

# Apple

You are a Product Analyst on the Apple Music discovery team focused on enhancing artist recommendation algorithms....

Question 1: How many unique artists were recommended to users in April 2024? This analysis will help determine the diversity of recommendations during that month.

```
SELECT COUNT(DISTINCT artist_id) AS unique_artists
FROM fct_artist_recommendations
WHERE TO_CHAR(recommendation_date, 'YYYY-MM') = '2024-04';
```



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Question 2: What is the total number of recommendations for new artists in May 2024? This insight will help assess if our focus on emerging talent is working effectively.

```
SELECT COUNT(recommendation_id) AS new_artist_recommendations
FROM fct_artist_recommendations
WHERE TO_CHAR(recommendation_date, 'YYYY-MM') = '2024-05'
AND is_new_artist = True;
```





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Question 3: For each month in Quarter 2 2024 (April through June 2024), how many distinct new artists were recommended to users?

This breakdown will help identify trends in new artist recommendations over the quarter.

```
WITH total AS (  
    SELECT *,  
           TO_CHAR(recommendation_date, 'YYYY-MM') AS year_month  
    FROM fct_artist_recommendations  
    WHERE TO_CHAR(recommendation_date, 'YYYY-MM') IN ('2024-04',  
    '2024-05', '2024-06')  
)  
SELECT  
    year_month,  
    COUNT(DISTINCT artist_id) AS new_artist_count  
FROM total  
WHERE is_new_artist = True  
GROUP BY year_month  
ORDER BY year_month;
```

