**More questions for Chinook database**

1. **Customer Insights:**
   * Analyze customer purchase behavior, such as identifying top customers by total spending, average spending per invoice, or the frequency of purchases.
2. **Genre Popularity:**
   * Determine the most popular music genres by analyzing sales data. Identify which genres contribute the most to overall revenue.
3. **Artist Album Sales:**
   * Identify the top-selling artists based on the sales of their albums. Analyze which artists have the highest and lowest album sales.
4. **Media Type Preferences:**
   * Analyze customer preferences for different media types (e.g., MPEG audio, AAC audio) by looking at the sales data. Identify the most and least preferred media types.
5. **Playlist Analysis:**
   * Explore the popularity of playlists by analyzing the number of tracks and average duration.
6. **Sales Trends Over Time:**
   * Analyze sales data over time to identify trends and patterns. Determine the best and worst performing months or seasons.
7. **Customer Retention:**
   * Explore customer retention by analyzing how frequently customers make repeat purchases. Identify strategies to improve customer loyalty.

**Documentation**

* These are more business problems[[1]](#footnote-1) related to the *Chinook* database.
* Each question pertains to one business focus. The query results could be translated to more business insights.

1. Referred from ChatGPT [↑](#footnote-ref-1)