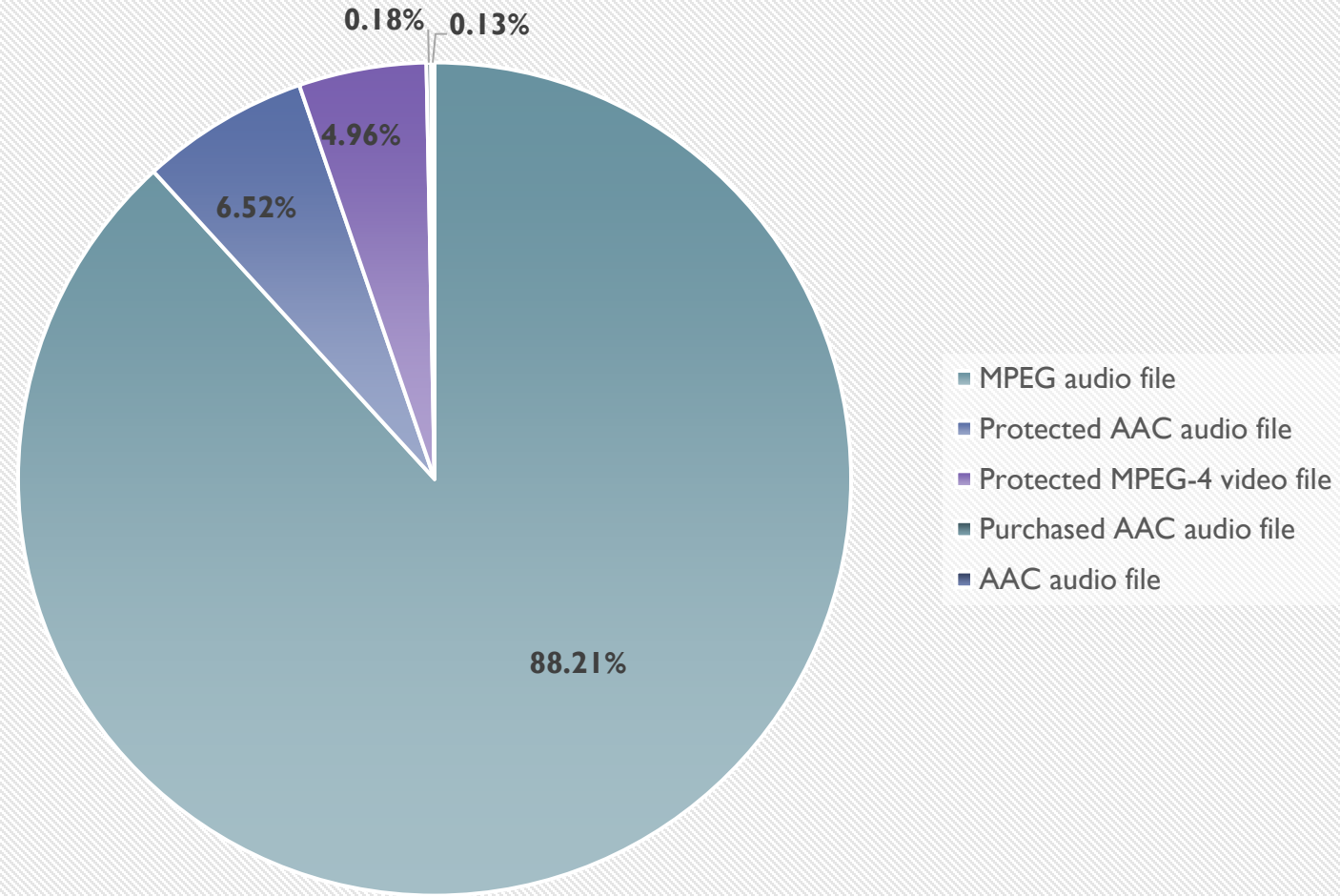# BUSINESS ANALYTICS PROJECT
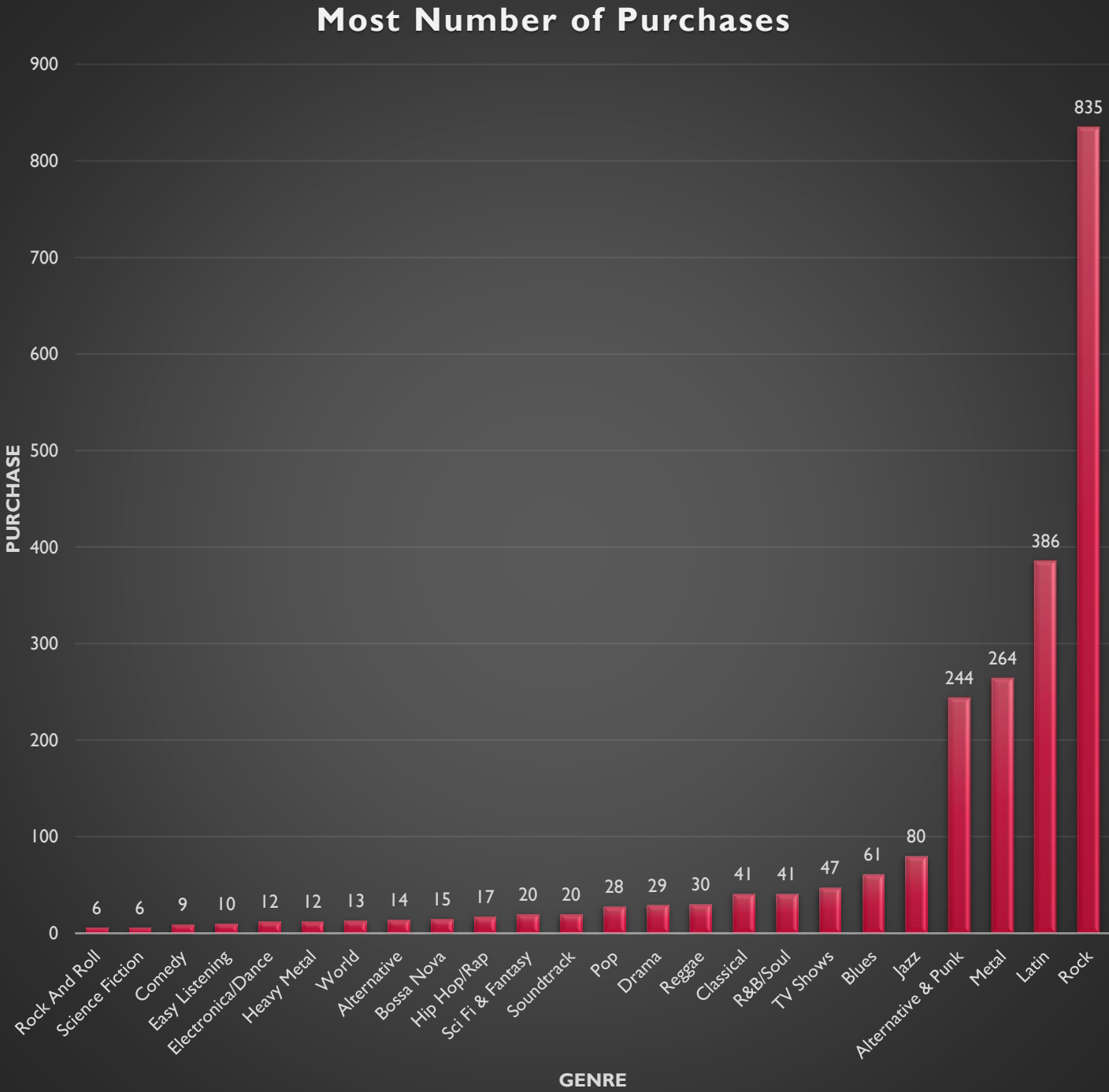## SQL-DIGITAL MUSIC STORE DATABASE

QUERY 1: CUSTOMER DOMAIN

❑ MPEG audio file dominate the entire sales which is around 88%. There is maximum sales in MPEG and most people prefer this because this format is supported in most of the devices.

❑ AAC format has around 7% of sales, which has better audio quality and it is already default in all IOS products.

❑ The store should increase its catalog in AAC audio files so that people prefer to spend on high quality audio

❑ The music store must focus on the low popular audio files, so that everyone can know about it.
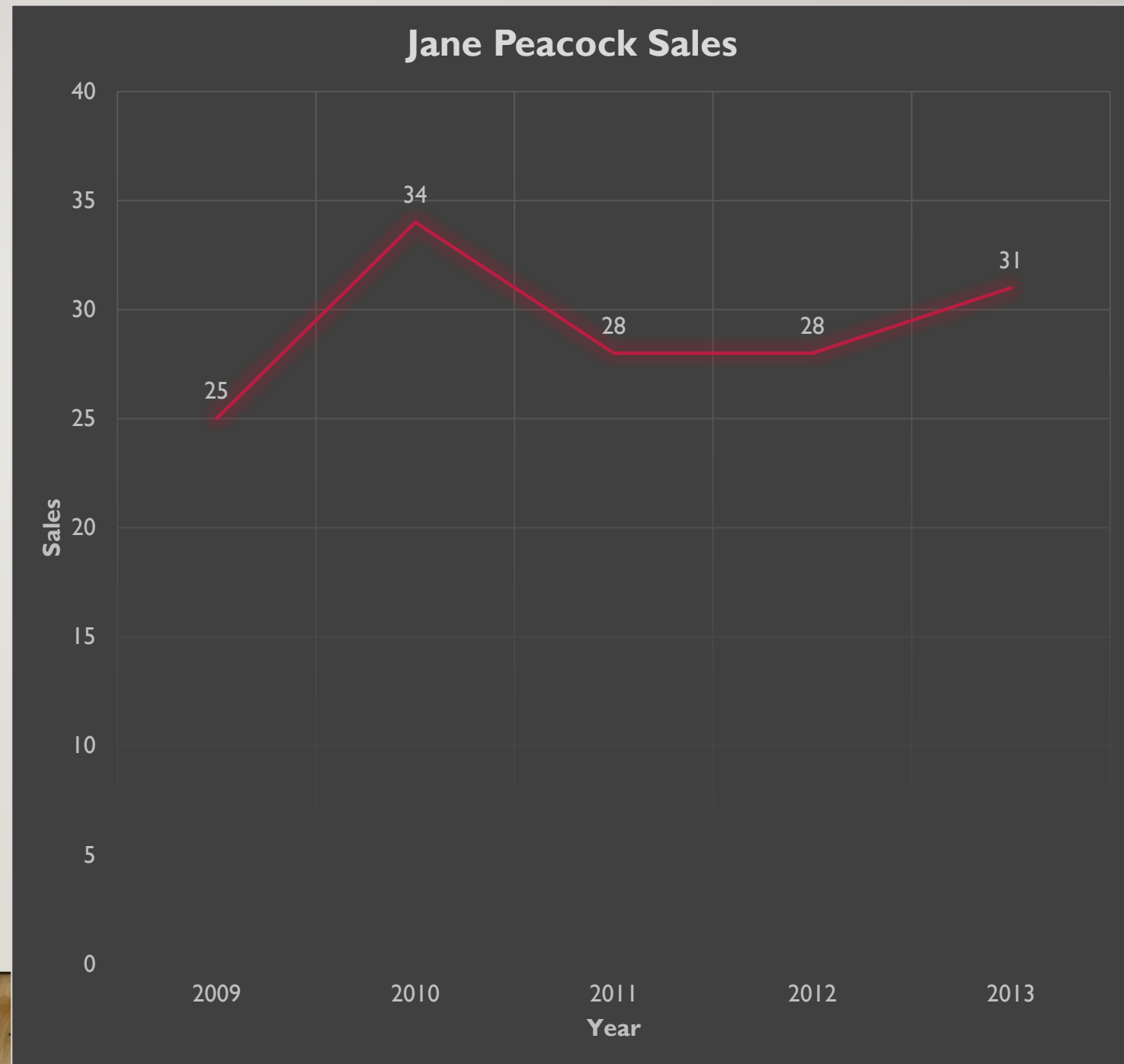
Sale percentage on media type

0.18% 0.13%

4.96%

6.52%

88.21%

- MPEG audio file
- Protected AAC audio file
- Protected MPEG-4 video file
- Purchased AAC audio file
- AAC audio file

QUERY 2: MOST PURCHASED SONG

- ❑ Most songs Purchased is ROCK Genre: 835 songs

- ❑ Total songs Purchased is : 2240 songs

- ❑ From the data we could see that the most number of genre purchased is Rock, which shows that most people prefer Rock.

- ❑ With the most number of Purchase, Rock is followed by Latin, metal and Alternative & Punk with the top highest Purchase done

Most Number of Purchases

QUERY 3: SALES REPORT

❑ The data shows us that Jane Peacock is the best Sales agent among others

❑ Jane peacock's most number of sales was there in the year 2010 with the highest of 34.

❑ The least sales Jane Peacock made was 25 in the year 2009. This would have made him to take necessary steps to increase the sales in the following years.

❑ The average sales that Jane Peacock made was 29 songs per annum which is the most number of song done by any other agent.

Jane Peacock Sales

QUERY 4: HOME VS OVERSEAS PURCHASE

❑ Home Country Purchase: 14%

The number of purchase is less in home country when compared to Overseas. The company must focus on home Country and take steps to improve their local sales.

❑ Overseas Purchase: 86%

Most of the purchase is because of the Overseas Sales. It is considered to have good revenue in Overseas. Now the company can focus more on Domestic sales so that the purchase count increases.

Home vs Overseas Purchase

14%

86%

■ no_of_home_country_purchases
■ no_of_overseas_purchases