each Country



- 1) US had the highest tracks revenue of 523.06 which represents a percentage of 22.46 from the total revenue and it was followed Canada where customers bought tracks with 303.96 which is half the percentage of US customers.
- 2) Norway, Argentina, Australia, Belgium, Denmark, Italy, Poland and Spain had the least a similar revenue were customers spent around 37.62 which is 1.6% of total revenue.
- 3) So for a track to succeed it is important to have popularity in the US.

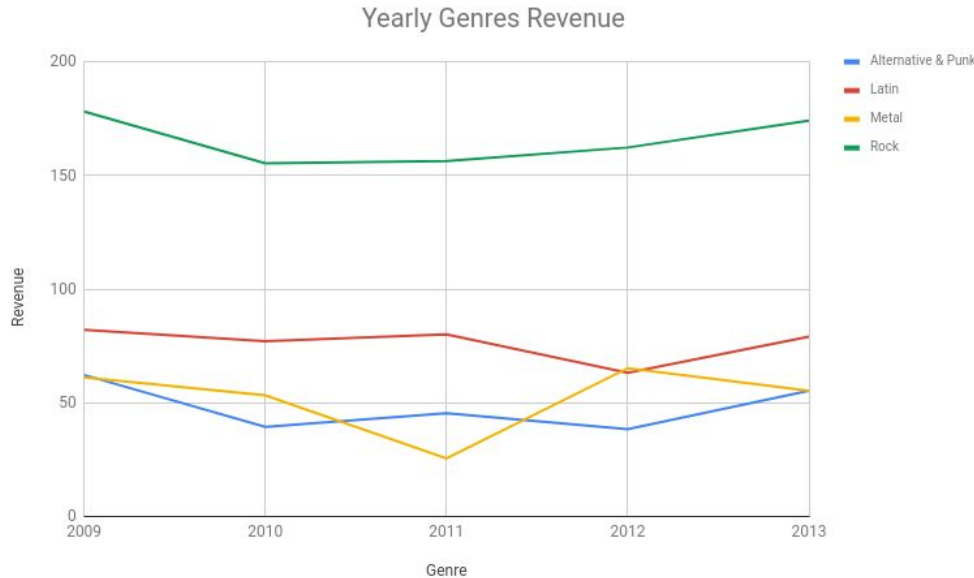
# Most Sold Media Types



86 % of revenue went to MPEG audio file media type and was followed by Protected AAC audio file with 6.8% and Protected MPEG-4 video with 6.1% while the least revenue came from Purchased AAC audio file with 0.2%.

So it is better to focus on having MPEG audio Tracks than AAC files especially for new artists that are starting.

# Yearly Revenue for each Genre



1. I looked into the top 4 overall genres: Rock, Latin, Metal, Alternative & Punk in terms of revenue. popular genres.
2. Rock remain the top genre in terms of revenue across the years.
3. Latin music remain at the second place except in 2012 with a slight dip in revenue compared to Metal.
4. Metal Music and alternative Rock & Punk alternate through the years for the third and fourth place. Though in 2012 Metal had higher revenue.