

# Business Insights

## A) Executive Overview

- **MPEG audio file** is the dominant revenue contributor (**4.2K**).
- **USA** is the top-performing country (**1040**).
- **Rock** is the highest-grossing genre (**2.6K**).
- Peak monthly revenue occurs in **March (456)** and **April (443)**.
- Lowest monthly revenue occurs in **November (291)**.
- Total revenue is **4.71K** from **59 customers**.
- Total tracks sold reached **5K**.
- Average invoice value is **7.67**.
- The top three markets are **USA, Canada, and Brazil**.
- **Metal** and **Alternative & Punk** are the secondary revenue-driving genres.

## B) Customer Analytics

- **Total Customers** stands at **59** with a **1.00** retention percentage.
- **Average Customer Lifetime Value** is **79.82**.
- **Average Purchase per Customer** is **10.41**.
- **František Wichterlová** is the highest revenue-generating customer at **145**.
- **USA** is the leading country by revenue, contributing **1040**.
- **Jane Peacock** manages the largest share of customers at **35.59%**.
- **Luís Gonçalves** is the top support representative by revenue managed (**109**).
- **57 customers** fall into the **6+ Purchases** category, showing high engagement.
- **Performance vs Target** is currently at **1.73K**, which is below the **3000** goal.
- Revenue drops significantly after the top market, with **Canada (536)** and **Brazil (428)** trailing the USA.

## C) Product, Artist & Genre Performance

- **Total Revenue** of **4.71K** has been generated from **5K tracks sold**.
- **USA** is the highest revenue-contributing country with **1040**, followed by **Canada (536)**.
- **Rock** is the dominant genre, accounting for **2.6K** in revenue and **2.6K** tracks sold.
- **František Wichterlová** is the top customer by revenue, contributing **145**.
- **Jane Peacock** manages the largest customer distribution at **35.59%**.
- **War Pigs** is the top-selling track with **33** sales.
- **Average Customer Lifetime Value** is high at **79.82**.
- **Performance vs Target** is currently at **1.73K**, which is significantly below the **3000** target.
- **Queen** is the top artist by revenue, generating **190**.
- **Customer Retention %** is at a perfect **1.00**, with **57 customers** making **6+ purchases**.

## D) Employee & Geographic Performance

- **Total Revenue** reached **4.71K** across **24 countries** and **53 cities**.
- **USA** remains the primary market, contributing **1040** in total revenue.
- **Prague** is the top-performing city globally, generating **273** in revenue.
- **Jane Peacock** is the highest-contributing employee, accounting for **37%** of total revenue.
- **Margaret Park** and **Steve Johnson** follow closely with **34%** and **30%** revenue contributions respectively.
- **Canada (536)** and **Brazil (428)** are the second and third largest national markets.
- The sales force consists of **9 total employees** managing operations across **53 cities**.
- Revenue by city shows a significant drop-off after Prague, with **Mountain View (169)** and **London (166)** taking the next spots.
- Emerging markets include **Delhi (112)** and **São José dos Campos (109)**, showing global reach.
- **Norway (72)** and **Sweden (75)** represent the lower end of the revenue contribution by country.

