

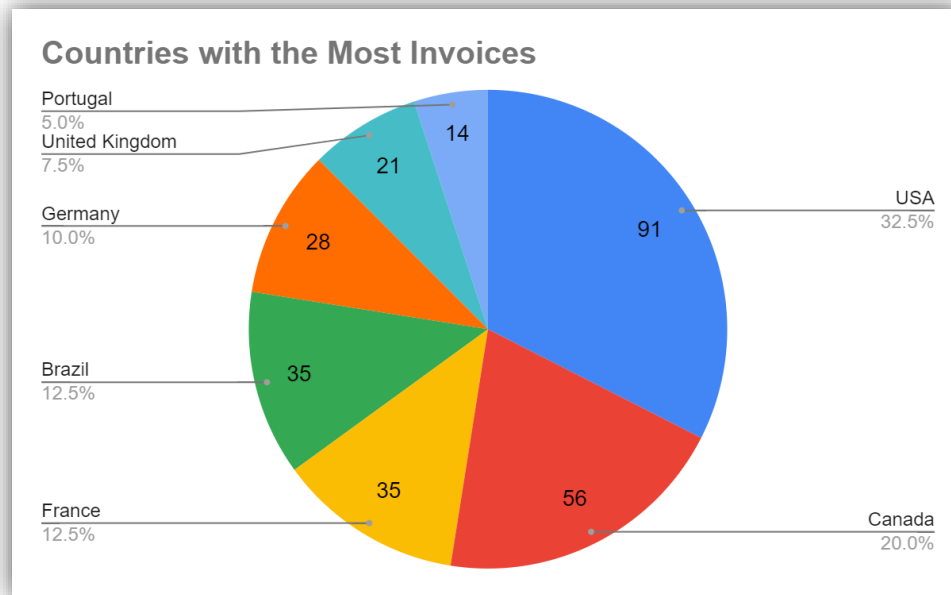
VIP Rocks - Promotional Campaign

It is acknowledged that Well-designed marketing and Promotional Strategies ensure long-term success, bring in more customers and ensure profitability for businesses.

VIP Rocks - Promotional Campaign targeting :

- [Rock lovers \(Q1\)](#)
- [best-selling Country \(Q1\)](#)
- [Best-selling City \(Q2\)](#)
- [Most MediaType used by Customers \(Q3\)](#)
- [Most supportive rep. \(Q4\)](#)
- [Rock musicians having the most rock music in our dataset. \(Q5\)](#)
- [Rock lovers with their contact details \(Q6\)](#)
- [Tracks greater than the average song length? \(Q7\)](#)

Q1- Which Countries are the **Top 7 Countries** with the most Invoices?



- [USA](#) is the Country with the most invoices with a share of 32.5%, Followed by [CANADA](#) 20% and then [FRANCE](#) 12.5%, ending with Portugal.

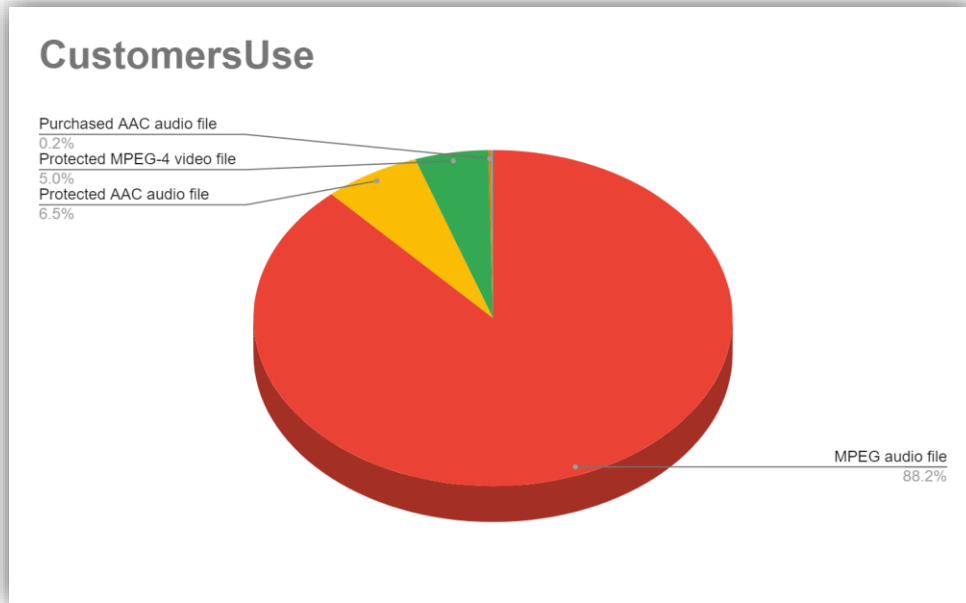
Q2- Which City is with the highest Sum of invoices among the **Top 7 Cities**?

total_invoices vs. City



- [Prague](#), the capital and the largest city in the Czech Republic, is the city with the highest Sum of invoices with a share of 90.24.
- Followed by [Paris](#) and [Mountain View](#) in Santa Clara County, California, United States with 77.24 .

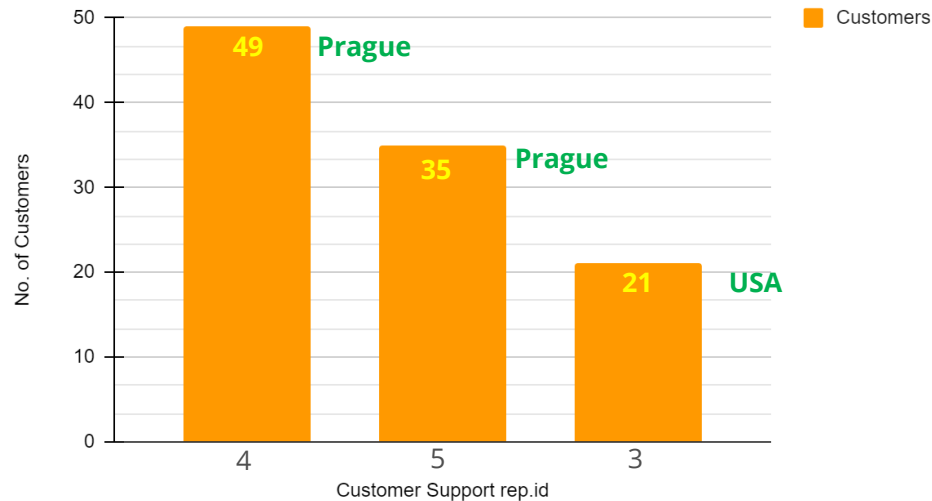
Q3- What is the **most MediaType** used by Customers?



- Customers' Use of different types of MediaType.
- MPEG Audio file is the most used media type of 88.2%, while Protected AAC Audio file with 6.9% and Protected MPEG4 Video file with 5% and less than 1% of Purchased AAC Audio file

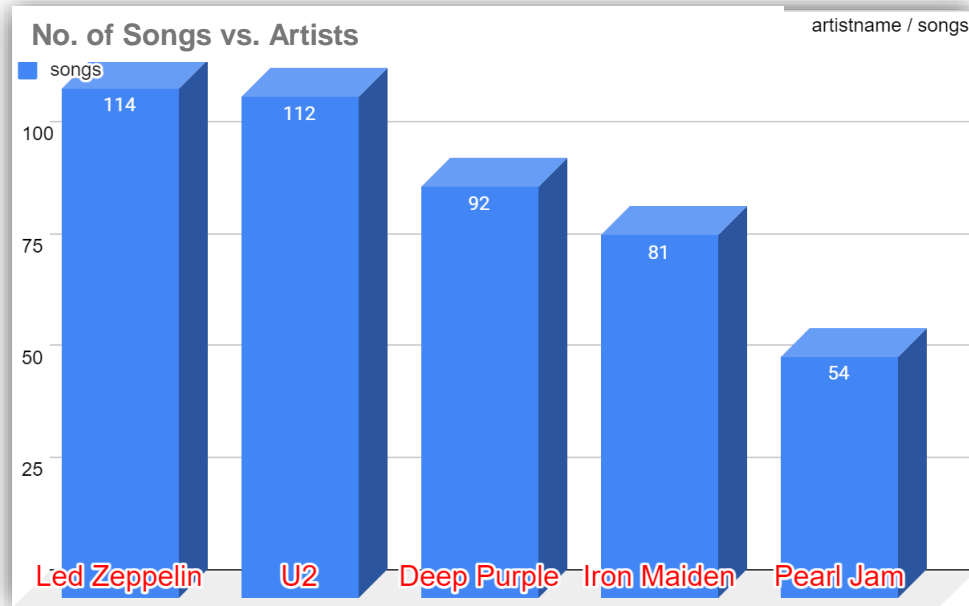
Q4- A sincere Thank you and Public recognition of effort as well as putting best employees into incentive schemes are very important to improve performance, SO Who are the **Top 3 'Customer Support Representatives'** along within the **USA** as well as **PRAGUE** (Bestselling Country/City based on previous queries)?

Customers Support reps. Vs. Customers



- The most supportive rep. is in Prague with a Customer support rep ID of 4 with 49 customers, then followed by 5 with 35., and then 3 with 21 in the USA.

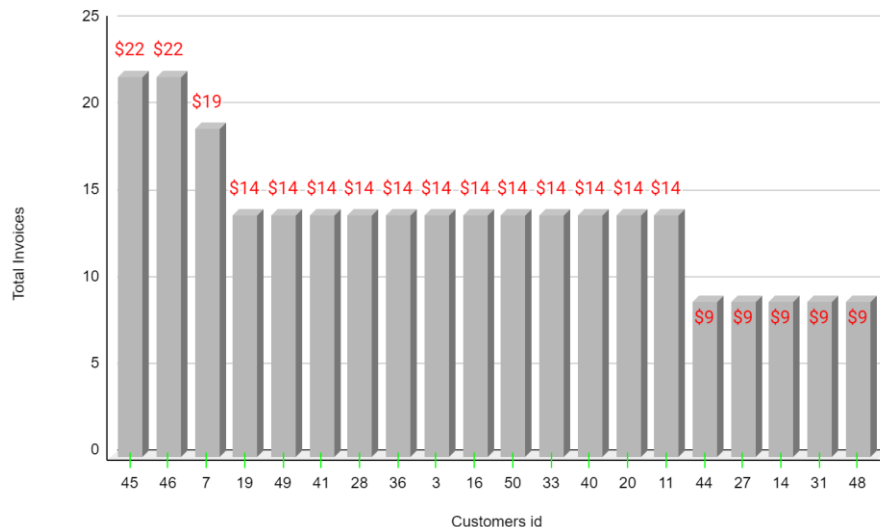
Q5- Which Rock musicians have the most rock music in our dataset?



- [Led Zeppelin](#) has the most no. of songs [114](#), more than [U2](#) with only 2 songs. then [Deep Purple](#) by [92](#), then [Iron Maiden](#) with [81](#) and last [Pearl Jam](#) with with a decrease of 27 songs.

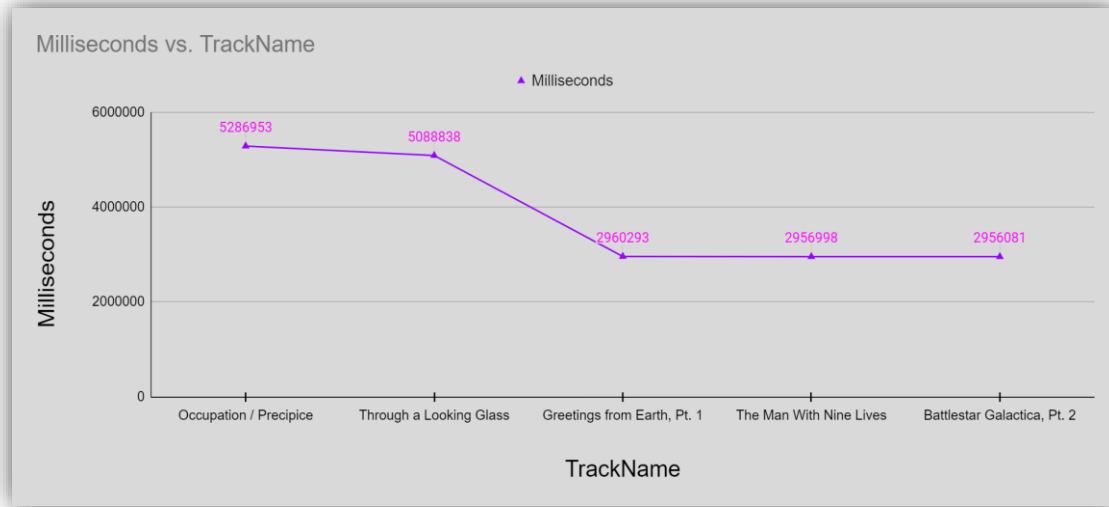
Q6- Which Customers at the Top 20 with the most total invoices (with their contact details) ?

CustomerId and Total Invoices



CustomerId	FirstName	LastName	Email	Total
45	Ladislav	Kovács	ladislav_kovacs@apple.hu	21.86
46	Hugh	O'Reilly	hughoreilly@apple.ie	21.86
7	Astrid	Gruber	astrid.gruber@apple.at	18.86
19	Tim	Goyer	tgoyer@apple.com	13.86
49	Stanisław	Wójcik	stanislaw.wojcik@wp.pl	13.86
41	Marc	Dubois	marc.dubois@hotmail.com	13.86
28	Julia	Barnett	jubarnett@gmail.com	13.86
36	Hannah	Schneider	hannah.schneider@yahoo.de	13.86
3	François	Tremblay	ftremblay@gmail.com	13.86
16	Frank	Harris	fharris@google.com	13.86
50	Enrique	Muñoz	enrique_munoz@yahoo.es	13.86
33	Ellie	Sullivan	ellie.sullivan@shaw.ca	13.86
40	Dominique	Lefebvre	dominiquelefebvre@gmail.co	13.86
20	Dan	Miller	dmiller@comcast.com	13.86
11	Alexandre	Rocha	alero@uol.com.br	13.86
44	Terhi	Hämäläinen	terhi.hamalainen@apple.fi	8.91
27	Patrick	Gray	patrick.gray@aol.com	8.91
14	Mark	Philips	mphilips12@shaw.ca	8.91
31	Martha	Silk	marthasilk@gmail.com	8.91
48	Johannes	Van der Berg	johavanderberg@yahoo.nl	8.91

Q7- Which Tracks greater than the average song length?



Occupation / Precipice is the longest, followed by Through a looking glass, then GREETING FRO EARTH PL 1.