Executive summary

Melodica Business Intelligence

November 2023 - January 2024

Team Members

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Project Scope

The MELODICA music company faced a critical need for comprehensive insights into its sales operations. The absence of a centralized system for analyzing sales data by country, popular genre, and customer behavior hindered the company's ability to make informed decisions. The demand for a strategic approach to data analysis, rooted in customer feedback and the desire to understand market trends, prompted the initiation of this project. The recommended solution includes:

- Data Loading (delta, SCD type 2) and Integration.
- Data Modeling and Schema Design
- Business Intelligence Dashboard Development
- Analytics and Reporting

Project Benefits

Improved Decision-Making: Enable informed decision-making through access to real time, accurate, and comprehensive data, and effective decisions and changes to be made, based on business data, in order to increase revenue.

Enhanced Data Accessibility: Provide a centralized platform for accessing and analyzing data across the organization.

Increased Operational Efficiency: Streamline business processes and enhance efficiency through better data management.
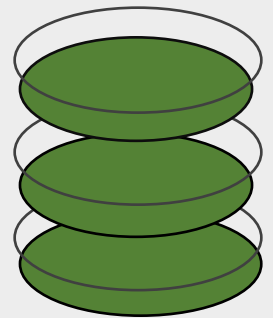
Observations & Results

The implementation of the Business Intelligence project signifies a transformative journey for MELODICA, unlocking immense value across its operations.

The analysis encompassed four key domains, starting with a comprehensive examination of sales, focusing on both numerical growth and geographical expansion. This was followed by an investigation into customer behavior, with a specific focus on variations influenced by composers, artists, and playlist preferences. The study then proceeded with a detailed analysis of sales trends over time, categorizing the data by genre and file type. Finally, the workforce structure was scrutinized, setting hypothetical benchmarks to assess the performance and progress of the staff responsible for sales.

The ability to discern customer preferences, identify lucrative markets, and optimize business processes, positions the company for sustained growth and a competitive edge. Through this initiative, MELODICA not only elevates its decision-making capabilities but also lays the foundation for long-term success in a dynamic and evolving music industry.

Key Observations:

- Peak Sales Achieved: Notable sales peaks were observed in the years 2010 and 2012, marking them as the most successful periods.
- Geographic Sales Leader: North America emerged as the top-performing region, contributing the highest number of sales.
- Dominant Media Type: Audio files dominated the sales portfolio, accounting for approximately 90% of total sales.