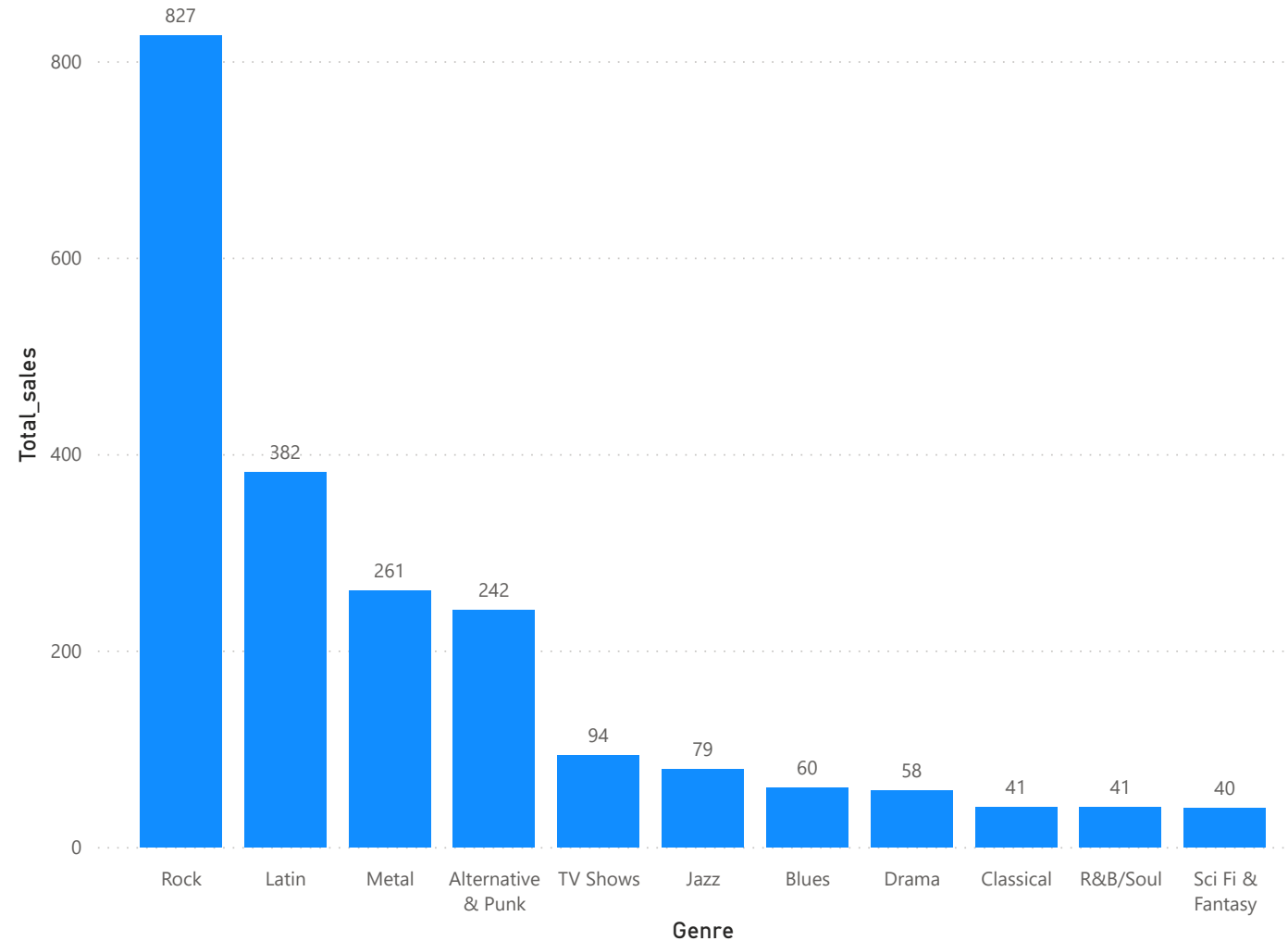# Best Selling Genre

Total_sales by Genre

What is the current market looks like in terms of current user music taste ?

This is the first question that crossed my mind in terms of understanding the current market.
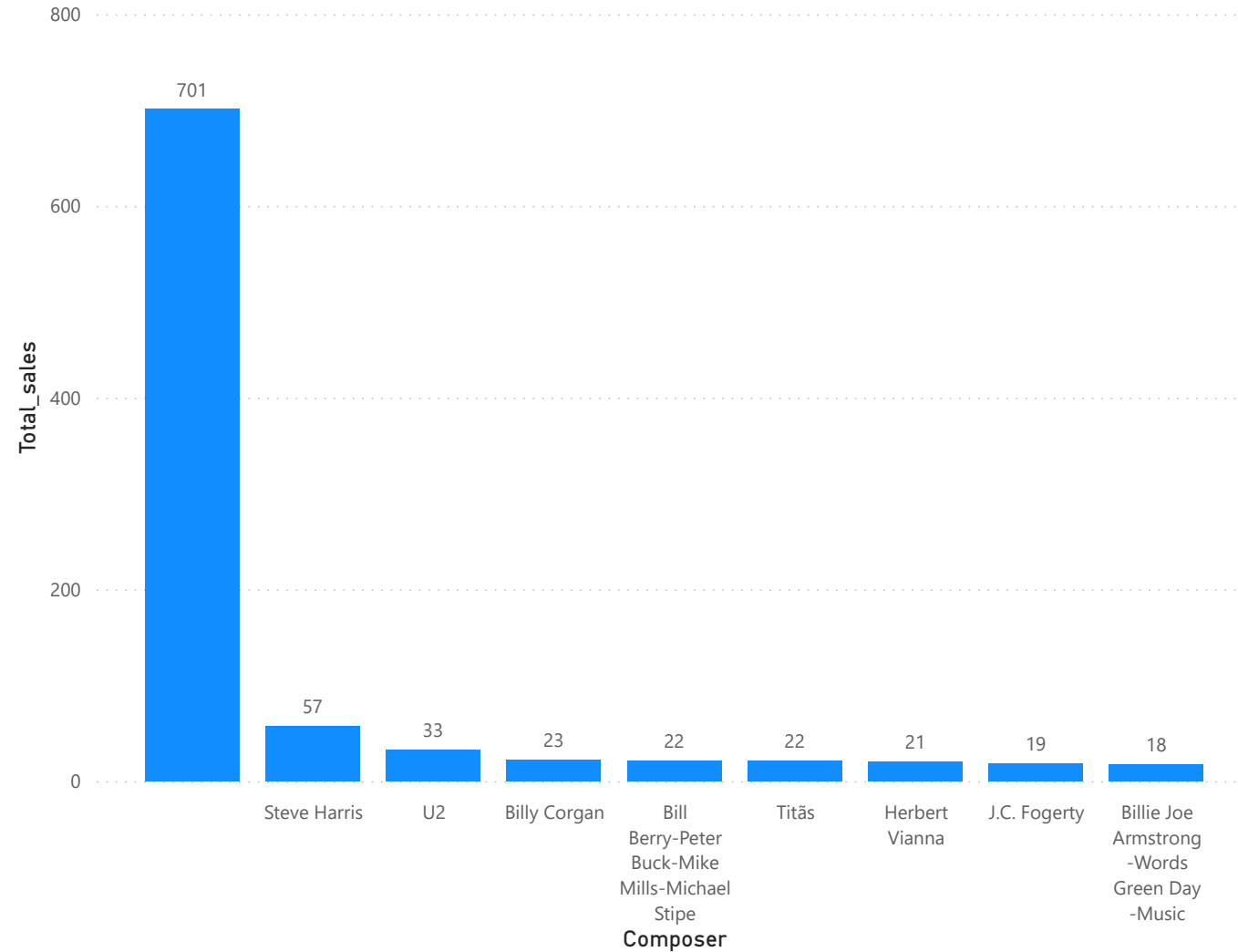
and I found the below

- the most purchased music is Rock music by 826.65
- followed by Latin music with total of 382.14
- the 2 successors is metal and Alternative music.
- TV shows comes in the fifth place and i think it will be a promising genre.

The conclusion

- we need to keep increasing our rock library to serve the current customers.
- it seems there is a large chunk of our customers in Latin America and we need a further analysis to prove that, a further investment in this genre is needed.
- there is a trend in the rock and alternative taste showing here maybe we can create a custom playlists in the genre to serve the current customers.
- we need to analyze the age spectrum of the current clients as i think the TV shows will be serving a certain age cluster.

Best Selling Composer

Total_sales by Composer

What is the current market looks like in terms of best selling composers ?

In the music industry it is common to take the customer favorite Composers in account when investing in our library but there is a strange finding here
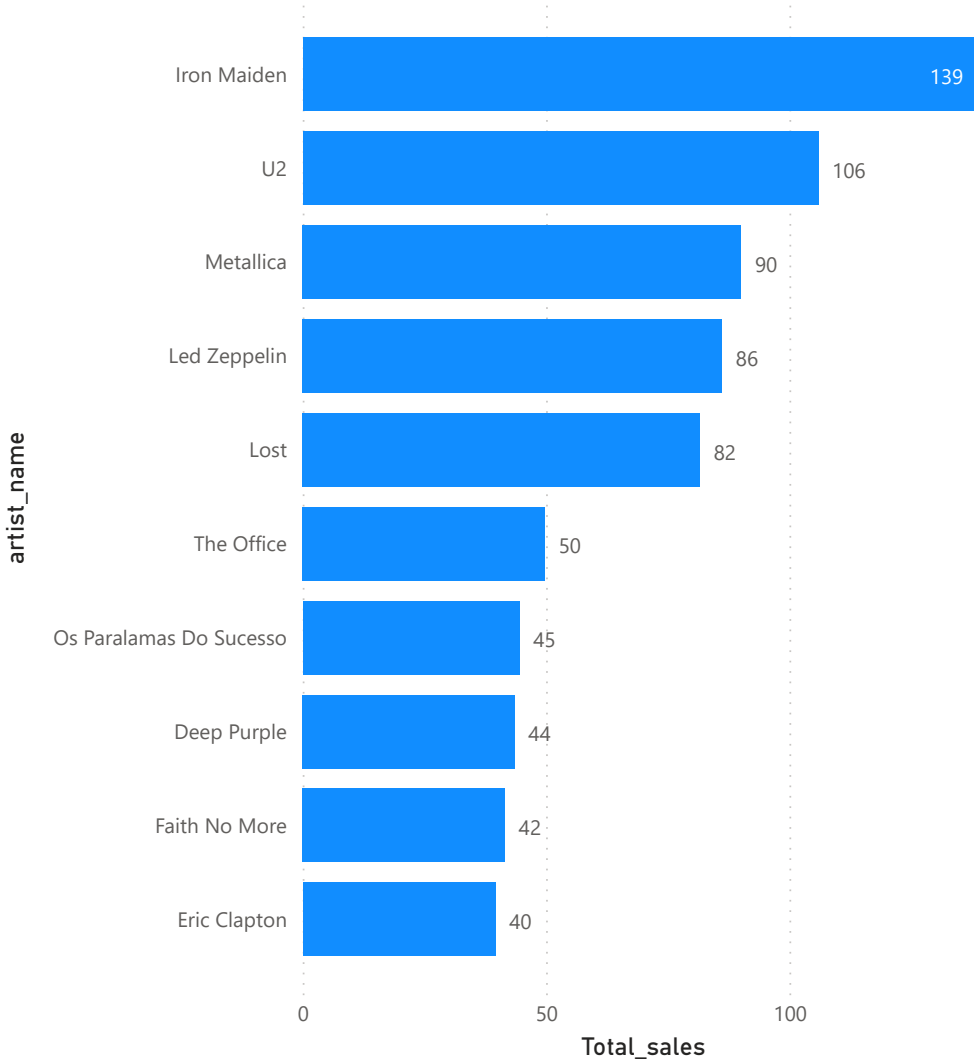
and I found the below

- Most of our database is failing short to have the composer.

The conclusion

- A critical database update is needed to add the composer from the missing rows even if it the same artist name.

Best Selling Artist

Total_sales by artist_name

What is the current market looks like in terms of best selling artists ?

In the music industry it is common to take the customer favorite artists in account when investing in our library.

and I found the below

- As expected the top artists fall in the rock and metal genres.

The conclusion

- we can create a targeted ads campaign promoting sales on the mentioned artists .

Our Global Footprint

SUM(I.Total) by Country

What is the current market looks like in terms of global existence ?

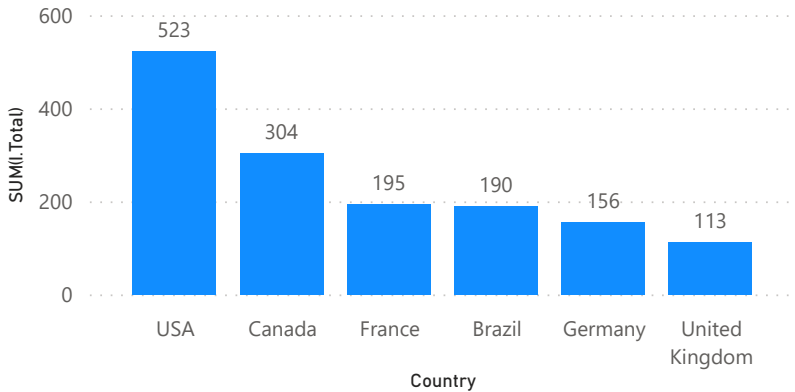we need to develop our business so what is our current market presence and where is our top sales .

and I found the below

- there is totally un entered regions as Asia and Africa.
- our top sales are in USA Canada and France although I cant analyze the current library music languages .
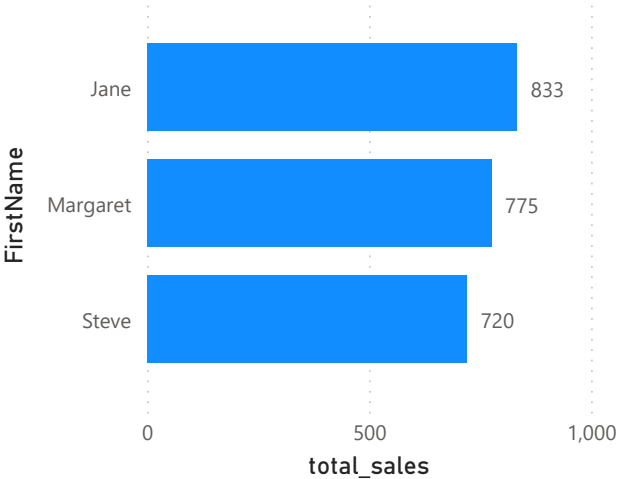
The conclusion

- we need to study how to enter more markets and come up with a penetration strategy.
- we need to add the music language field to start tracking and targeting our foreign customers effectively.
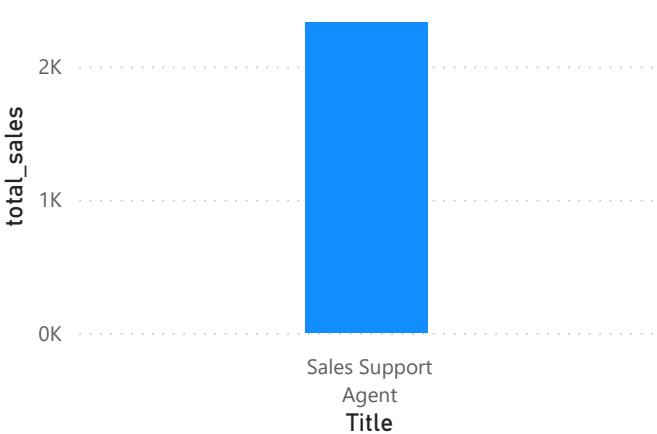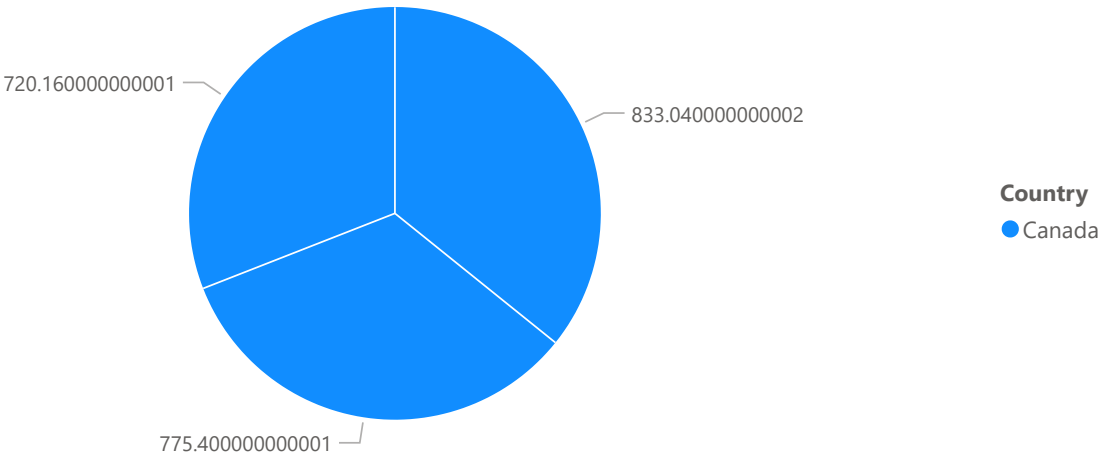
SUM(I.Total) by Country

Country	SUM(I.Total)
USA	523
Canada	304
France	195
Brazil	190
Germany	156
United Kingdom	113

Our Sales Team

total_sales by FirstName

Jane — 833
Margaret — 775
Steve — 720

FirstName (y-axis) · total_sales (x-axis: 0, 500, 1,000)

total_sales by Title

total_sales (y-axis: 0K, 1K, 2K)
Title: Sales Support Agent

total_sales by Country and FirstName

720.160000000001
833.040000000002
775.400000000001

Country
● Canada

What is the current Sales Team performance?

I Then moved from the market study to the internal performance analysis by first exploring the current sales team.
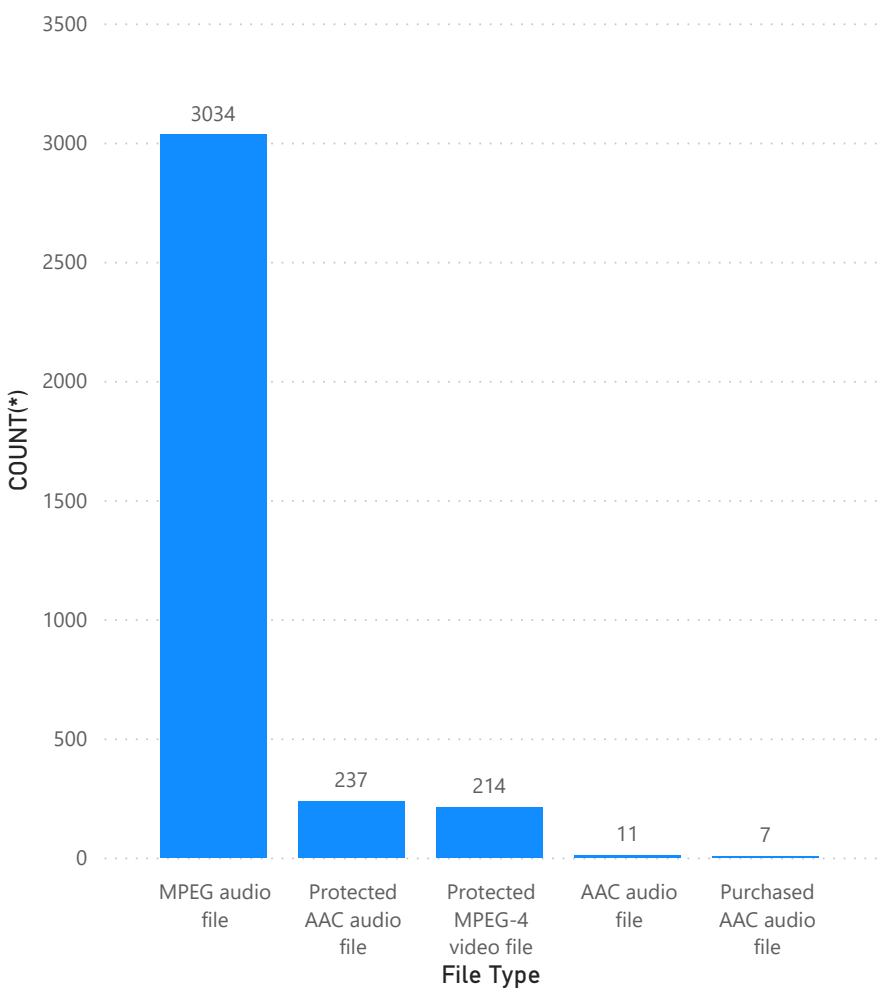
and I found the below

- The current sales team is consists of 3 employees all from Canada and they all have the same title.
- the best performer is Jane but not by a a lot from the colleagues.

The conclusion

- we can study to hire at least one French sale support agent to serve our French customers.
- we can consider promotions for our sales team to motivate the best performers.

File Type Analysis

File Types Analysis

What is the current music database file type?

I was curious so I checked this field although I am not expert in this field I found a lot of interesting information from research.

and I found the below

- Most of our database files are in MPEG format or (MP3) and this makes sense as it is the most common music encoding format.

The conclusion from the research

- AAC is basically a subpart of the MPEG specification.
- MPEG holds both audio and video while AAC is specifically for audio only.
- AAC is able to encode audio at much higher standards compared to MPEG (so maybe AAC is the future.)
- A lot more devices support MPEG compared to those that support AAC.