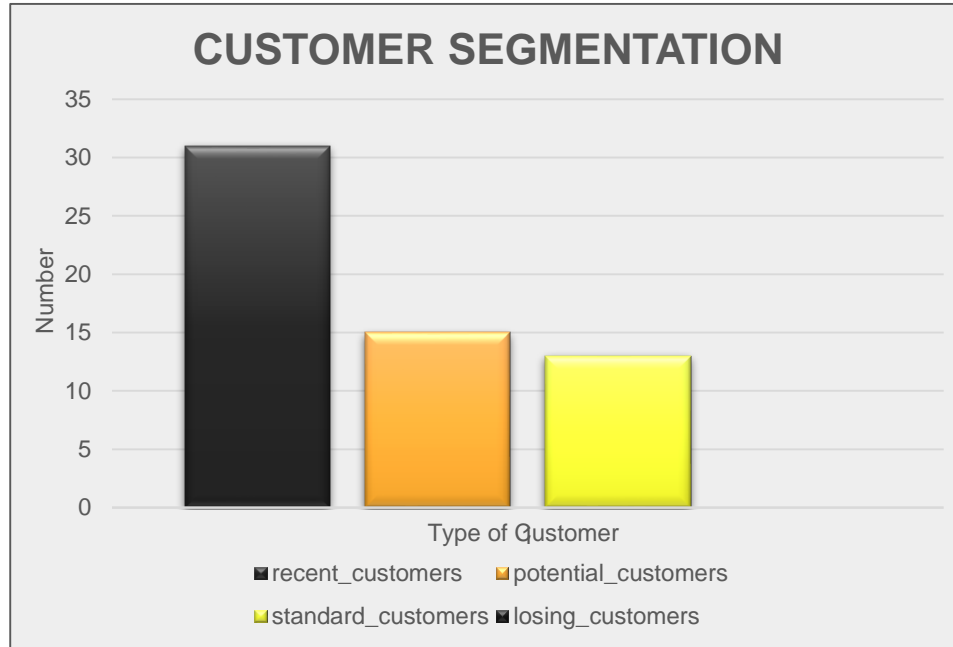SQL PROJECT: Query a Digital Music Store Database

Abdalla Ammar

# Query 1: Customer Segmentation based on timeline

CUSTOMER SEGMENTATION

The graph depicts that high amount of customers are engaged recently which portrays a healthy business growth metric.

However the cumulative of both potential customers and standard customers approx. to half of the customer strength. In order to maximize the sales, certain tactical engagements and discounts should be sent out to these customers to turn them into next sales leads.

Null existence of losing customers in the customers data, denotes that all customers are recurring and the company can reduce the sales expenditure on 'Customer re-acquisition costs' and focus on new leads.

(Artist - composer) relation

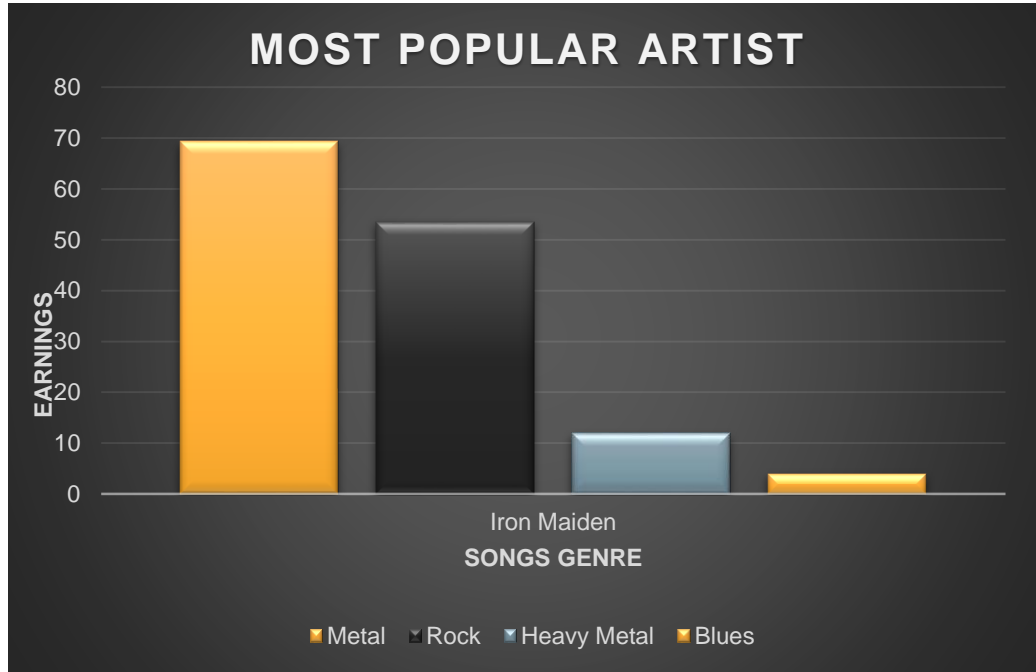□ none_composed   □ outside_composed   □ self_composed
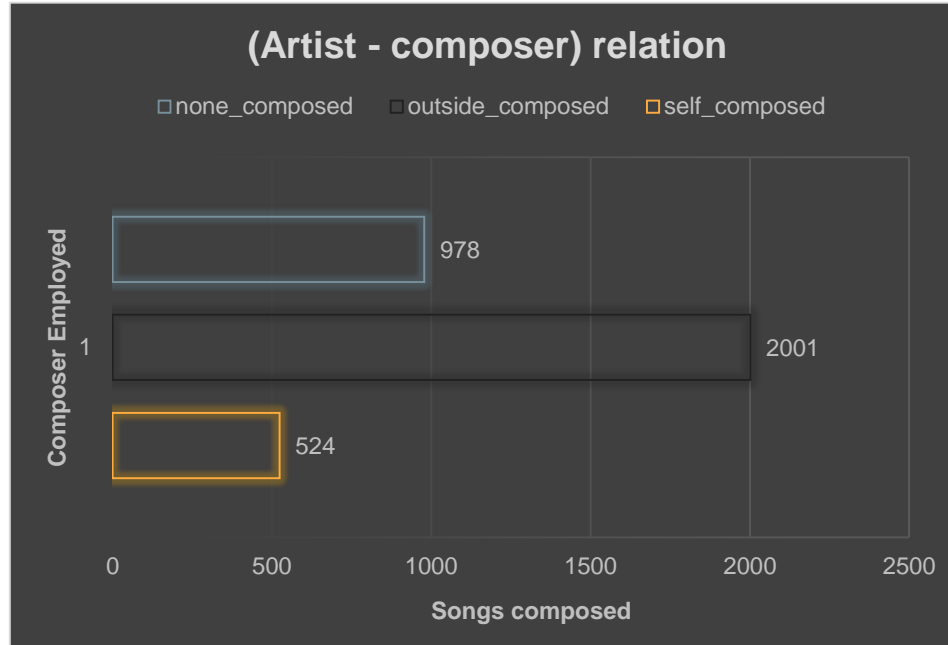
From the graph it is evident that only a small portion (15%) of artists compose their own songs. And since a major portion (57%) of artists depend on third party / outside composer to compose their songs, it increases 'Production costs' and directly effects the artist's gross profit. It is advised to start providing 'song composing' services to artists, which will generate more income to the company.

Query 3: The most purchased song genre

MOST PURCHASED GENRE
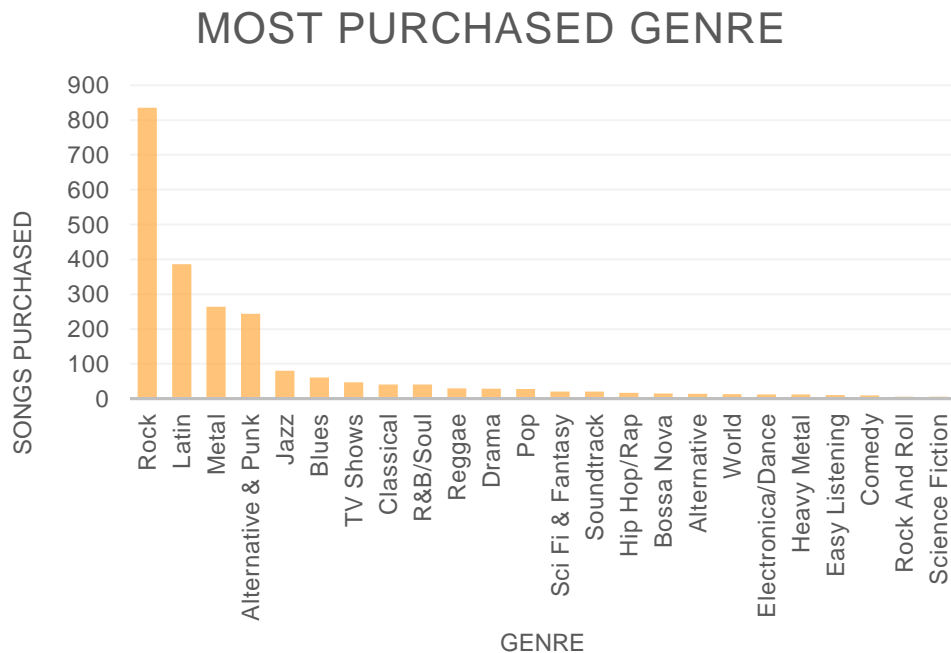
From all the songs purchased through out the timeline, customers acceded towards 'Rock' genre the most, followed by the 'Latin', 'Metal' and 'Alternative & Punk' music genres.

MOST POPULAR ARTIST

EARNINGS

80
70
60
50
40
30
20
10
0

Iron Maiden
SONGS GENRE

■ Metal ■ Rock ■ Heavy Metal ■ Blues

From the graph it is evident that 'Iron maiden' is the most popular / most earned artist. Since he has made most of his earnings from 'Metal' and 'Rock' genres, it is advisable to organize the music concert with 'Iron Maiden' on either 'Metal' or 'Rock' music genre.

ARTIST: IronMaiden
MusicGenre: Metal Rock

Query 5: Classify the customer's domain based on business orientation and on which section does the company should focus their customer services?

CUSTOMER DOMAIN
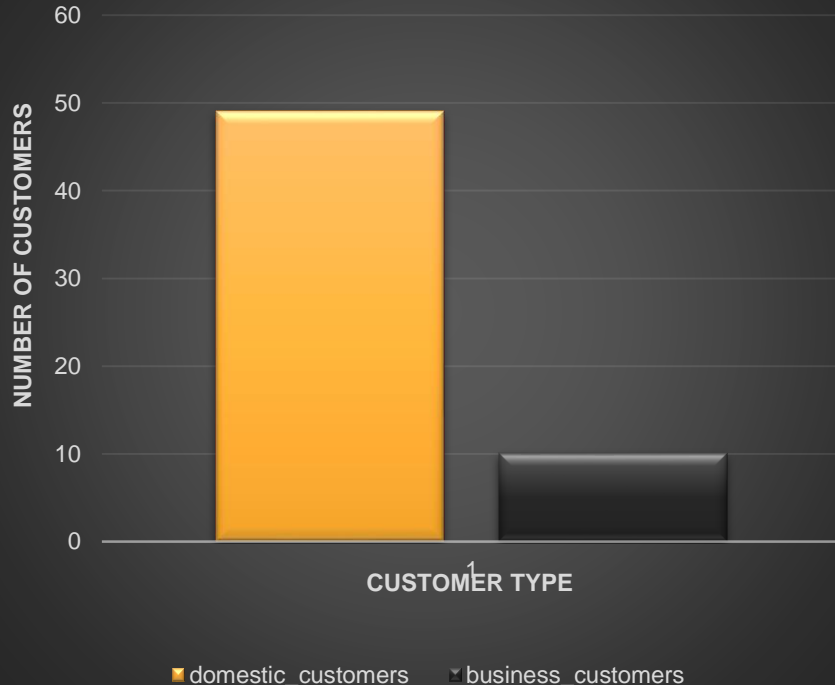
DOMESTIC CUSTOMERS: 49
Customers not from any specific company

BUSINESS CUSTOMERS: 10
Customers from any specific company

Since the majority of the customers are from 'Domestic domain', company should concentrate more on customer services related to common people/domestic customers, rather than industry oriented.

Query 6: Find out how many purchases are from its home country and how many are from overseas?

(Purchases - Home Country) Relation

56

356

home_country_purchases   over_seas_purchases
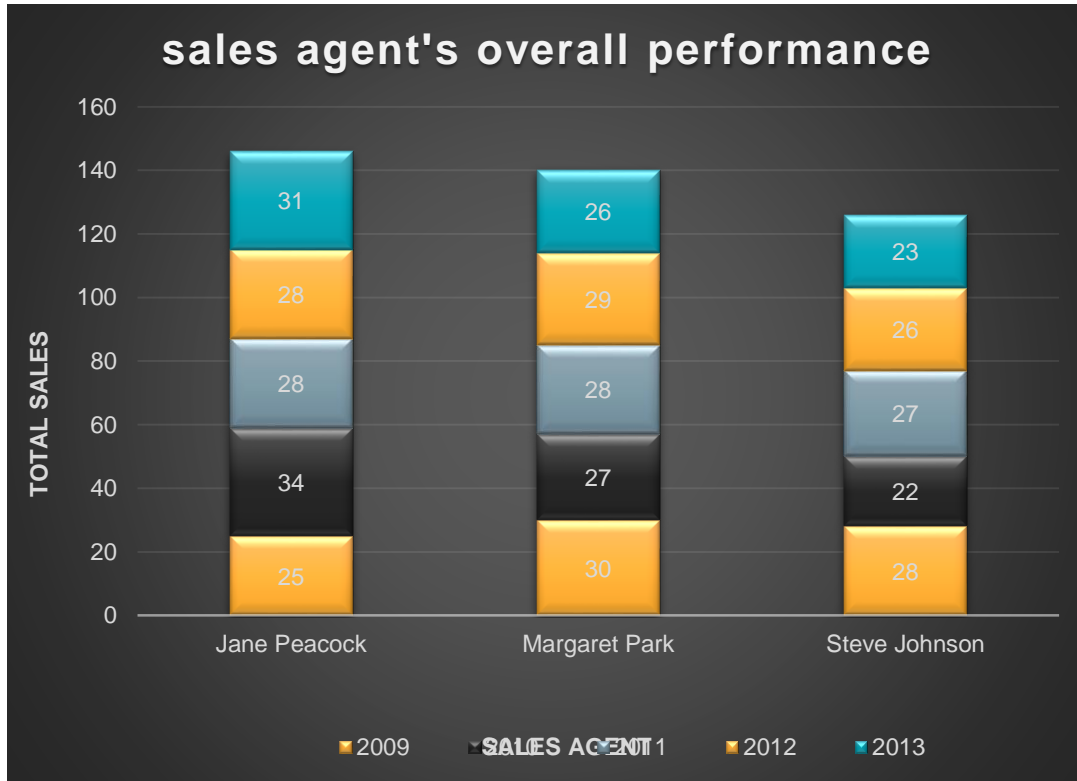
Home Country
Purchases : 56
Sincepurchasesinhomecountryare farlesswhencomparedtopurchase sfromoverseas,thecompanyshoul dconcentratemoreonsalesgenerati oninhomecountryandleverageitsre gionaladvantage.

Overseas
Purchases : 356
Astheconsiderableamountoftherev enueisgeneratedfromtheoverseasp urchases,thecompanyshoulddiverti tsleadgenerationtodomesticcountry ,whilepertainingitsleadsinoverseas

# Query 7: Analyze the overall performance by all sales agents

sales agent's overall performance

(Stacked bar chart of TOTAL SALES by SALES AGENT)

Jane Peacock: 25, 34, 28, 28, 31
Margaret Park: 30, 27, 28, 29, 26
Steve Johnson: 28, 22, 27, 26, 23

Legend: 2009, SALES AGENT 2011, 2012, 2013

From the graph, it is evident that 'Jane Peacock' has the most impressive performance while 'Steve Johnson' has the poor record. However the difference in number of sales made by each sales agent is minor and not alarming.

Query 8: Identify the best sales agent and analyze his annual performance

JANE PEACOCK - SALES REPORT
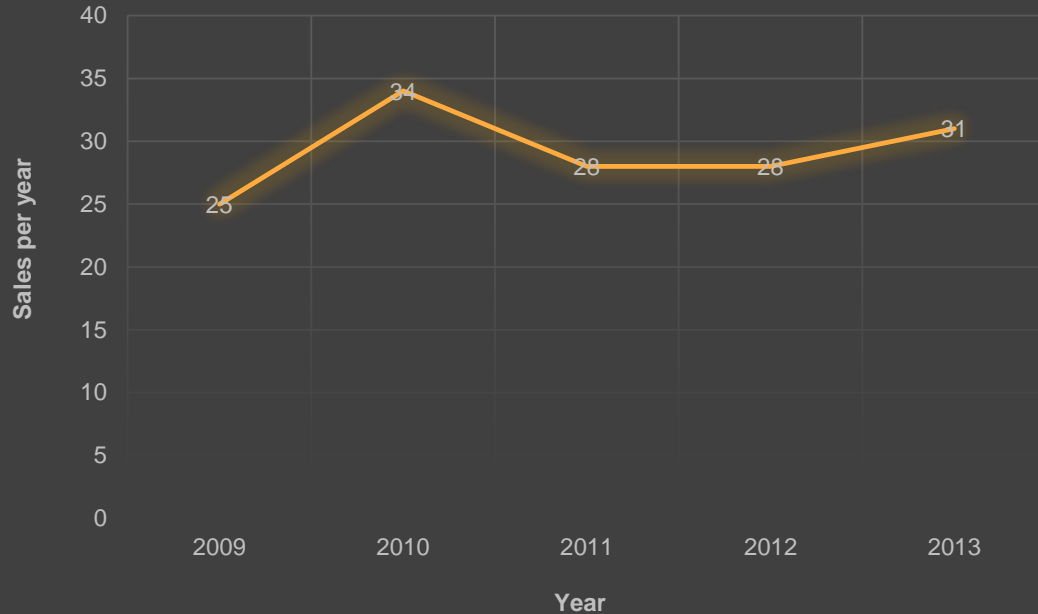
* Sales agent 'Jane Peacock' made an average sales of 29 songs per annum.

* From the graph ,it is evident that 'Jane Peacock' is the best sales agent.

* Jane peacock made aminimum sales of 25 during 2009. Analyzing the circum stances for his poor performance ,will help the company to identify the friction and responsible situations.

* Jane made a maximum sales of 34 during 2010. Analyzing the circumstances for his superior performance ,will help the company to identify the favorable situations.