

PROJECT REPORT

Project Title: Musical Store Data Analysis

The "Music Store Data Analysis" project involves leveraging **SQL** skills and **PGAdmin4** to analyze a dataset collected in CSV format from source, representing a music store's operations. The dataset includes tables such as sales transactions, customer demographics, product inventory, genre, playlist and invoices.

Through SQL queries and pgAdmin4, the OBJECTIVE is to perform in-depth analysis and optimize business operations within the music store.

Tasks:

1. Data Exploration:

Begin by exploring the dataset to understand its structure and relationships between tables. Identify key fields such as customer demographics, track genres, sales dates, and invoice amounts.

2. Customer Analysis:

Analyze customer demographics, including location, and purchase history. Determine customer segmentation based on purchasing behavior and frequency of purchases.

3. Genre Analysis:

Investigate popular music genres based on sales volume and revenue. Determine which genres are most profitable and explore any seasonal trends.

4. Sales Analysis:

Analyze sales trends over time, identifying peak seasons and periods of low sales.

5. Inventory Management:

Evaluate inventory levels for different tracks and genres. Identify tracks with high demand and those that are underperforming to optimize inventory management and purchasing decisions.

6. Exploratory Data Analysis (EDA):

SQL queries are crafted to conduct exploratory data analysis. Through SELECT, GROUP BY, and JOIN operations, the dataset is explored to derive meaningful insights and identify patterns within the music store's operations.

Final Outcome:

By completing this project, gained valuable experience in SQL data analysis and be able to provide actionable insights to improve business performance in the music industry. Also the final results of the "Music Store Data Analysis Using SQL and pgAdmin4" project is a comprehensive SQL script showcasing insights, performance metrics. By leveraging SQL skills and pgAdmin4, businesses can gain valuable insights into sales trends, customer behavior, and inventory management, empowering them to make informed decisions and achieve success.

THANK YOU!!