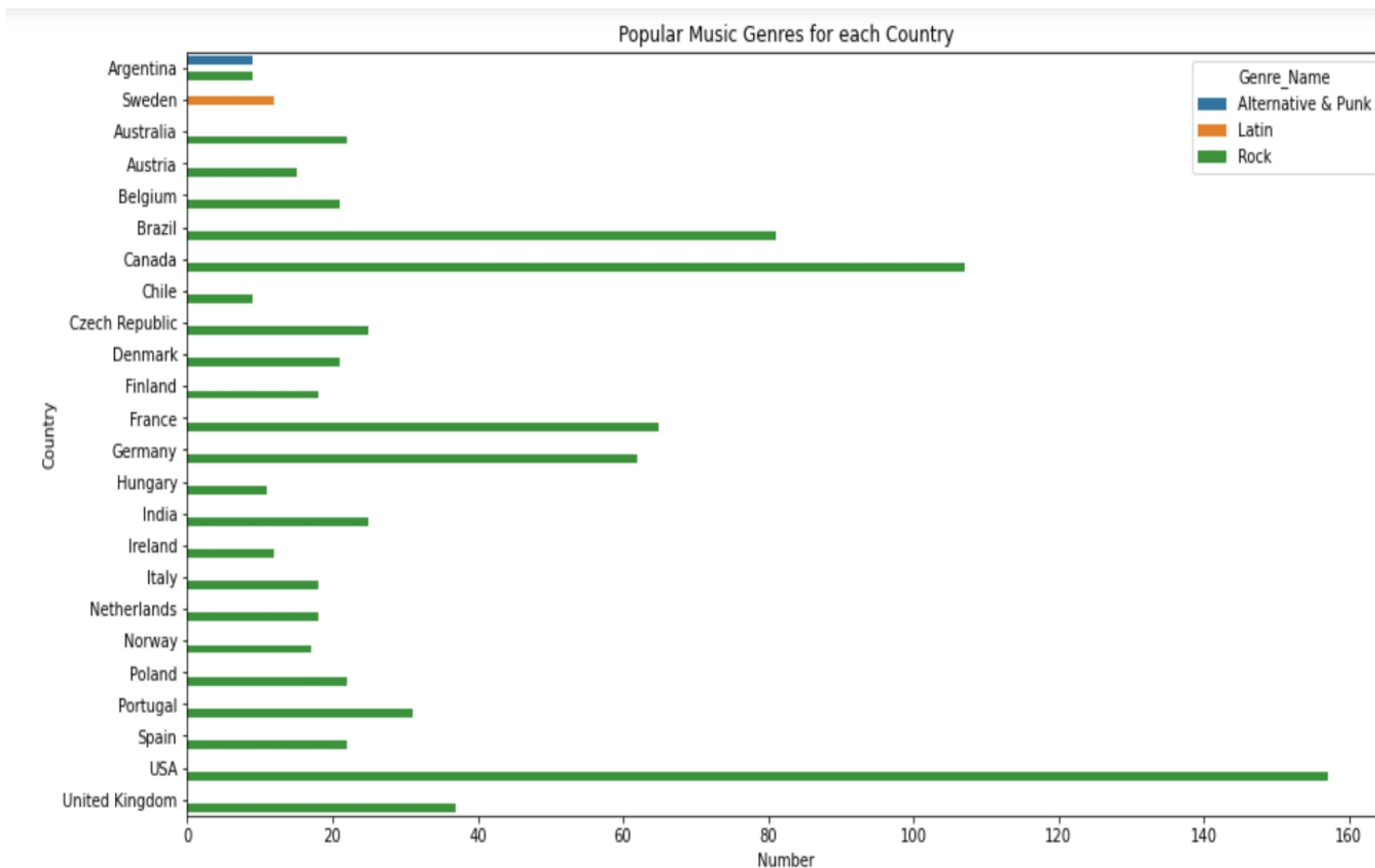


A collage of various musical instruments. On the left is a large, circular brass cymbal. Above it are two wooden drumsticks. To the right, a portion of a piano keyboard is visible. Below the piano, there's a black microphone with a silver grille. To the right of the microphone is an acoustic guitar with a reddish-brown body. In the bottom left corner, there's a yellow tambourine with wooden handles. A black tassel with small silver bells hangs in the center. The entire image has a dark, semi-transparent overlay.

Chinook Database Query Project

By: Mohammed Hani

The most popular music genre in each Country

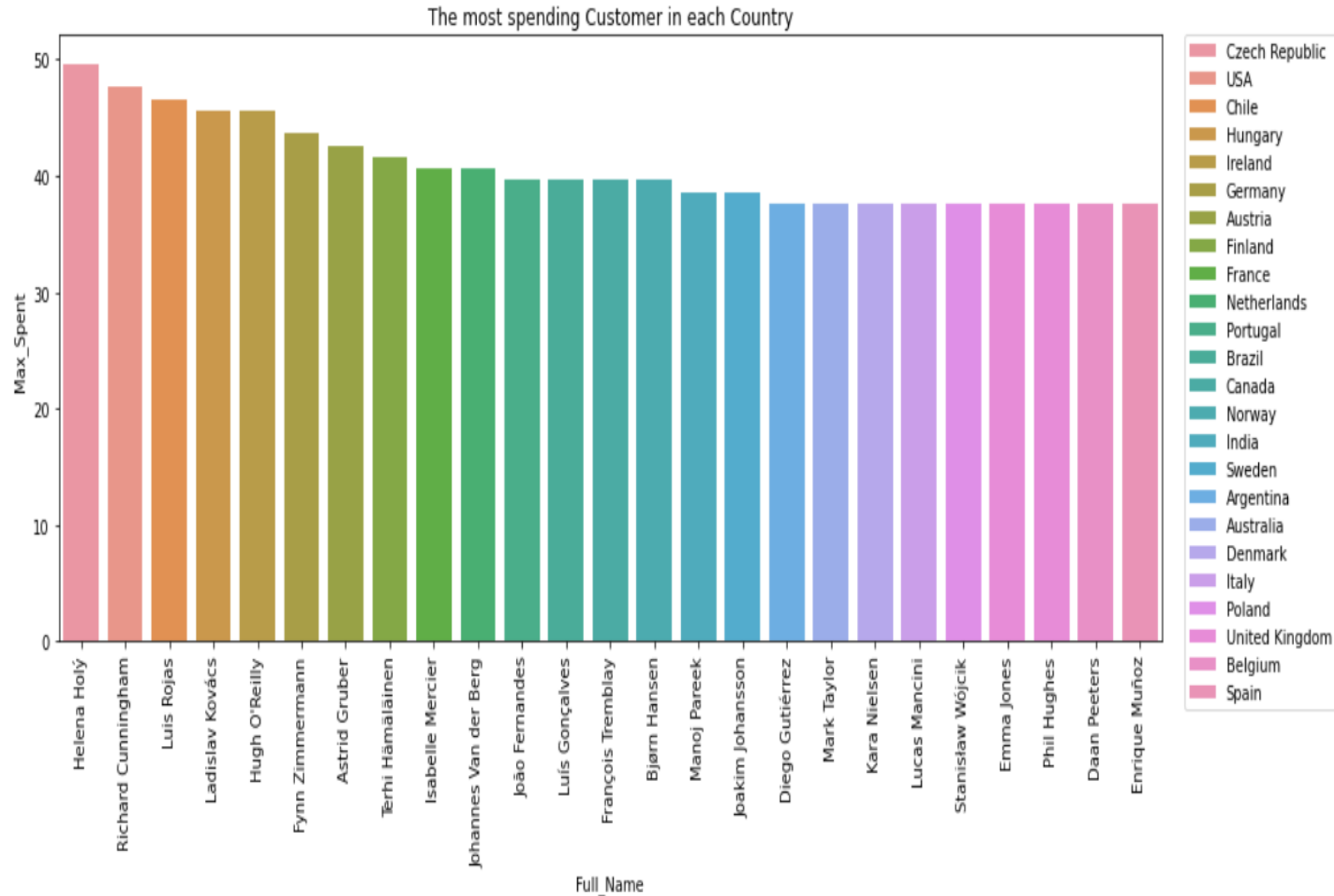


Rock genre is the most popular among all other Genres

Nearly all the countries of the study tend to have the **Rock** genre as the highest amount of purchases genre except for **Argentina** that have equal amount of purchase with **Alternative & Punk** genre, and **Sweden** with **Latin** genre.

This can indicate that the **Rock** can have the highest grossing among all other genres especially in the USA, Canada and Brazil.

The most spending Customer on each Country

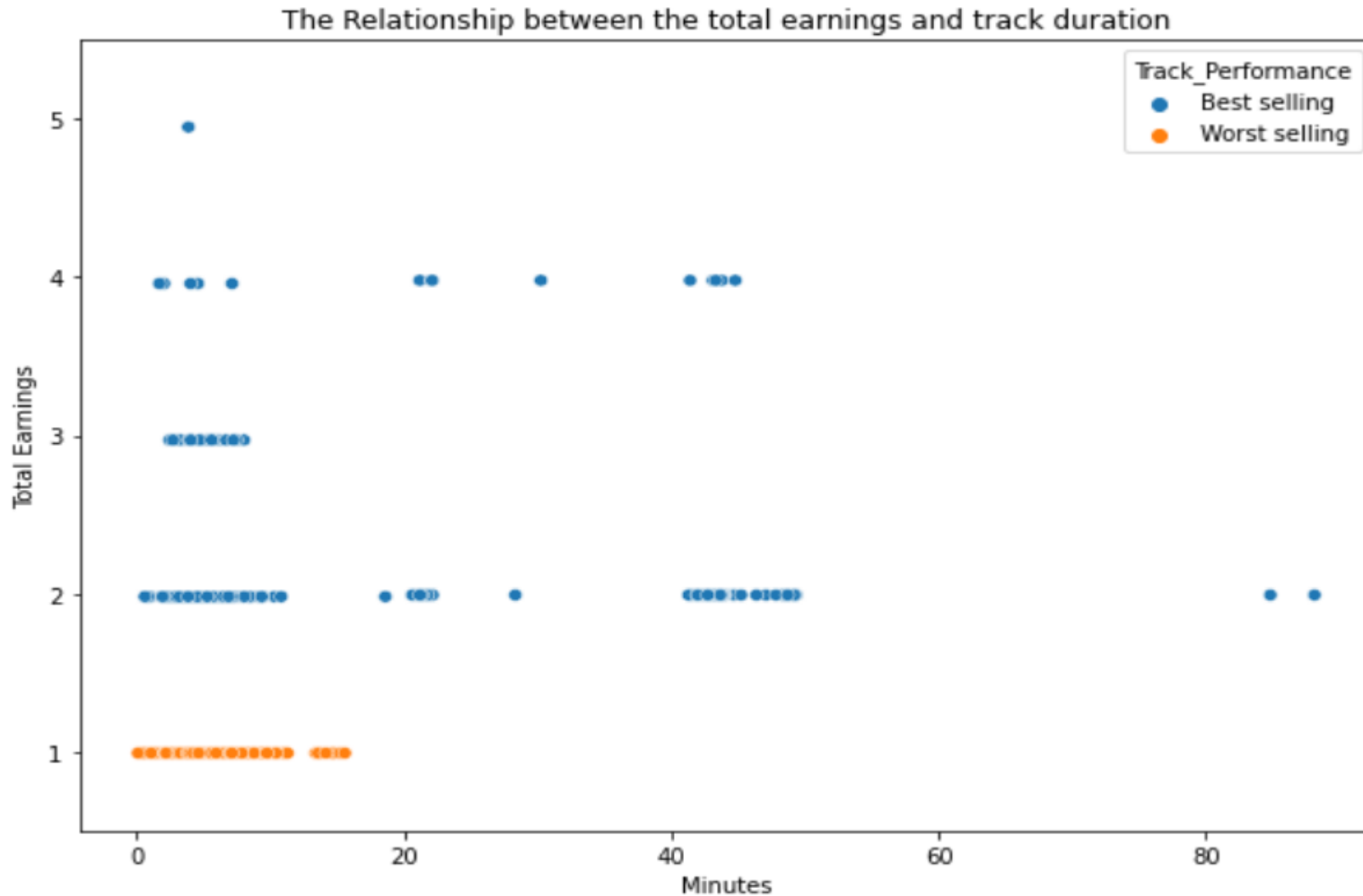


Helena Holy is the most spending Customer on general, and Czech Republic specifically

Czech Republic has the Customer with the highest paying amount among all countries. However, the differences among the countries **are not so significant** in terms of the highest paying customer.

This can indicate that the those customers in each country can be targeted with tailored promotions that match their music preferences.

Relationship between total earnings and track duration



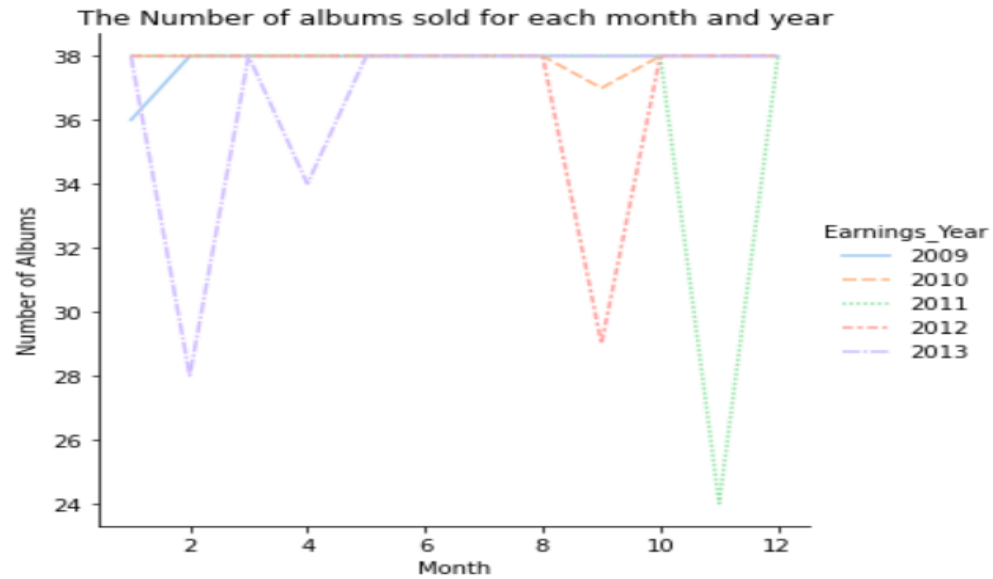
Most tracks are having the duration from 1.6 minutes to 16 minutes

However, the best selling tracks have duration of around **4 minutes** and this track is **(The Trooper)**.

This may indicate that most people tend to listen more to the songs with duration of 1.6 to 16 minutes, But this is not the only factor that determine the total grossing of the track.

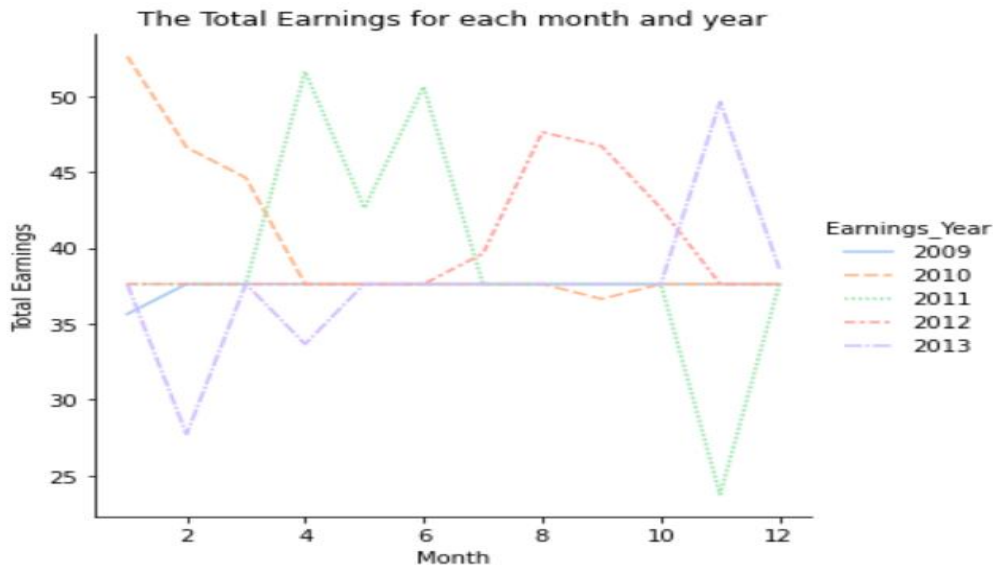
Note: Best and worst selling are determined according to if the total earnings are above or below the average of all earnings.

Amount of earnings and Number of sold tracks for each month and year



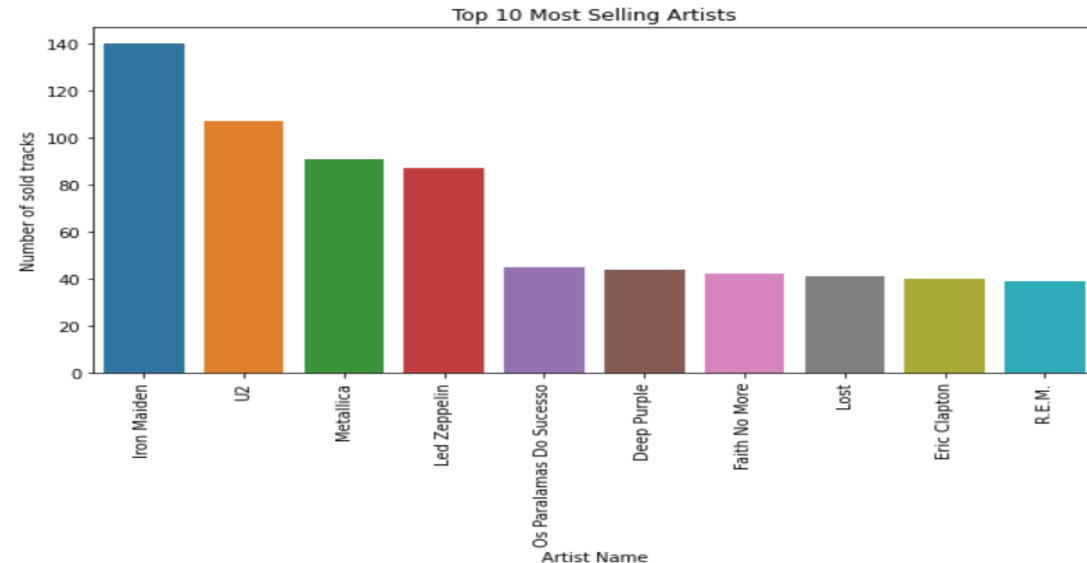
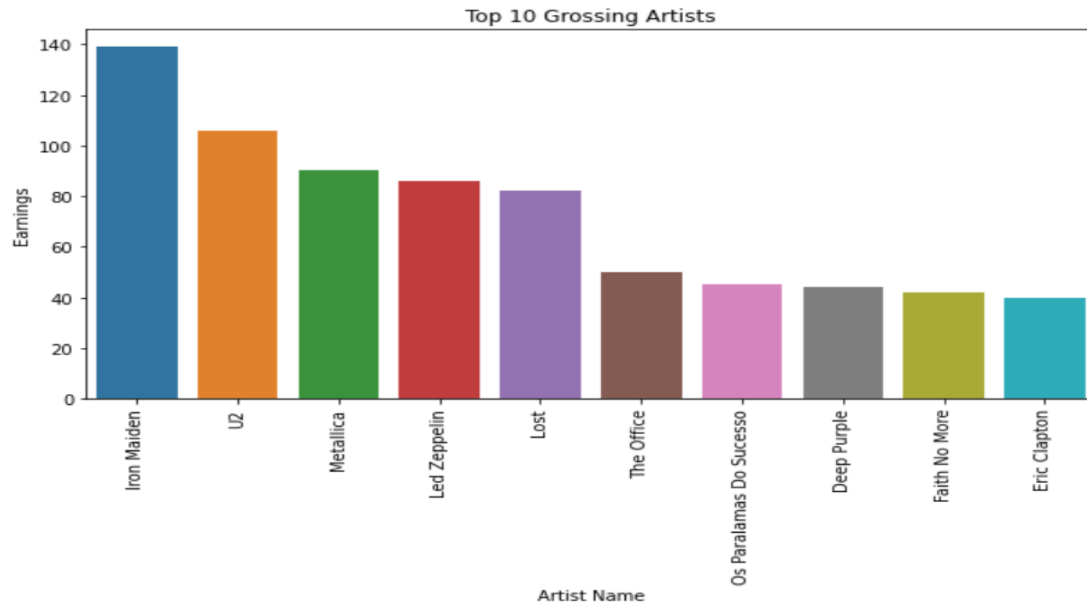
On average, The number of albums sold takes the value of 38 album for each month and year. Additionally, The grossing of the albums are only having an average value of 37.62.

The number of albums sold take the maximum number for each year in the same period between **The end of April until August.**



However, The total earnings do not tend to increase or decrease for a specific month among all the five-year period.

Top 10 performing artists in terms of earnings and tracks sold



The top performing artist in terms of both the earnings and amount of sold tracks is **Iron Maiden**.

Nearly all the artists that sold a high number of copies are also the most grossing artists, which makes sense, except for *The Office* and *R.E.M.*

These results are useful for the future producers to figure out the market trends and the audience preferences.