

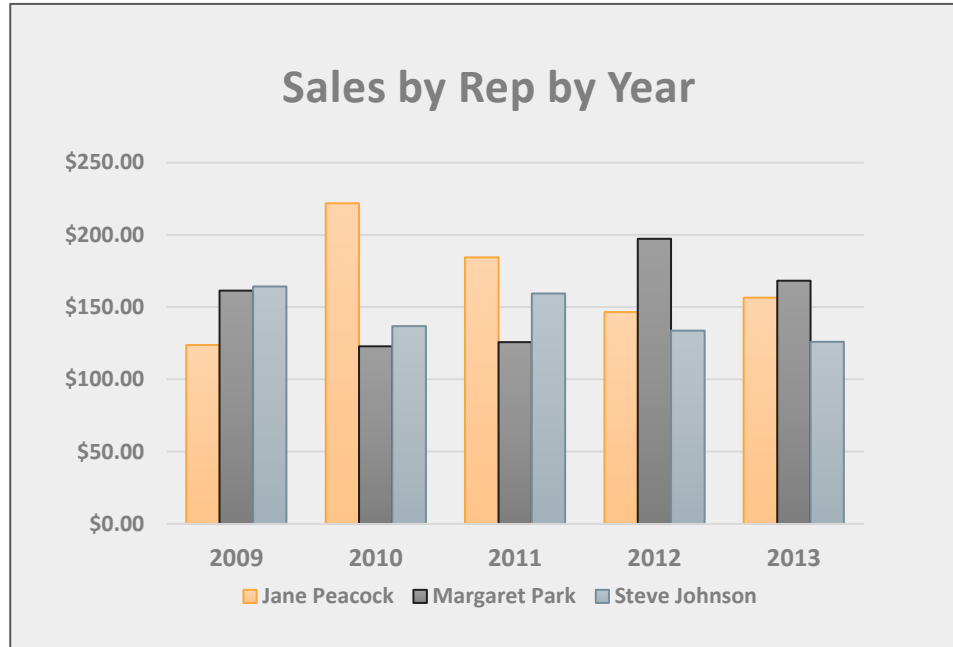
# Udacity

# Business Analytics

Nanodegree Program  
Project: SQL for Data Analysis

By Phoebe Chen  
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# What was the Total Sales by each Sales Rep for each year?

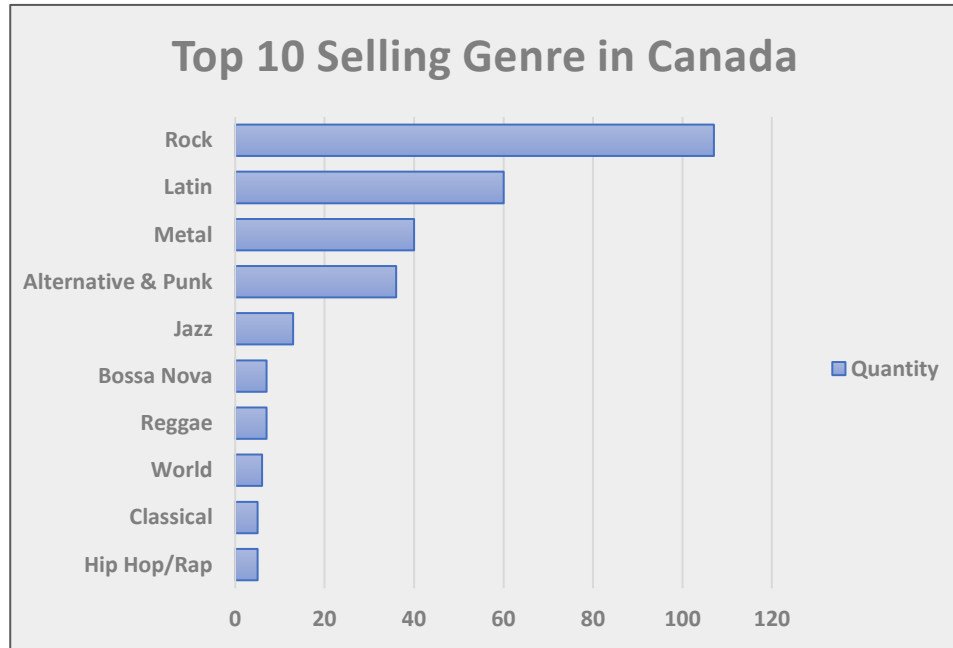


Jane Peacock was the top employee overall, especially in 2010, bringing in total revenue of over \$220, which was almost the annual sales generated by her colleagues combined.

Margaret increased her sales amount greatly to just under \$200 in 2012, and she remained the top performer in the following year.

Steve was the bottom sales rep which may be due to the fact that he joined the business a few months later than Jane and Margaret.

# What are the most popular Genres in Canada?

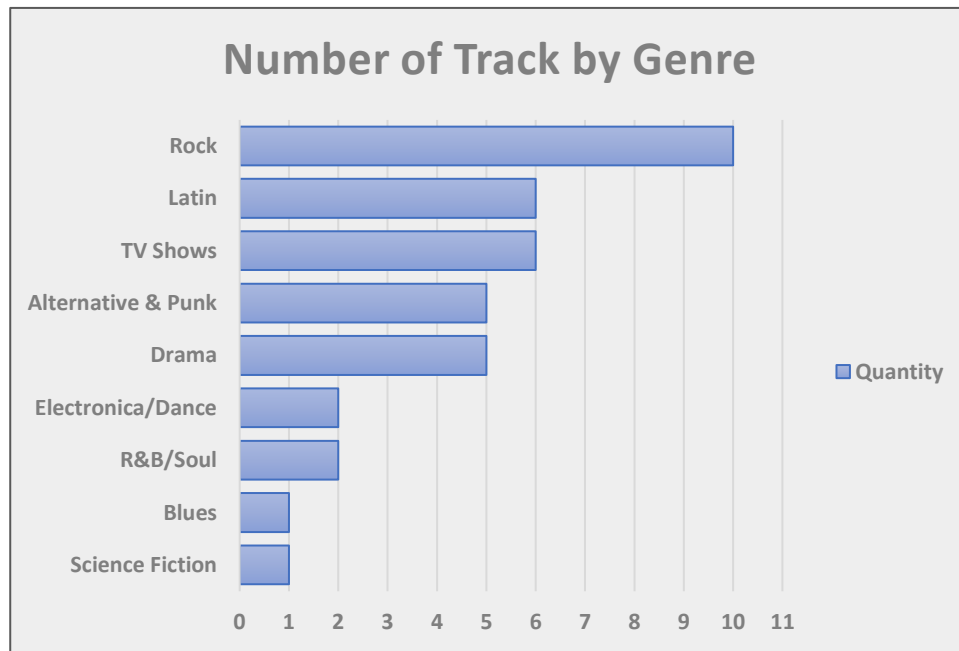


The most popular music type in Canada by far is Rock, with 107 tracks sold in total, which almost doubled the figure for the next most popular Genre, Latin.

Metal and Alternative & Punk have also been sold well.

Chinook may want to specialize in selling these top genres in order to boost sales further in Canada.

# What are the Best Customer's favorite Genres?

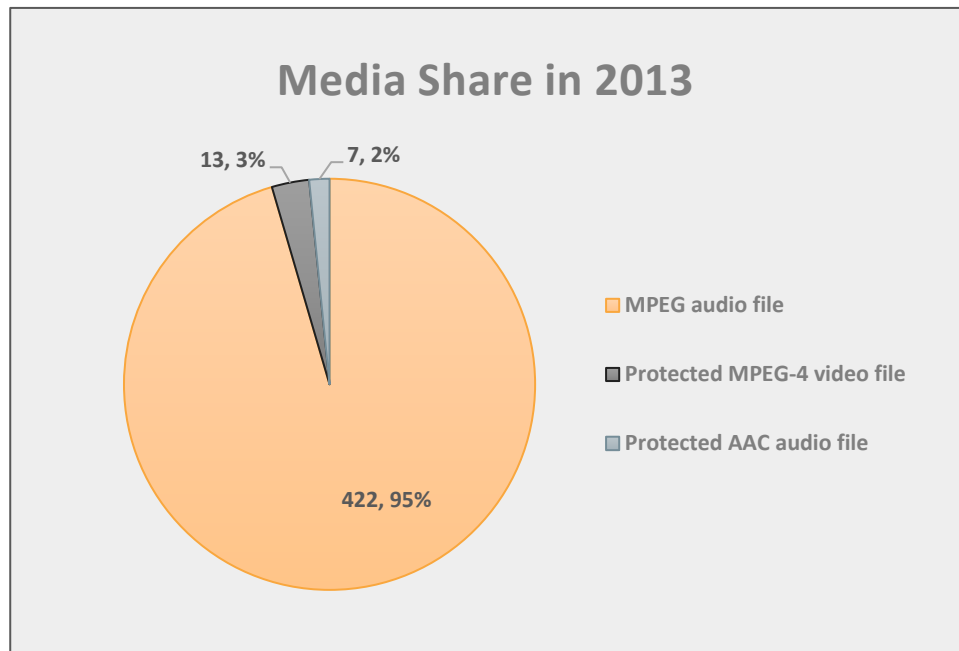


Helena Holý has contributed the most sales revenue overall.

Helena is also a Rock listener, she bought 10 Rock songs in total. Her second favorite genres are Latin and music from TV shows.

She also enjoys listening to Alternative & Puck and Drama.

# What was the share of Media Types in 2013?



As shown in the pie chart, in 2013, 422 tracks were sold in MPEG audio file format, which accounted for 95% of total sales.

Only 5% of songs were sold in copyright-protected format, 3% in MPEG-4 video file and 2% in ACC audio file.

Open-source media was much more preferable in 2013.