

SQL PROJECT PRESENTATION – Music Store Data Analysis



Slide 1: Project Overview

- **Project Title:** Music Store Data Analysis Using SQL
 - **Goal:** Analyze customer behavior, sales trends, and music genre popularity using SQL
 - **Tools Used:** PostgreSQL (pgAdmin)
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Slide 2: Dataset Structure

- **employee:** Employee job roles and levels
 - **invoice:** Billing and invoice information
 - **customer:** Customer names and contact details
 - **invoice_line:** Item-wise details of invoices
 - **track:** Track info including genre and length
 - **album:** Album details
 - **artist:** Artist or singer names
 - **genre:** Music genres (Rock, Jazz, etc.)
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Slide 3: Easy Level Insights

- **Most Senior Employee:** Mohan Madan (Senior General Manager Level 7)
 - **Most Invoices By Country:** USA, Canada, Brazil, France
 - **Top 3 Invoice Totals:** \ \$40460, \ \$23923, \ \$18865
 - **Top Billing City:** Prague
 - **Top Spending Customer:** Franti Wichterlov
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Slide 4: Moderate Level Insights

- **Rock Music Customers:** Aaron Mitchell, Alexandre Rocha, Astrid Gruber, etc.
 - **Top 10 Rock Artists:** Led Zeppelin, U2, Deep Purple, etc.
 - **Above Average Tracks:** Spellbound, Go Down, Let There Be Rock, etc.
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Slide 5: Advanced Insights

- **Customer Spending Per Artist:**
 - Rush spent \ \$13.86
 - Jet spent \ \$12.87
 - AC/DC spent \ \$7.92
- **Top Genre per Country:**
 - Argentina: Alternative and Punk
 - Australia: Rock
 - Canada: Rock

- **Top-Spending Customer per Country:**

- Argentina: Diego Guti
 - Australia: Mark Taylor
 - India: Manoj Pareek
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Slide 6: SQL Skills Used

- **Joins** (for combining data across tables)
 - **GROUP BY & Aggregates** (to summarize info)
 - **CTEs** (for stepwise logic)
 - **Window Functions** (RANK, ROW_NUMBER)
 - **Filtering & Sorting** (WHERE, ORDER BY)
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Slide 7: Business Recommendations

- **Best City for Event:** Prague (based on highest billing)
 - **Genre Focus:** Rock (USA), Latin (Brazil)
 - **Customer Retention:** Reward top spenders like Diego Guti
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Slide 8: Conclusion

- Project showed how SQL helps in understanding customer trends
 - Valuable insights drawn from raw data
 - Can be extended for marketing or event planning
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Submitted For: SQL Project (Music Store)