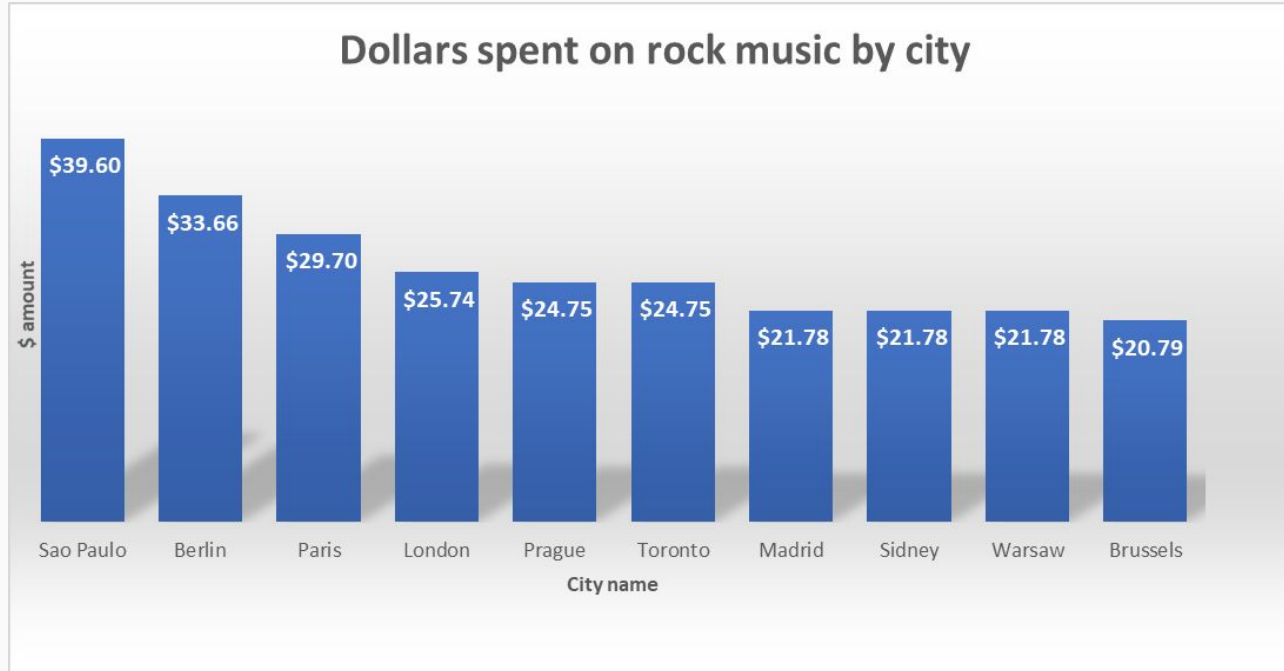


SQL Project

Querying a Digital Music Store Database



Which cities have the best rock customers?



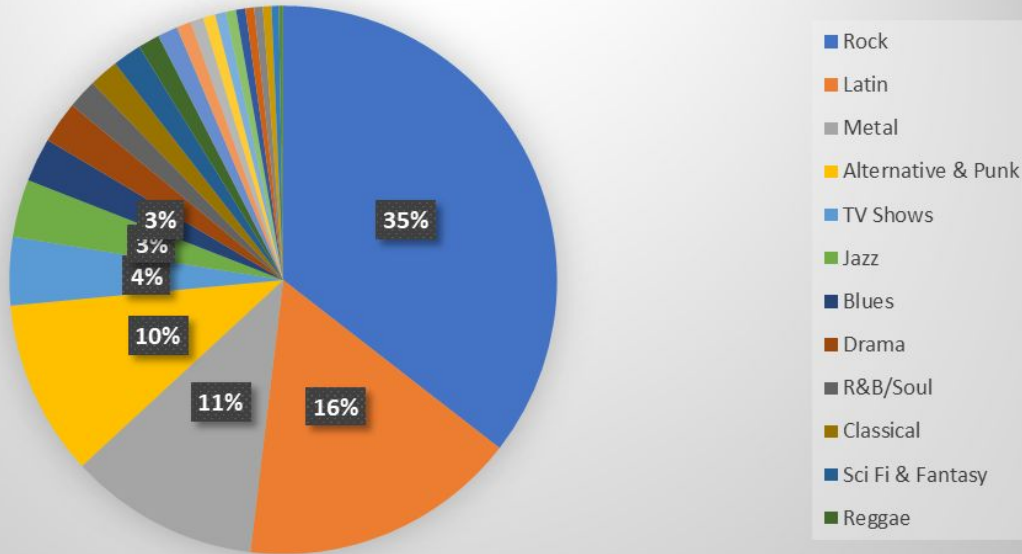
If we wanted to hold a rock music festival we should choose a city with rock customers.

On the left graph we can observe the top 10 cities ranked in the order of rock music purchases in dollar amounts.

Most rock music was purchased in Sao Paolo with a total amount of \$39.60, Berlin with \$33.66 then in Paris with \$29.7

What music genres generate the most revenue?

Revenue by music genre



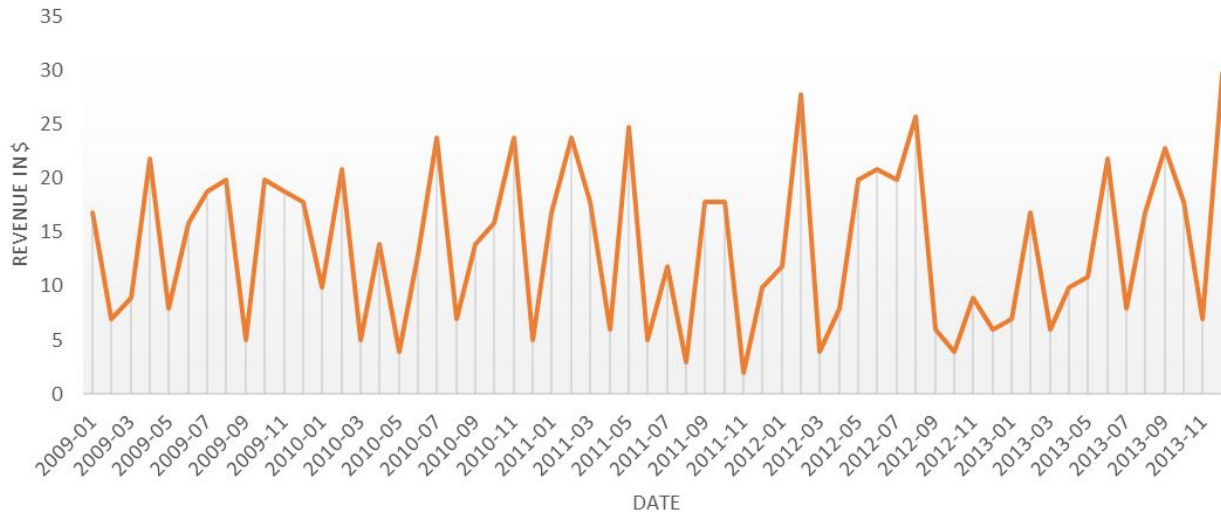
If we wanted to release more music, we should focus on the genres that generate the most revenue.

As illustrated on the pie chart, rock music generated the highest revenue amounting to 35% of the total revenue.

The next genre in terms of revenue is Latin with 16%, then Metal with 11% and Alternative and Punk with 10%.

What is the historical trend of rock music purchases?

Rock music revenue between 2009 - 2013

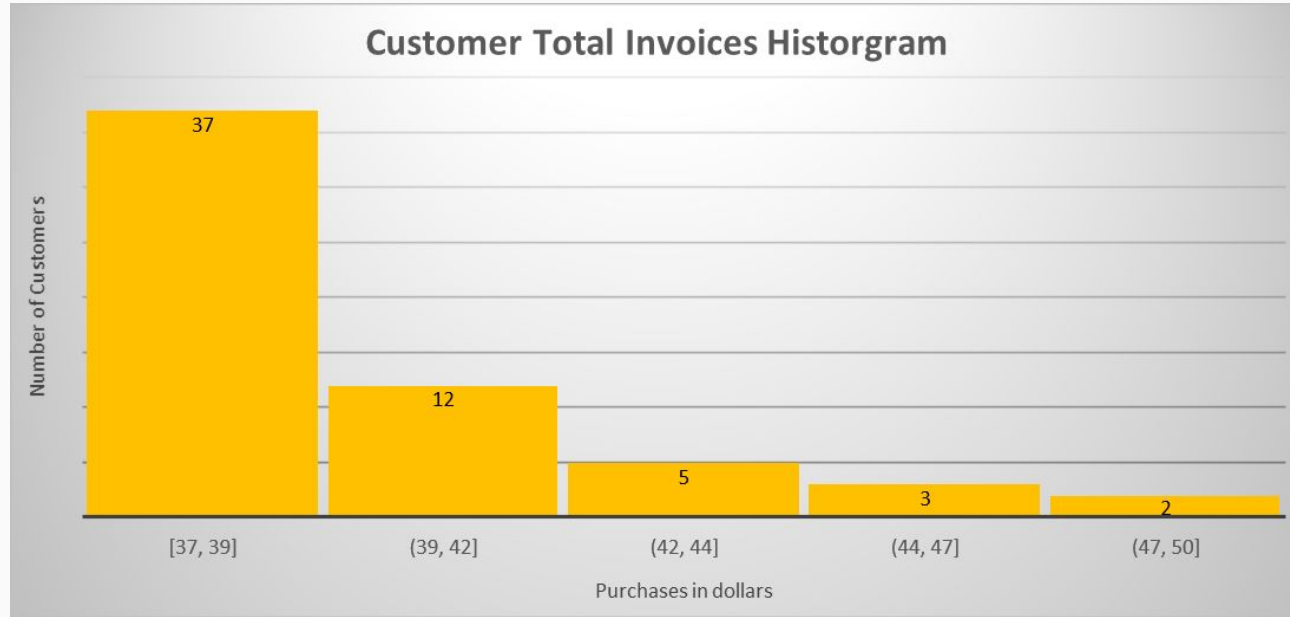


The purchases of rock music have a highly volatile pattern. This volatility also seems to increase with time.

In 2009 the monthly revenue oscillated between \$5 and \$20 while in 2010 it oscillated between \$5 and \$25.

We can also observe that the highest monthly revenue was recorded in November 2013.

What is the distribution of customers based on the total of their invoices?



As showcased by the histogram on the left, most customers have a total life-time value of under \$39.

We have 12 customers with total purchases between \$39 and \$42.

There are only 8 customers with total purchases higher than \$42.