

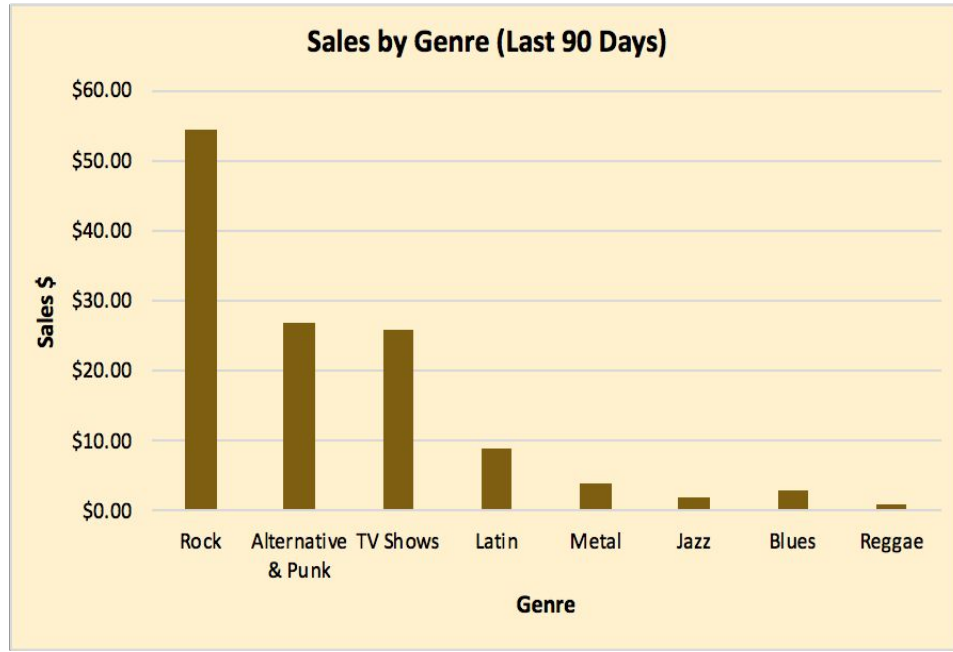


UDACITY

Music SQL Database Project

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# Trending Sales by Genre (Last 90 Days)



How have customers been purchasing the media? Individually or by full album/tv show season?

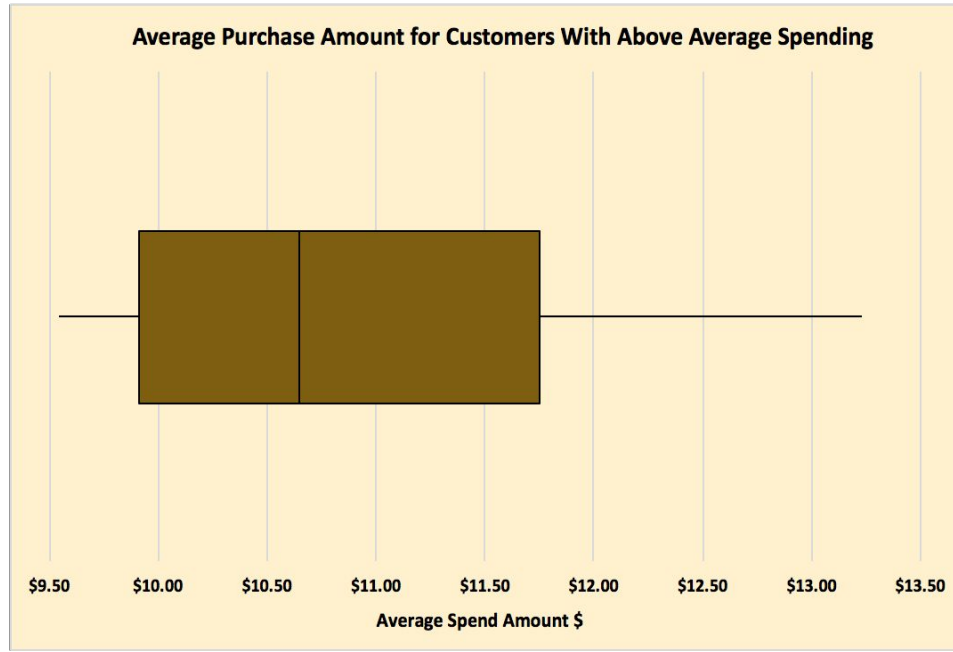
Purchases range from \$0.99 to \$24.75, with an average spend of \$4.50. The median purchase is \$1.99 with the mode nearby at \$1.98. Most customers buy 2 songs per transaction.

Which Genre(s) have the most sales for the past 90 days (09-22-2013 - 12-22-2013)?

Rock music is the most popular, capturing 43% of sales, followed by Alternative & Punk, and TV shows with 21% each. The other 5 genres combined make up the remaining 15%.

Going forward, Chinook should consider adding more Rock, Alternative & Punk, and TV Shows to its library, as these genres have been driving 85% of sales. Less profitable genres such as Reggae, Jazz, and Blues may need further exploration to determine if they're necessary to have in the media library.

# Average Spending for the Above Average Customer



For customers who spent more than the average, what is the average amount those customers spent?

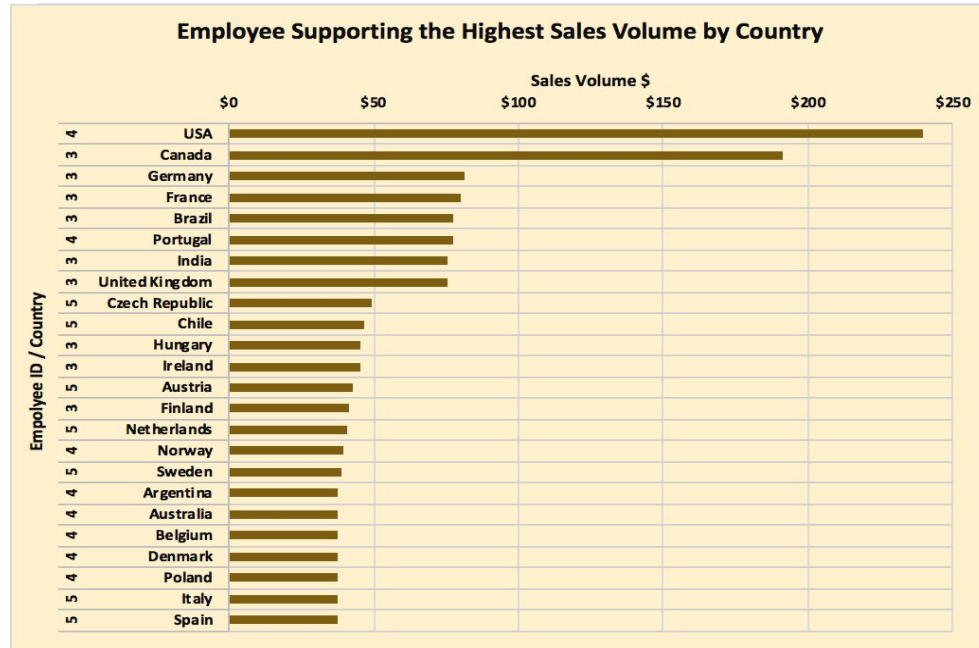
Customers who spent more than the average, had a mean transaction value of \$10.83 vs \$9.31 for all customers.

Only 13 of 59 customers (22%) had an average purchase amount that was above the total group average. This trend continues with the top spenders group, as 5 of 13 customers (16%) spent above this group's \$10.83 mean purchase amt.

The data have a right-skewed distribution as seen by the shorter whisker on the left side of the box plot.

The standard deviation is \$1.15 for top spenders. The avg spend amts are spread relatively close to the mean, separated by a little over the price of 1 song (\$0.99).

# Employee Support by Country and Sales Volume



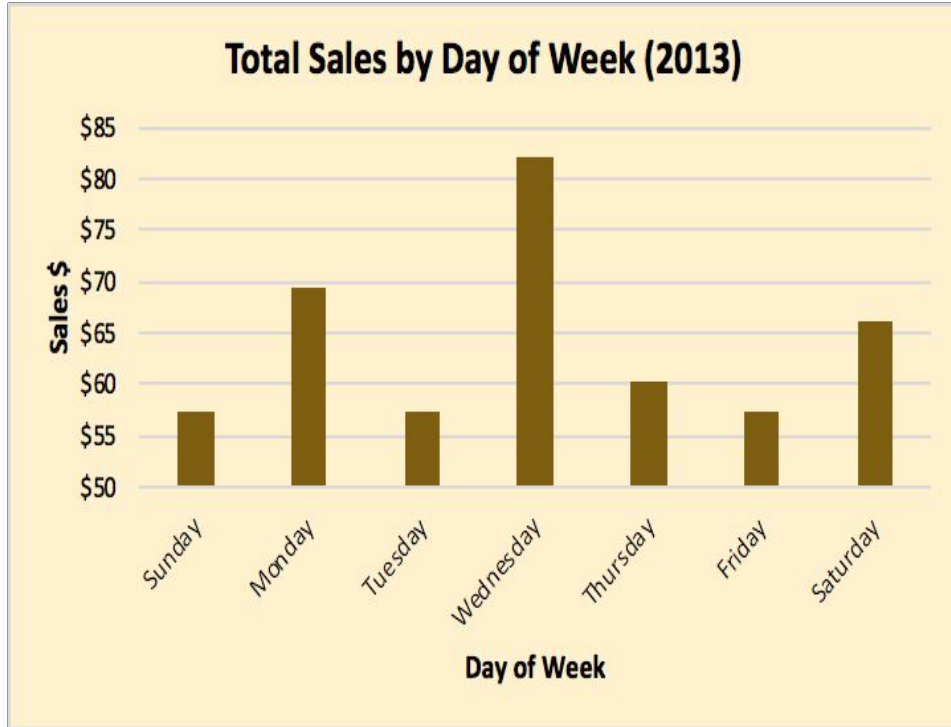
Which employee is managing the most sales volume in each country?

Support Rep 3 is managing the most volume in the most countries (9), including 46% of the total and 6 of the top 8 countries. On average, each support rep manages the top volume/customer in 8 countries, however the range in volume supported is \$420. Responsibility is not shared equally.

To ensure reps are giving the best customer service experience possible, how can responsibility be split more evenly?

If rep 3 gives the top Canadian customer to rep 5, each support rep will have 8 countries where they manage the top customer/volume. This would lower the standard deviation in sales volume supported from 0.13 to 0.01, and lower the range in volume from \$420 to \$60.

# Sales by Day of Week



Which day(s) of the week would be best to email customers with a 'today only' promotional sale?

The sales data has a multimodal distribution. Selling can vary dramatically by day, ranging from a min of \$57 and a max of \$83. Sundays, Tuesdays, and Fridays sit in the first quartile as the worst days for sales. Any would be a good choice to run the promo to boost sales.

An average selling day is \$64, and most days range between \$57 and \$67 (the IQR).