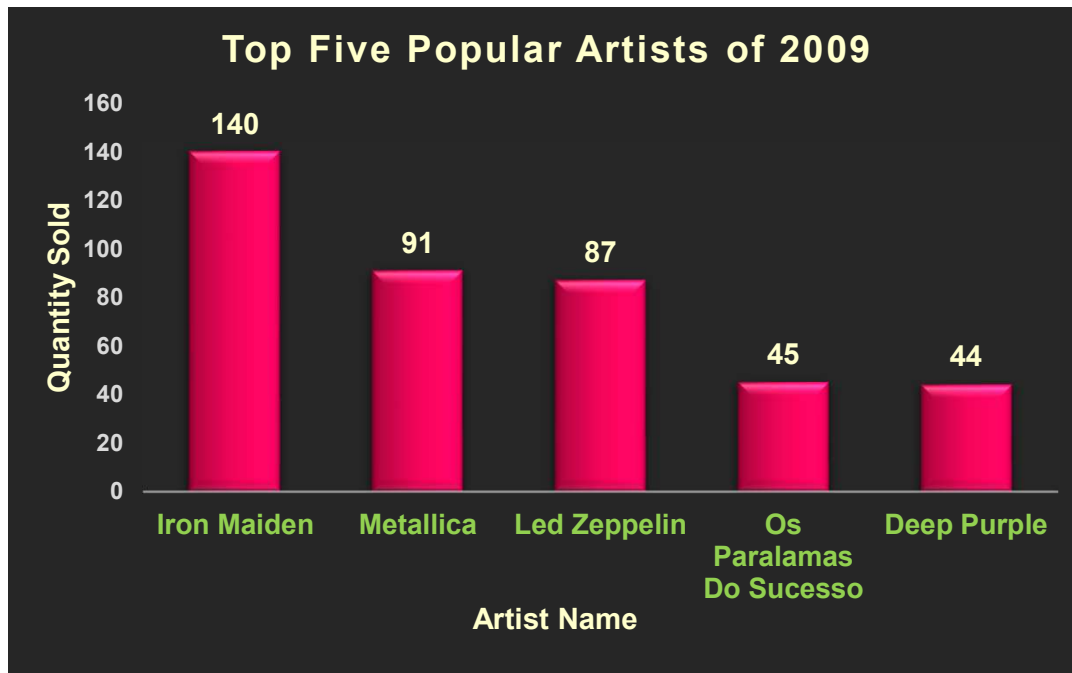
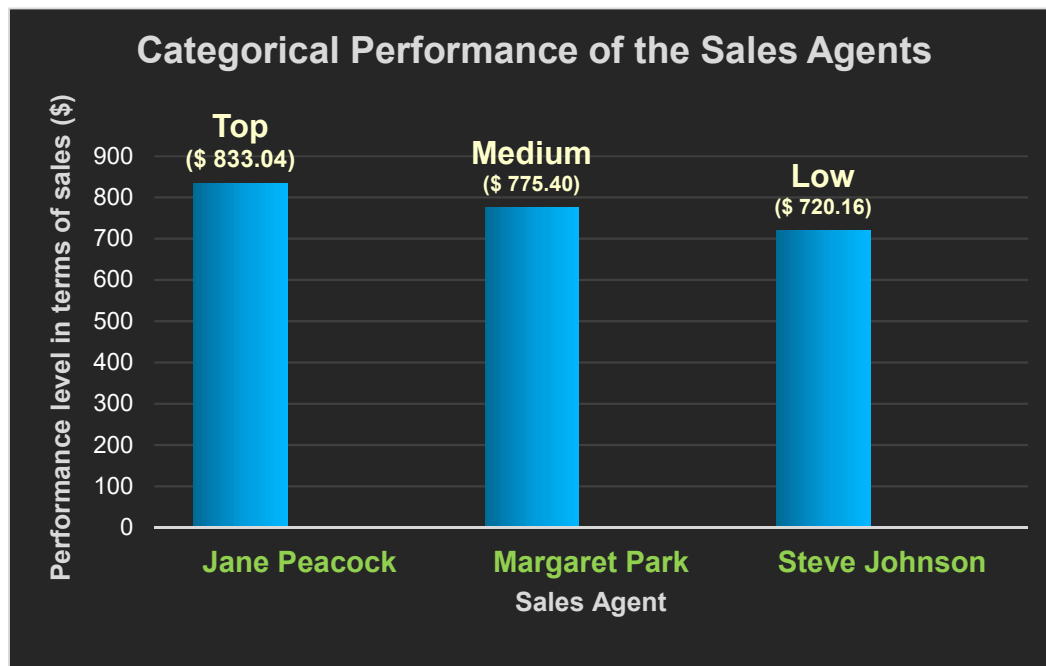


Who were the most popular artists in 2009?



- Iron Maiden was the most popular artist in 2009, having sales quantity of 140.
- However, other most popular artists are Metallica, Led Zeppelin, Os Paralamas Do Sucesso and Deep Purple, having sales quantity of 91, 87, 45 & 44 respectively in 2009.

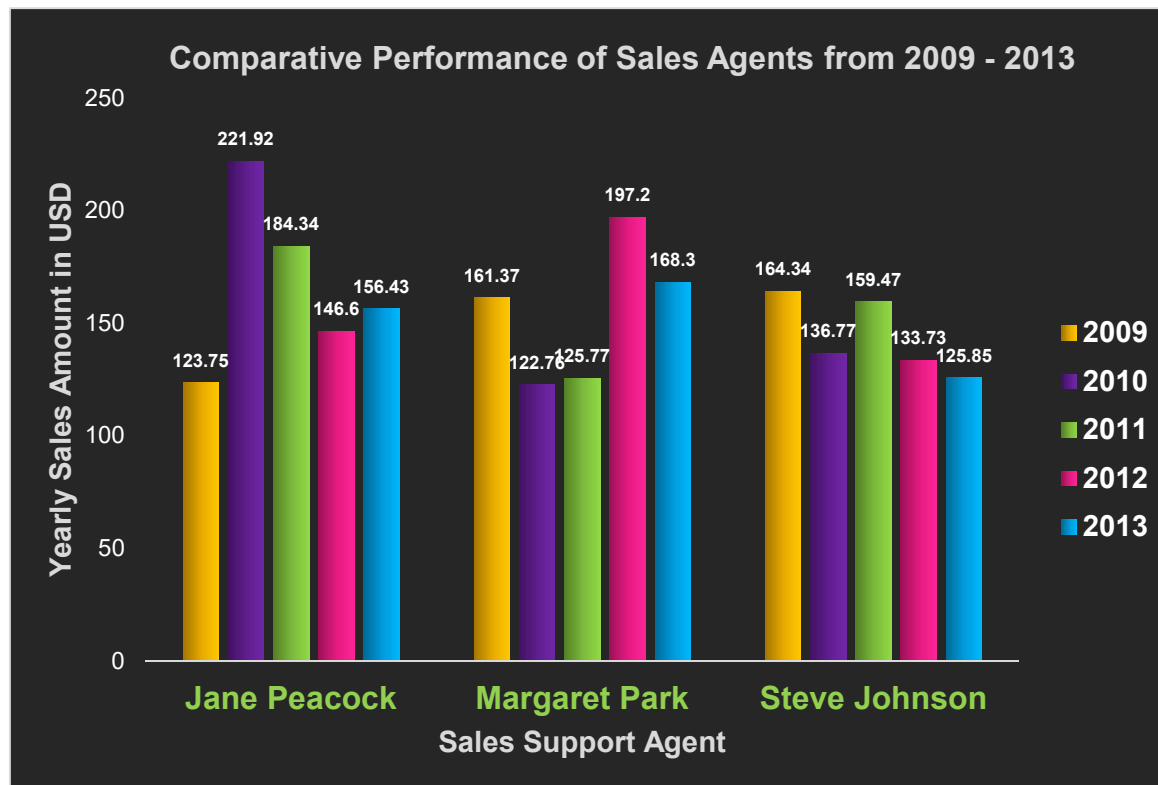
What was the categorical performance of the sales agents?



- Though the sales figures of the sales agents was not too far from each other, however, Jane Peacock had the top sales performance throughout the year 2009 to 2013. Jane's total sales amount for the five years was \$ 833.04.

- Margaret Park's sales amount was \$ 775.40 which was categorized as medium and Steve Johnson's sales amount was \$ 720.16 and categorized as low.

Was there any consistency in sales performance among the sales agents throughout the year 2009 to 2013?

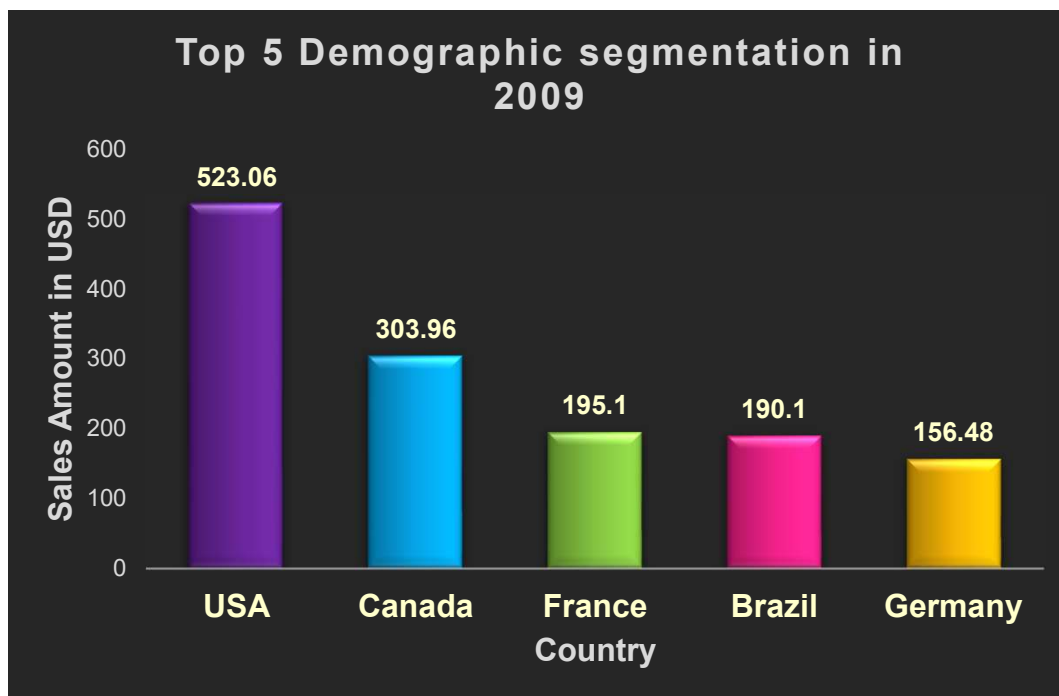


- Jane Peacock had the highest sales achievement among the 3 sales agents. But her performance was not consistent over the 5 years. In 2010, she almost doubled her sales achievement in comparison to 2009. But she couldn't keep it up. It dropped in 2011 & further dropper in 2012 too. She has the capacity, but she needs motivation.

- Margaret Park's sales performance was not satisfactory in the first 3 years, however, she did well in the last 2 years.

- Steve Johnson's sales performance was consistent throughout the five years but was the lowest among the three sales agents. He needs training/coaching.

From which countries we had the highest business in 2009?



- In 2009, we had the highest business from the customers of United States (\$ 523.06).
- Other top purchasing customers of 2009 were from Canada (\$ 303.96), France (\$ 195.10), Brazil (\$ 190.10) and Germany (\$ 156.48).