

Analysis Data - Chinook

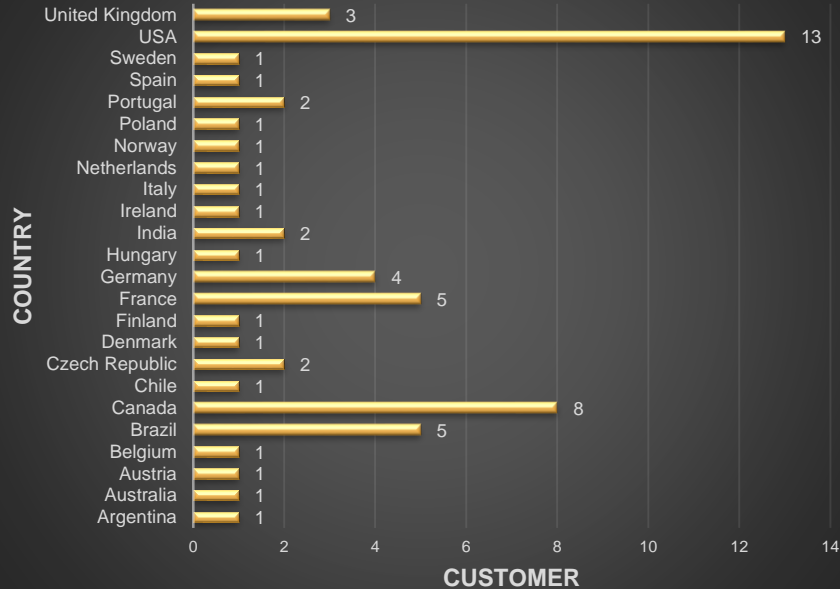


Chinook is a site that sells music online. We will analyze the data of the Chinook and at the end we will give suggestions of strategies of marketing and sales.

Analysis Data - Chinook

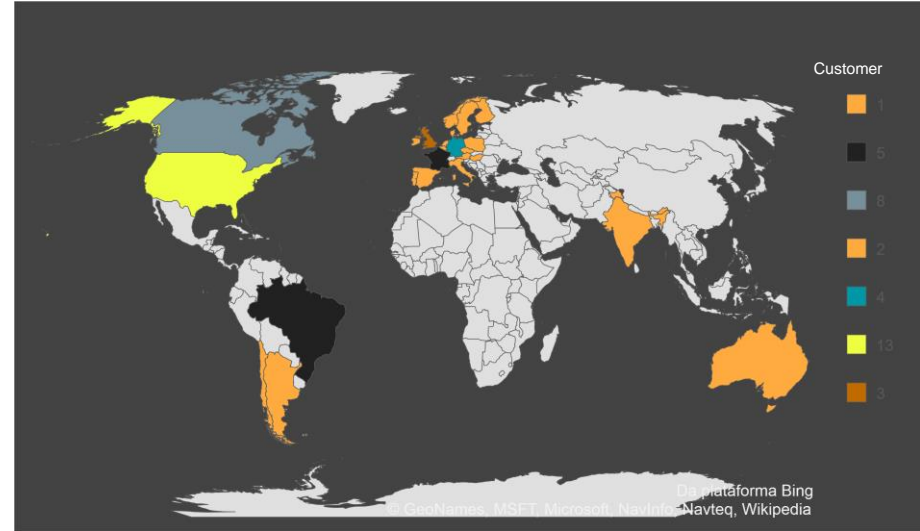
Profile
Customer per Country

Customer per Country



```
SELECT Customer.Country  
FROM Customer  
group by 1
```

```
SELECT Customer.Country Country,  
COUNT(Customer.CustomerId)  
FROM Customer  
GROUP BY 1
```



Chinook's consumer profile is spread across 24 countries. Consumers are mostly in the US, followed mainly by Canada, Brazil, and France.



Analysis Data - Chinook

Profile
Genre and Tracks

Chinook has 3503 songs in its collection. There are songs are categorized into 25 genres. Most of the songs in the collection are of the rock genre. Most of the songs purchased are of the rock genre, followed by Latin, Metal and Alternative Punk.

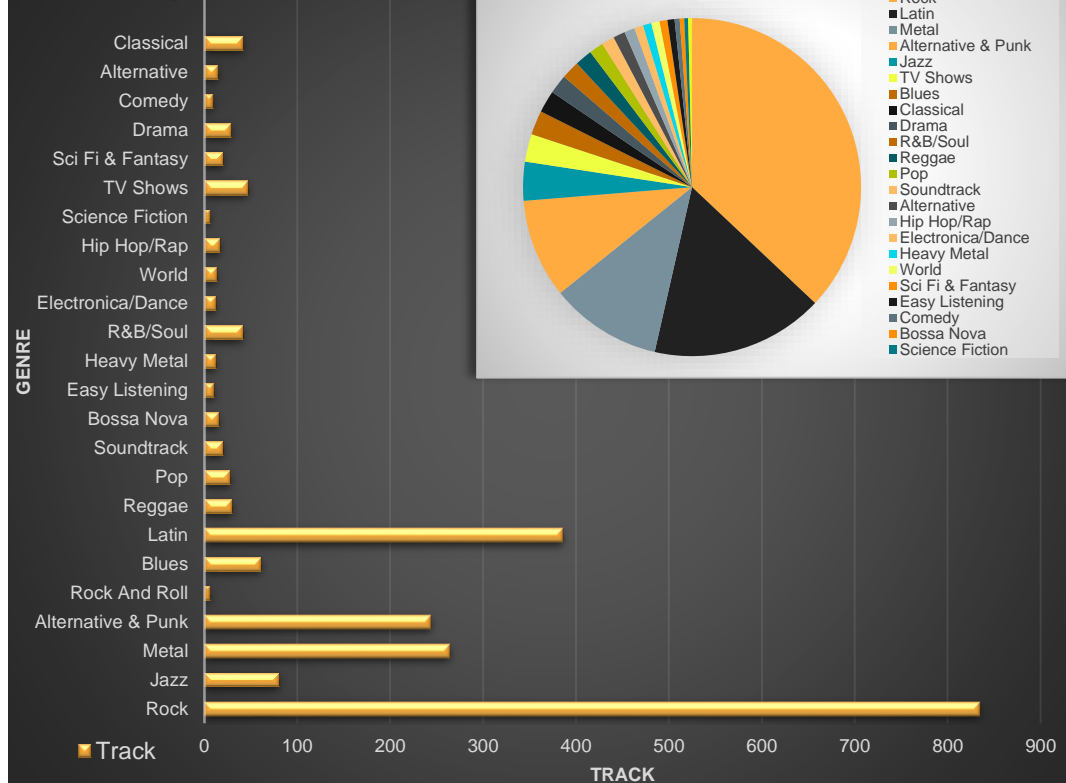
This analysis shows that there is a main musical segment of purchase and of stock, the Rock.

```
SELECT count(track.TrackId)
FROM Track
```

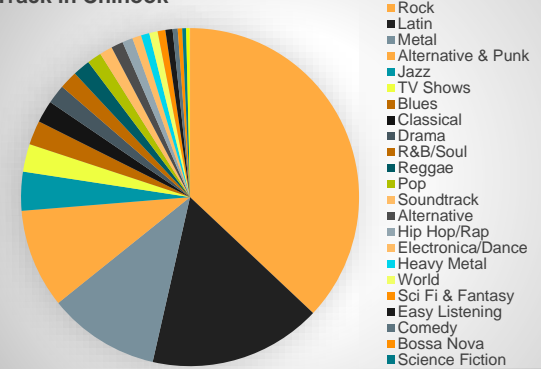
```
SELECT count(track.TrackId), Genre.GenreId, Genre.Name
FROM Track
JOIN genre ON track.GenreId=Genre.GenreId
GROUP BY 2
ORDER BY 1 desc
```

```
SELECT COUNT(TRACK.GenreId) Track, Genre.GenreId, Genre.Name
FROM Customer
JOIN Invoice ON Customer.CustomerId=Invoice.CustomerId
JOIN InvoiceLine ON Invoice.InvoiceId=InvoiceLine.InvoiceId
JOIN Track ON InvoiceLine.TrackId=Track.TrackId
JOIN Genre ON Track.GenreId=Genre.GenreId
GROUP BY Genre.GenreId
```

Track per Genre

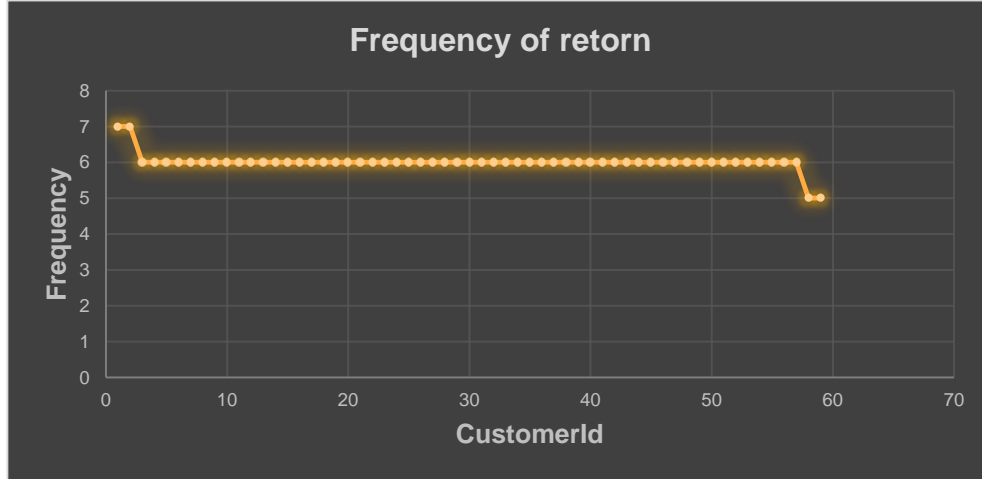


Track in Chinook



Analysis Data - Chinook

Profile
Spent Track per Customer



The analysis made from the years of 2009 to 2013 shows the frequency of return to in chinook for the purchase is positive because customers always return year after year. It is interesting to note that the shopping experience positive for the customer.



The client returned to the site 6.0 times on average over the course of 2009 to 2013.

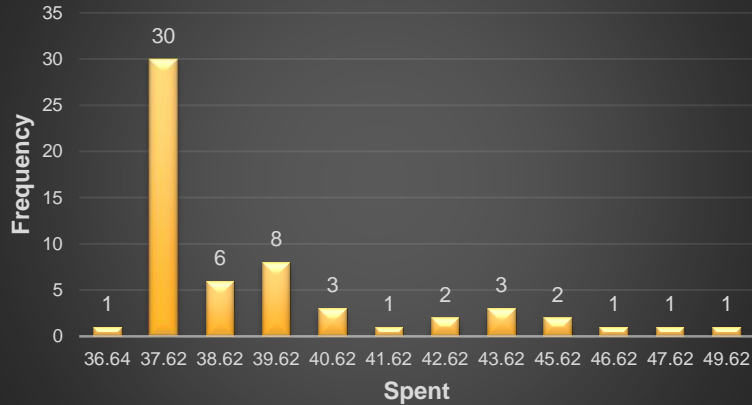
```
SELECT CustomerId, Count(Date)
FROM
(SELECT CustomerId, Date(InvoiceDate) Date, COUNT(TrackId)
FROM
(SELECT Customer.CustomerId CustomerId, Customer.FirstName,
Customer.LastName, GENRE.GenreId GenreId, Track.Name, Track.TrackId
TrackId, (InvoiceLine.Quantity* InvoiceLine.UnitPrice)Spent, Invoice.InvoiceDate
InvoiceDate
FROM Customer
JOIN invoice ON Customer.CustomerId=Invoice.CustomerId
JOIN InvoiceLine on Invoice.InvoiceId=InvoiceLine.InvoiceId
JOIN Track ON InvoiceLine.TrackId=Track.TrackId
JOIN Genre ON Track.GenreId=Genre.GenreId
ORDER BY CustomerId DESC)
GROUP BY Date)
GROUP BY 1
```

```
SELECT AVG(Dates)
FROM
(SELECT CustomerId, Count(Date) Dates
FROM
(SELECT CustomerId, Date(InvoiceDate) Date, COUNT(TrackId)
FROM
(SELECT Customer.CustomerId CustomerId, Customer.FirstName,
Customer.LastName, GENRE.GenreId GenreId, Track.Name, Track.TrackId
TrackId, (InvoiceLine.Quantity* InvoiceLine.UnitPrice)Spent, Invoice.InvoiceDate
InvoiceDate
FROM Customer
JOIN invoice ON Customer.CustomerId=Invoice.CustomerId
JOIN InvoiceLine on Invoice.InvoiceId=InvoiceLine.InvoiceId
JOIN Track ON InvoiceLine.TrackId=Track.TrackId
JOIN Genre ON Track.GenreId=Genre.GenreId
ORDER BY CustomerId DESC)
GROUP BY Date)
GROUP BY 1)
```

Analysis Data - Chinook

Profile
Average per Customer

Customer por Spent



```
select CustomerId, SUM(Spent)ASpent
from
(SELECT Customer.CustomerId CustomerId, Customer.FirstName,
Customer.LastName, GENRE.GenreId GenreId, Track.Name, Track.TrackId
TrackId,(InvoiceLine.Quantity* InvoiceLine.UnitPrice)Spent, Invoice.InvoiceDate
FROM Customer
JOIN invoice ON Customer.CustomerId=Invoice.CustomerId
JOIN InvoiceLine on Invoice.InvoiceId=InvoiceLine.InvoiceId
JOIN Track ON InvoiceLine.TrackId=Track.TrackId
JOIN Genre ON Track.GenreId=Genre.GenreId
ORDER BY CustomerId DESC)t1
GROUP BY 1
```

The average
purchase of
music per
consumer is
37.966
over the years

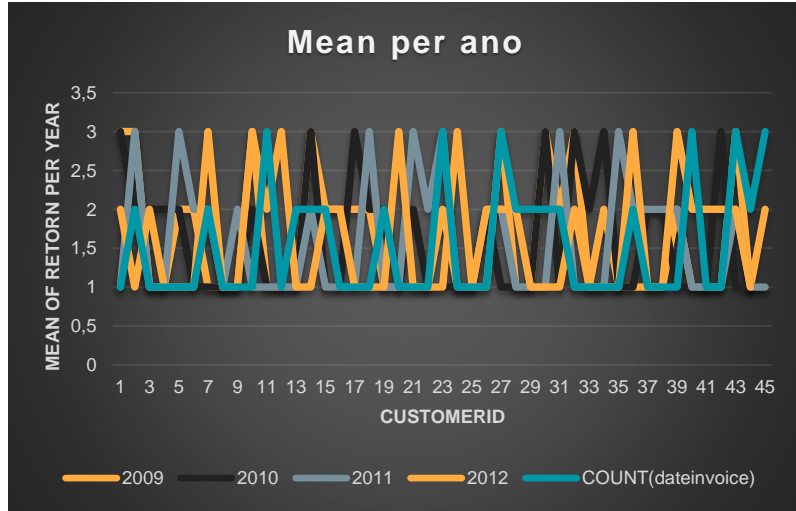
```
SELECT CustomerId, AVG(CountSpent)AVGSpent
FROM
(select CustomerId, COUNT(TrackId)CountSpent
from
(SELECT Customer.CustomerId CustomerId,
Customer.FirstName, Customer.LastName,
GENRE.GenreId GenreId, Track.Name, Track.TrackId
TrackId,(InvoiceLine.Quantity*
InvoiceLine.UnitPrice)Spent, Invoice.InvoiceDate
FROM Customer
JOIN invoice ON
Customer.CustomerId=Invoice.CustomerId
JOIN InvoiceLine on
Invoice.InvoiceId=InvoiceLine.InvoiceId
JOIN Track ON InvoiceLine.TrackId=Track.TrackId
JOIN Genre ON Track.GenreId=Genre.GenreId
ORDER BY CustomerId DESC)t1
GROUP BY 1)t2
```

The
average
cost per
purchase of
consumer is
39.467 over
the years

```
SELECT CustomerId, AVG(Aspent)AVGSpent
FROM
(select CustomerId, SUM(Spent)ASpent
from
(SELECT Customer.CustomerId CustomerId,
Customer.FirstName, Customer.LastName, GENRE.GenreId
GenreId, Track.Name, Track.TrackId
TrackId,(InvoiceLine.Quantity* InvoiceLine.UnitPrice)Spent,
Invoice.InvoiceDate
FROM Customer
JOIN invoice ON Customer.CustomerId=Invoice.CustomerId
JOIN InvoiceLine on Invoice.InvoiceId=InvoiceLine.InvoiceId
JOIN Track ON InvoiceLine.TrackId=Track.TrackId
JOIN Genre ON Track.GenreId=Genre.GenreId
ORDER BY CustomerId DESC)t1
GROUP BY 1)t2
```

Analysis Data - Chinook

Profile
Average per Customer



The average return customer for
purchase per year is 1.6.
Rounded to 2.

```
SELECT CustomerId, COUNT(dateinvoice), Track
FROM
(select CustomerId, date(InvoiceDate)dateinvoice, COUNT(TrackId)Track
from
(SELECT Customer.CustomerId CustomerId, Customer.FirstName, Customer.LastName, GENRE.GenreId GenreId,
Track.Name, Track.TrackId TrackId, (InvoiceLine.Quantity * InvoiceLine.UnitPrice)Spent, Invoice.InvoiceDate InvoiceDate
FROM Customer
JOIN invoice ON Customer.CustomerId=Invoice.CustomerId
JOIN InvoiceLine on Invoice.InvoiceId=InvoiceLine.InvoiceId
JOIN Track ON InvoiceLine.TrackId=Track.TrackId
JOIN Genre ON Track.GenreId=Genre.GenreId
ORDER BY CustomerId DESC)t1
where dateinvoice like '%2009%'
GROUP BY 2
ORDER BY 1)
GROUP BY 1
```

```
SELECT AVG(Date)
FROM
(SELECT CustomerId, COUNT(dateinvoice) Date, Track
FROM
(select CustomerId, date(InvoiceDate)dateinvoice, COUNT(TrackId)Track
from
(SELECT Customer.CustomerId CustomerId, Customer.FirstName, Customer.LastName, GENRE.GenreId GenreId,
Track.Name, Track.TrackId TrackId, (InvoiceLine.Quantity * InvoiceLine.UnitPrice)Spent, Invoice.InvoiceDate InvoiceDate
FROM Customer
JOIN invoice ON Customer.CustomerId=Invoice.CustomerId
JOIN InvoiceLine on Invoice.InvoiceId=InvoiceLine.InvoiceId
JOIN Track ON InvoiceLine.TrackId=Track.TrackId
JOIN Genre ON Track.GenreId=Genre.GenreId
ORDER BY CustomerId DESC)t1
where dateinvoice like '%2009%'
GROUP BY 2
ORDER BY 1)
GROUP BY 1)
```

Analysis Data - Chinook

*Suggestion
after reviewing*



✓ *loyalty programs*

✓ *discount coupon*

To increase the Chinook visit frequency per year in more than two visits per year. One should invest in loyalty programs with score points exchange for free songs or free gifts and also discount coupon for this Chinook absence interval and bring it back in the months that it does not come.