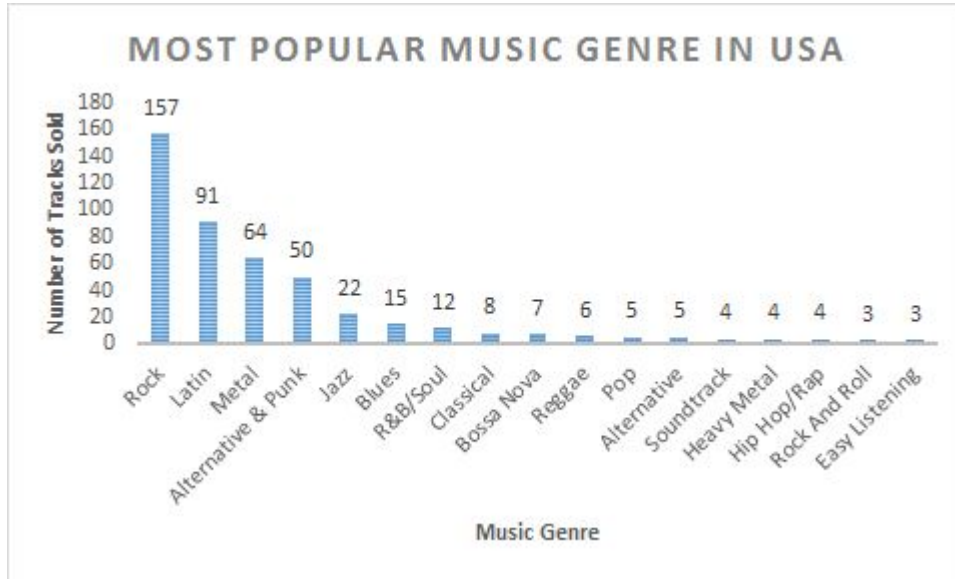


Please make a copy!

File -> Make a Copy

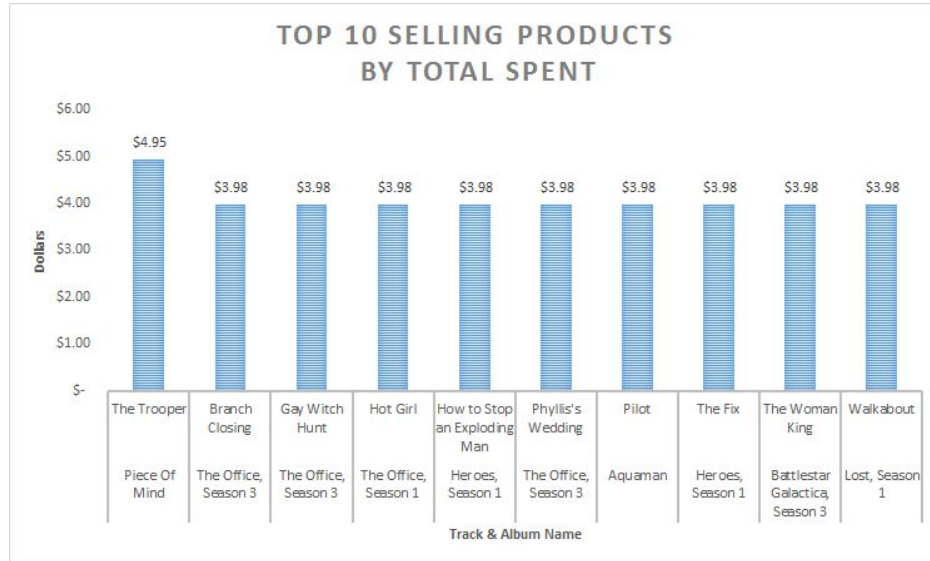
Remember to include a text file with each of your SQL queries in your project submission

What is the most popular music genre in the USA?



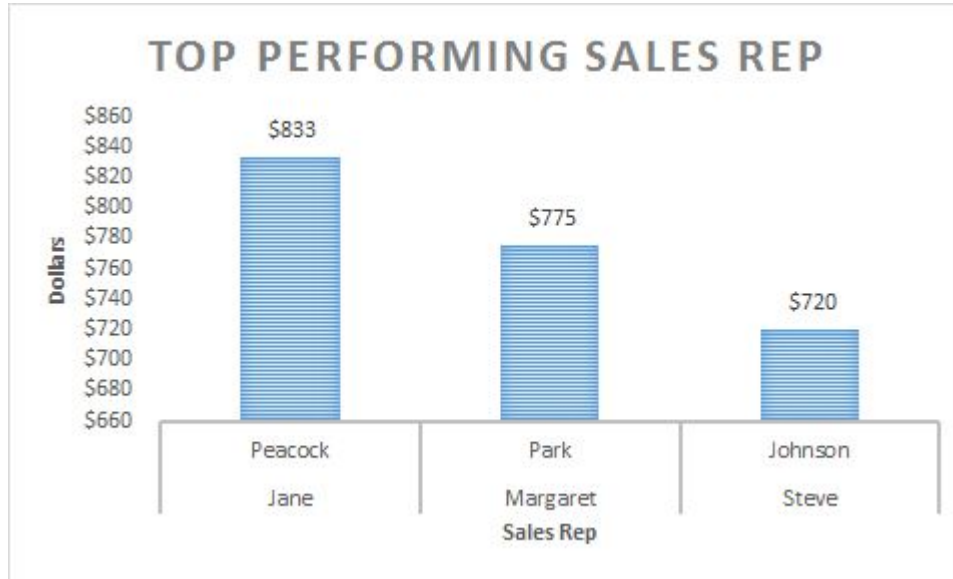
We can see that Rock music is the most popular genre of music in the USA since it has the highest amount of tracks sold. It has almost 2x the amount of tracks sold as the second most popular genre (Latin) and about 2.5x the third most popular genre (Metal). Also since the 3rd (Metal) and 4th (Alternative & Punk) most popular genres are sub-genres of Rock, it is pretty evident that Rock is the most popular genre in the USA.

What are the top 10 selling products by total spent?



Here is a bar chart that shows the top 10 products by total amount spent. As we can see the top selling product is The Trooper from Piece of Mind music album. However, it has only sold 1 more unit than the remaining 9 products which are video files (TV Shows). This could be an indication that Chinook should consider diversifying into more video products since those seem to be popular.

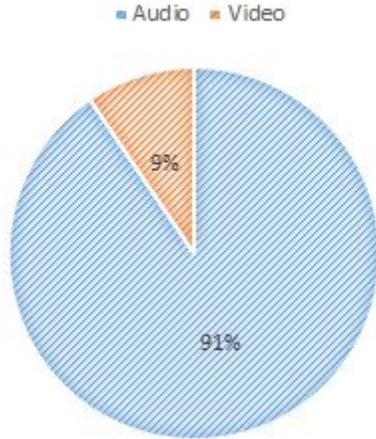
Who is the top performing sales representative?



Here is a bar chart that shows the dollar amount of sales for each Sales Representative at Chinook. As we can see Jane Peacock is the top performing Sales Rep since she had the highest amount of sales among the 3 Sales Rep.

Video vs. Audio Sales

VIDEO VS AUDIO SALES (%)



Here is a pie chart that show Video vs Audio Sales as a percentage of total sales.

Looking at the pie chart we can see that Video sales account for 9% of total sales.

Although Chinook is a music store it can diversify its revenue streams by growing it's video sales.