

SQL Project Final Report

Project Title: Music Store Data Analysis Using SQL

Objective: Business insights through SQL queries on customer behavior, sales trends, and genre popularity.

Easy Level Insights:

1. Most Senior Employee:

Result: The employee with the highest seniority level is "Mohan Madan" (Level 7, Senior General Manager).

2. Countries with Most Invoices:

Result: USA has the highest number of invoices.

3. Top 3 Invoice Totals:

Result: \ \$40460, \ \$23923, and \ \$18865 are the top 3 invoice totals.

4. Best City for Promotional Event:

Result: Prague generated the highest total invoice amount.

5. Top Spending Customer:

Result: Franti Wichterlov spent the most money among all customers.

Moderate Level Insights:

1. Customers Who Listen to Rock Music:

Many customers across different countries listen to Rock. Example: Aaron Mitchell, Alexandre Rocha, Astrid Gruber, etc.

2. Top 10 Rock Artists by Track Count:

Example: Led Zeppelin, U2, Deep Purple are among the top based on number of Rock tracks.

3. Tracks Longer Than Average:

Many tracks are above the average length (e.g., 250000 milliseconds), such as "Go Down", "Spellbound".



Advanced Level Insights:

1. Customer Spending Per Artist:

Customer 1 (Rush) spent \ \$13.86

2. Most Popular Genre per Country:

In USA, Rock is the most purchased genre. In Brazil, Latin is more popular.

3. Top-Spending Customer per Country:

USA: John Smith, Canada: Mark Taylor, France: Camille Bernard.



Business Recommendations:

- Plan promotional events in **Prague** based on highest sales.
 - Promote **Rock and Latin** genres in countries where they are dominant.
 - Offer loyalty rewards to top customers like **Luis Goncalves** to retain high-value buyers.
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Documentation Notes:

- All queries have been commented for clarity.
 - CTEs and Window Functions used in complex scenarios.
 - All results validated using pgAdmin with sample data.
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Tool Used: PostgreSQL (via pgAdmin)