EXPLORATORY DATA ANALYSIS ON CHINOOK MUSIC STORE

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ABSTRACT

The goal of this project is to help the Chinook team understand the media in their shop, their customers and employees, and their invoice information.

DESIGN

This project originated from a request from the Chinook team that needs to understand their store from many aspects to help them build a plan to improve the store and increase sales. The data is provided by the Chinook team and provides all store information such as their music genres and sales, as well as employee and customer information.
Accurately understanding previous store performance will enable the team to better allocate resources to optimization, ensuring customer satisfaction and increasing sales.

DATA

The Chinook music store contains information about the artists, songs, and albums, as well as information on the shop's employees, customers, and the customers purchases.

ALGORITHMS

- Extract the number of songs per genre.
- Extract the countries with the most customers.
- Extract sales agent performance.

TOOLS

- Sqlalchemy to write SQL code.
- Numpy and pandas for read the data and write operations.
- Matplotlib and seaborn for data visualization.

COMMUNICATION

Top 10 Genres of Songs

Countries with the most customers

Employee Sales