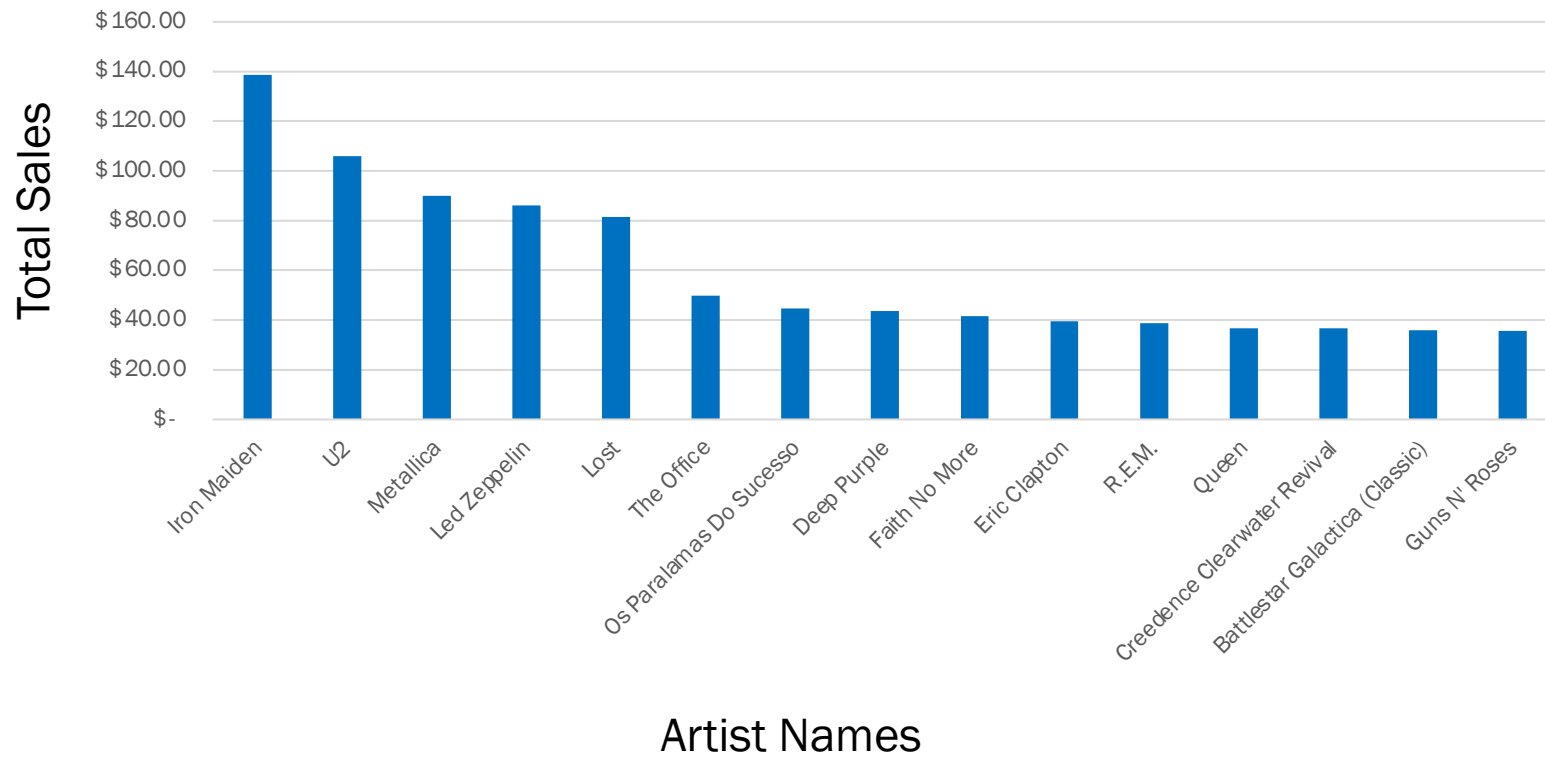




# Project 2 – SQL Analysis

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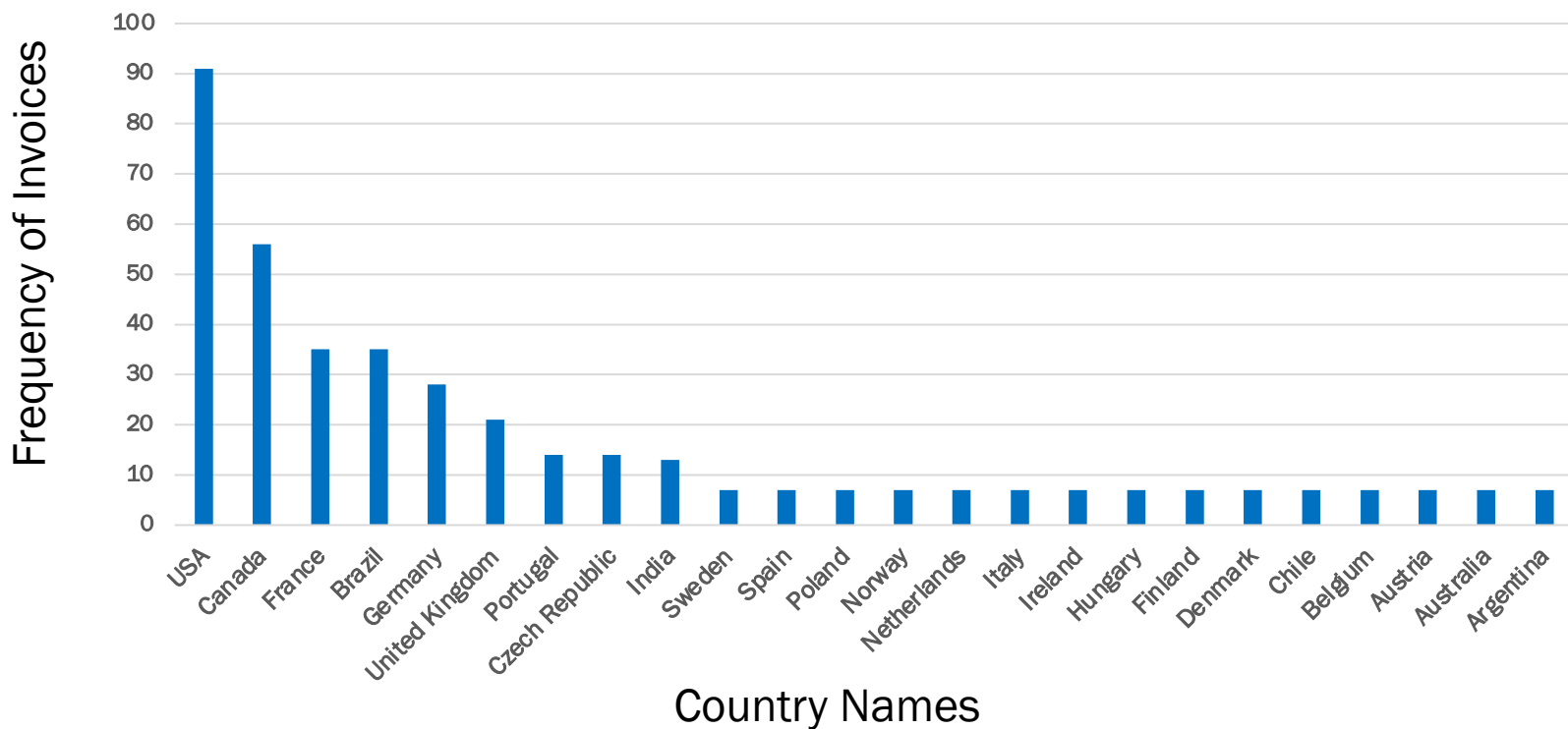
## Top 15 Total Sales Per Artist



Within the top 15 artist per sales Iron Maiden is the top selling artist with \$139.60 total sales made. U2 is the only other band to reach over a \$100 in sales.

Query 1 – Top 15 artist with the most sales?

Total Number of Invoices Per Country



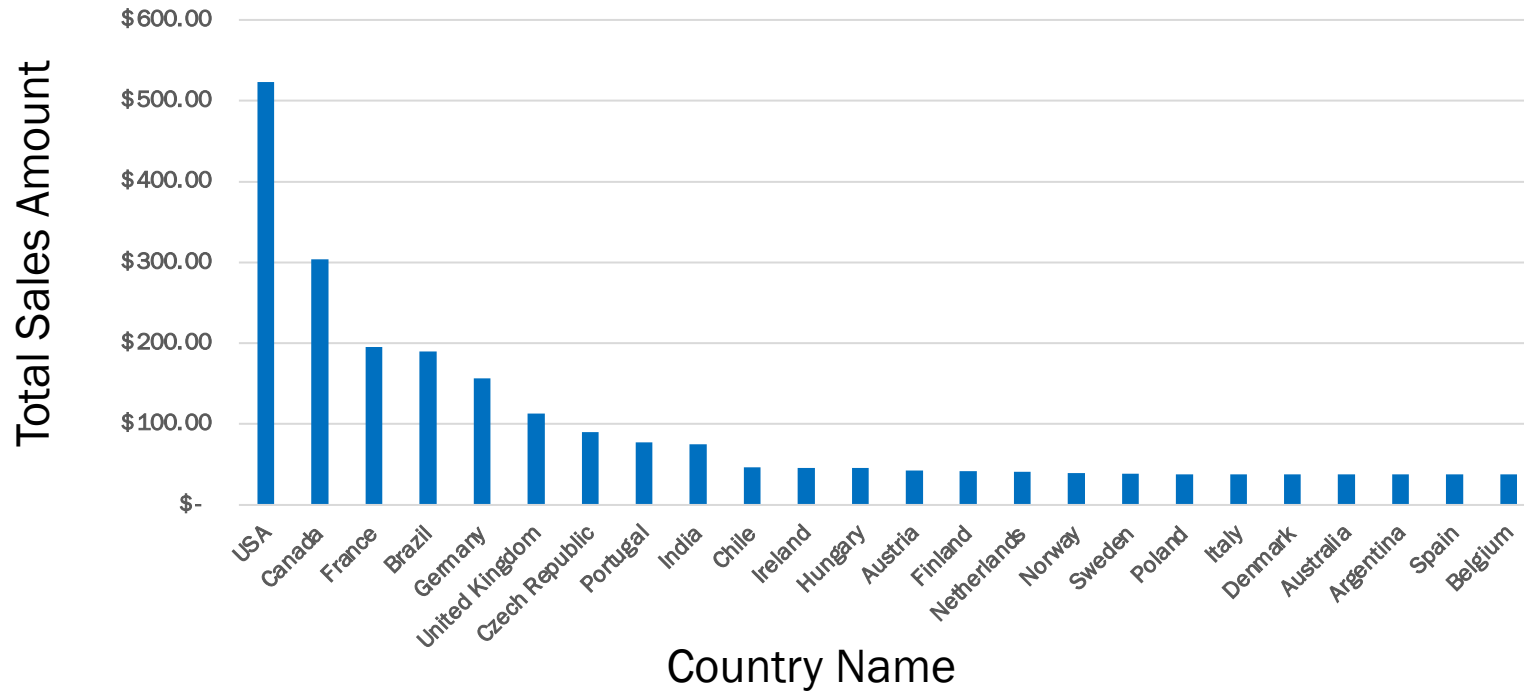
We can see the USA has the largest number of invoices with 91 total.

Besides Canada all other country are below 40 invoices showing the huge gap between transactions.

The company would see USA and Canada as the main market share and can strategize on how to improve the remaining countries. Especially from Sweden to Argentina.

Query 2 – What country has the most invoices?

### Total Sales Amount Per Country



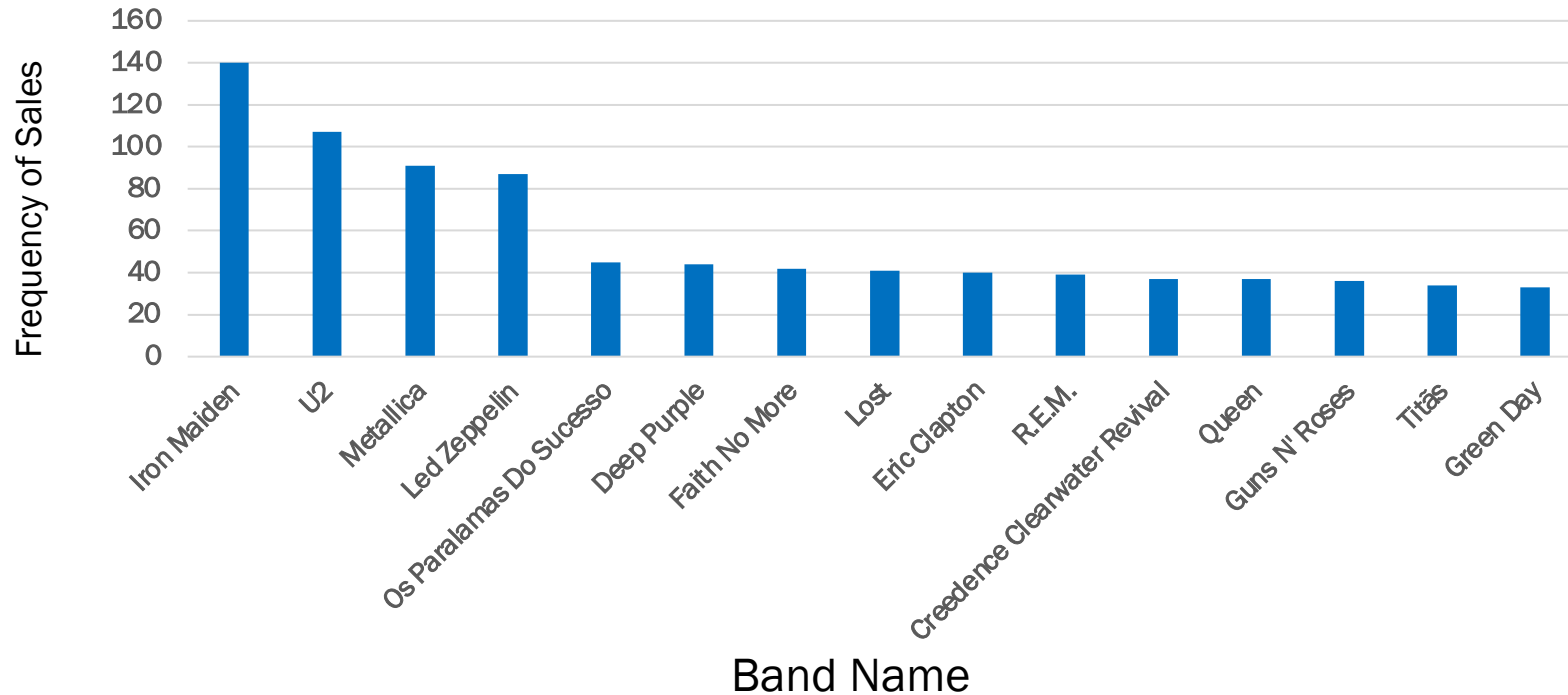
Following the first slide USA and Canada have the highest invoices and thus have the highest sales per country.

However, it is important to understand that the USA and Canada made \$826 but all other remaining countries sales add up to be \$1501 almost double the sales amount.

The company should not ignore the other countries even if they are not generating the highest sales like the USA or Canada.

## Query 3 - What is the total amount of sales per country?

## Total 15 Number of Songs Sold by Bands

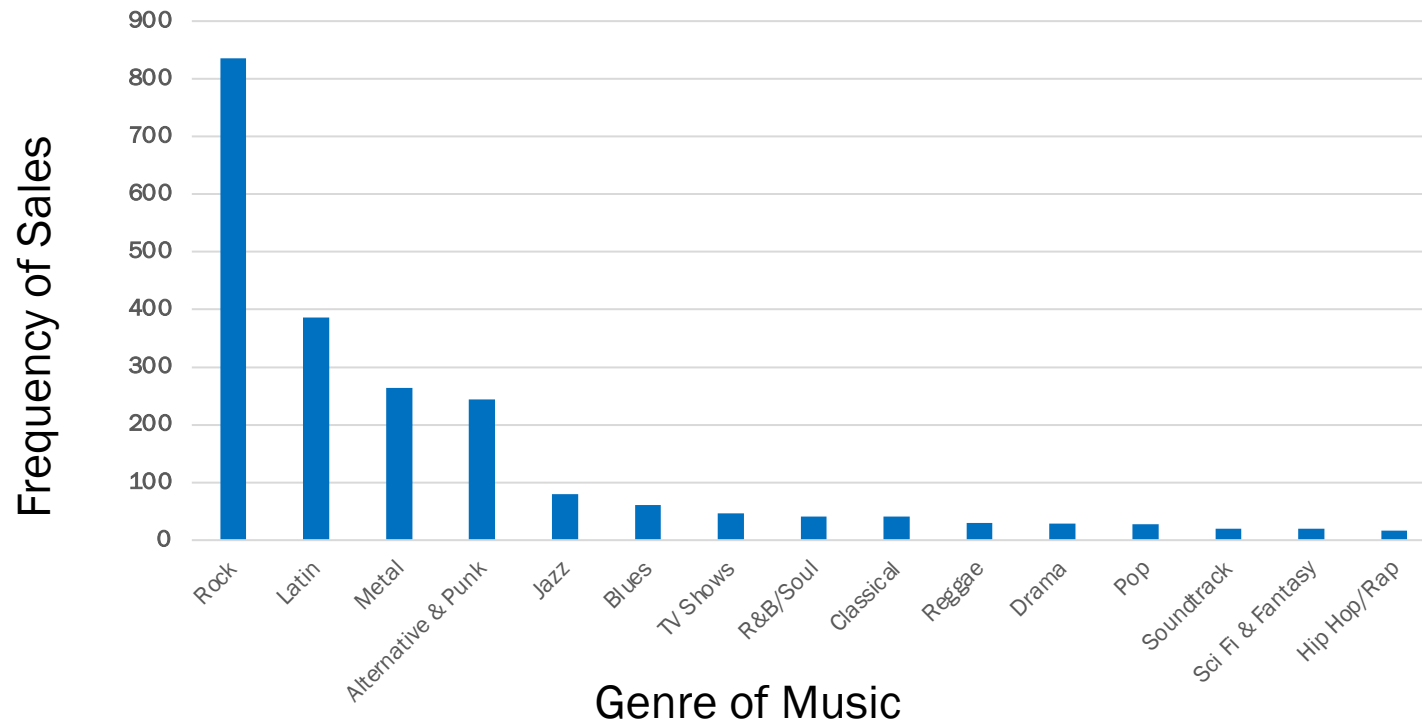


Analyzing the top 15 songs sold will give better insight to what songs are popular, customer preferences and which song sell best.

Iron Maiden with 140 songs sold followed by U2 to Led Zeppelin (110 to 90 songs sold.) The remaining bands are below 45 songs sold.

Query 4 - Which top 15 bands had the highest number of songs sold?

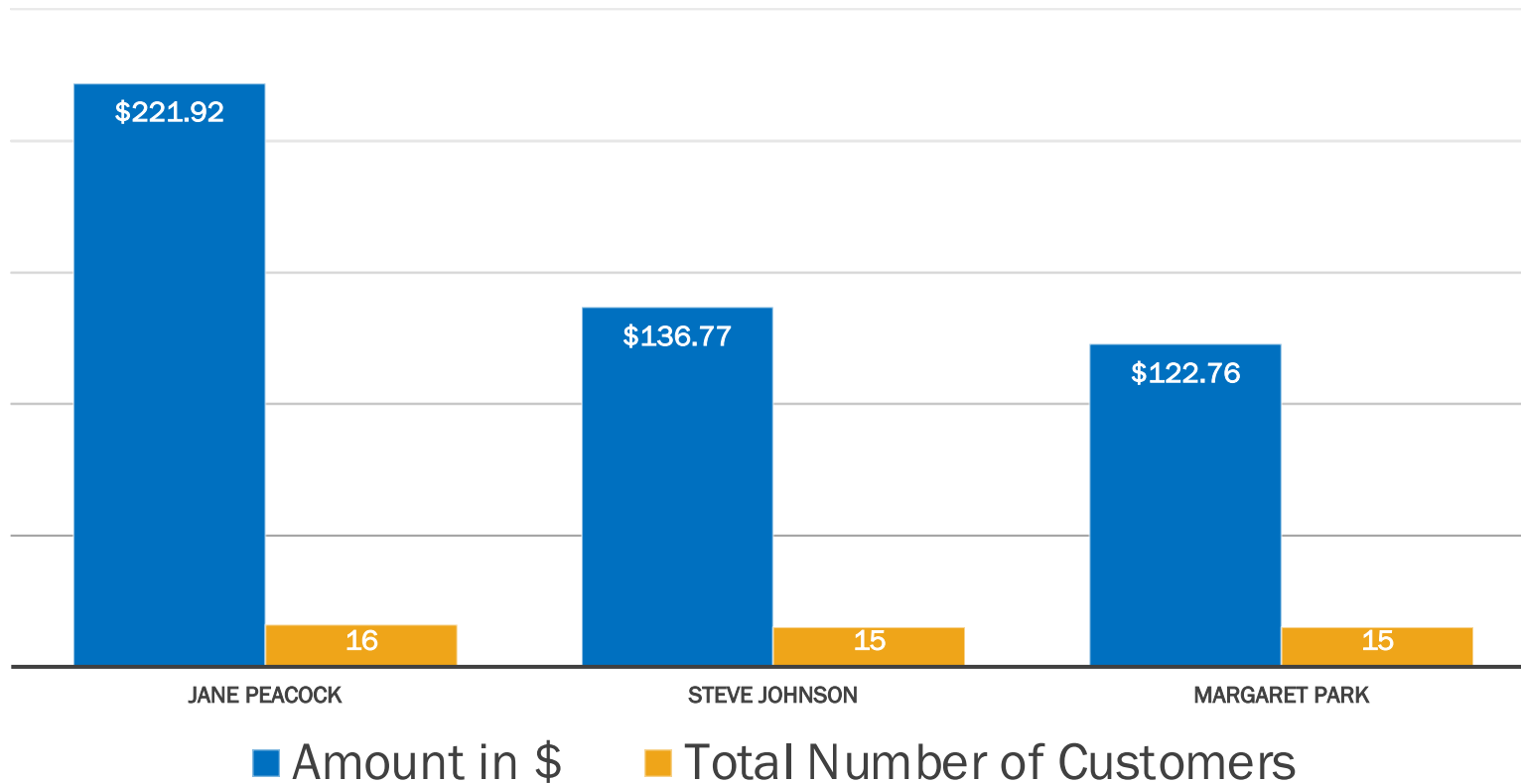
Total Songs Sold Per Genre



Following the previous slide, the total number of songs sold by bands where mainly rock bands. This data matches as the most popular genre of music is rock. 835 almost 2.5x the Latin genre category. A steady decline starts from Jazz to Hip Hop/Rap genres.

Query 5 – Which genre of music had the most song sold?

2010 Sales Rep Total Sales



Reviewing 2010 sales rep results all three reps had similar total number of customers with Jane having 16 while others having 15 each. The data shows Jane generated the highest sales with \$221.92

Query 6 – Which sales rep for 2010 had the highest sales and customers?