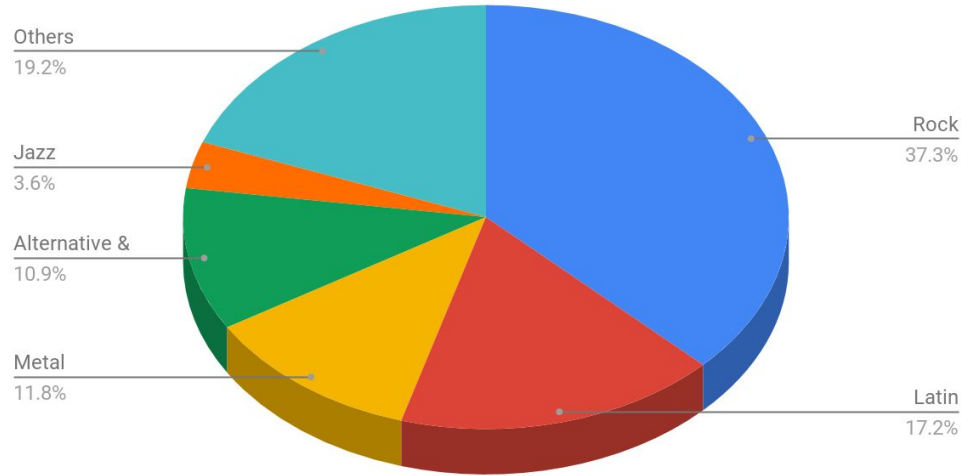


# Sales by Genre

Tracks sold by Genre



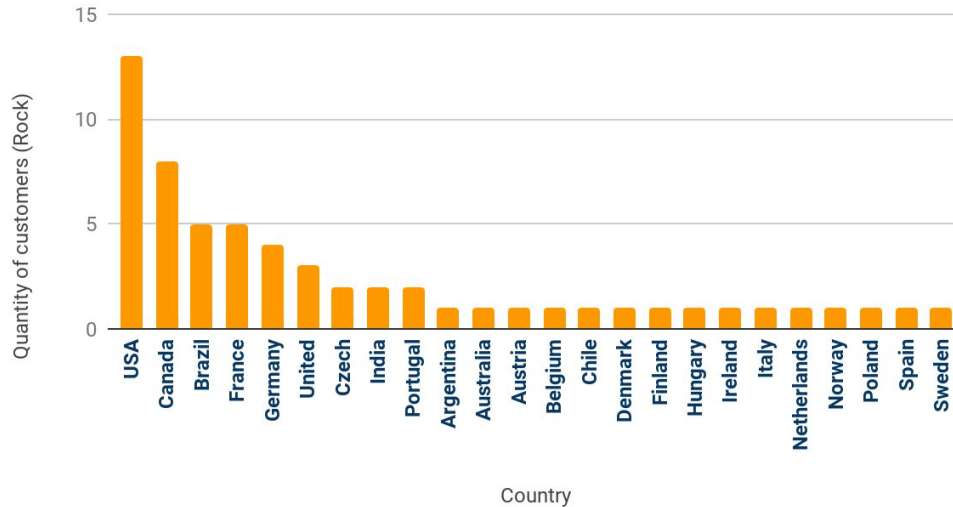
We can see that Rock is the most popular genre among clients.

The second best selling genre has less than half sales of the rock genre.

The sales of rock tracks alone represents 37% out the total sales.

# Rock customers by country

Rock customers by country

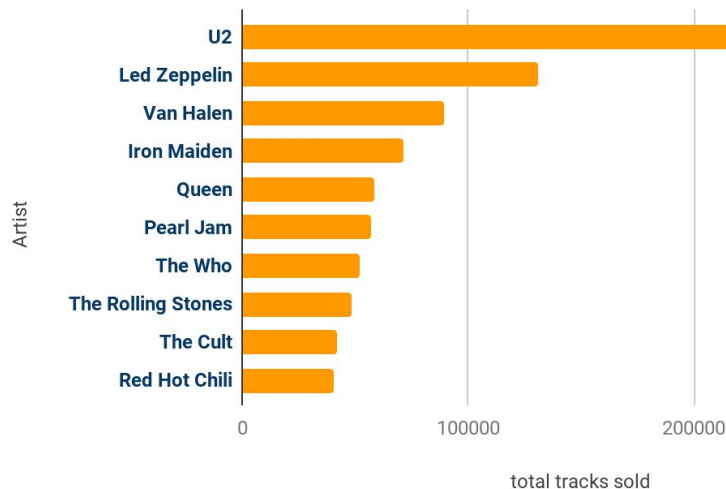


The country with more customers that buy rock tracks is the USA.

The quantity of customers by genre, in this case rock, can help Chinook identify strategies to promote sales.

# Rock artists with more sales

Top 10 - Rock artists with more sales



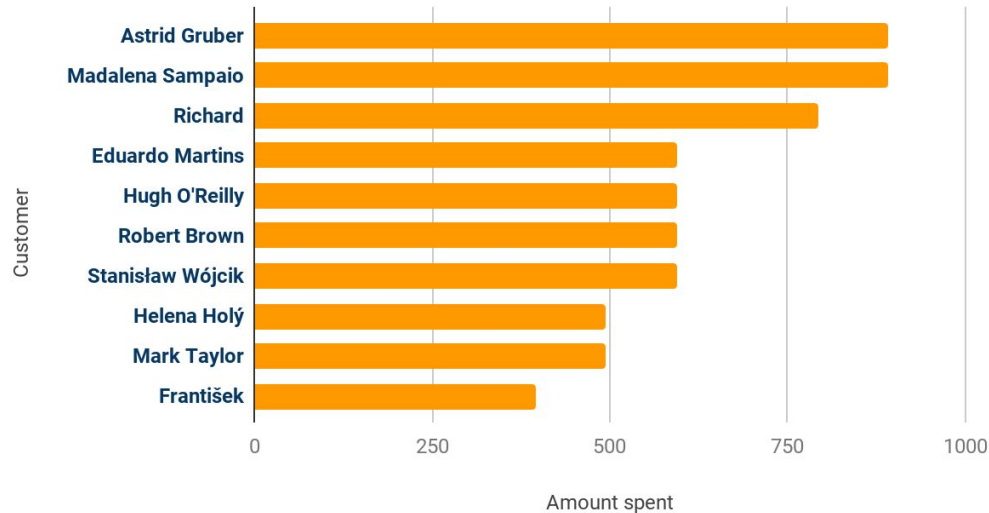
We can see that U2 is the most popular artist among the rock artists.

U2 or even the rest of the top 10 list are important artists to keep on track and always inform clients about new updates.

This information is also useful if Chinook decides to invest in advertising using artists.

# Main customers of U2

## TOP 10 - Customers who spent more money with U2



A good marketing strategy is to give the main customers some gifts.

We can see on the chart the clients who spent more money with U2.