**DIGITAL MUSIC STORE ANALYSIS**

***Bullet Points to analyse the Music store database:***

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| * Senior most employee based on job title. |
| * Countries with most number of invoices. |
| * Highest 3 invoice amounts. |
| * City that has the highest sum of invoice totals. |
| * The customer who has spent the most money. |
| * Email, first name, last name, & Genre of all Rock Music listeners. |
| * Rock bands who have written the most rock music tracks. |
| * Highest amount spent by Top 10 customer on which artists? |
| * Most popular music Genre for each country. |
| * Customer that has spent the most on music from each country. |

***Data Analysed by performing SQL queries using Joins, Window functions and CTE.***

1. Who is the senior most employee based on job title?

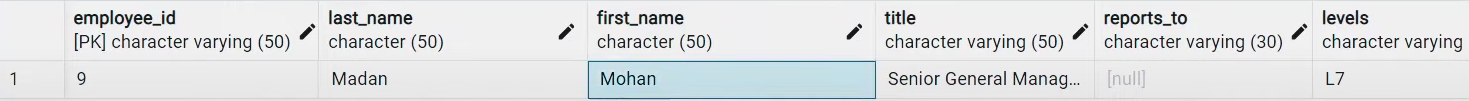
SELECT title, last\_name, first\_name

FROM employee

ORDER BY levels DESC

LIMIT 1;

**RESULT:**



2. Which countries have the most Invoices (TOP 10)?

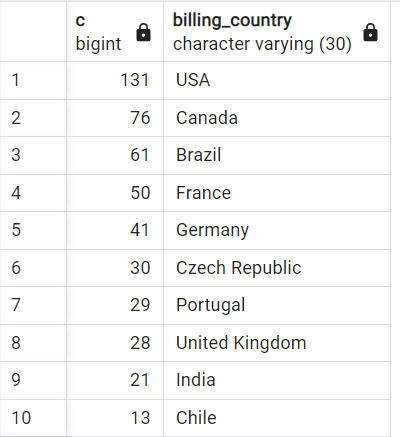
SELECT COUNT(\*) AS c, billing\_country

FROM invoice

GROUP BY billing\_country

ORDER BY c DESC;

**RESULT:**



3. What are top 3 values of total invoice?

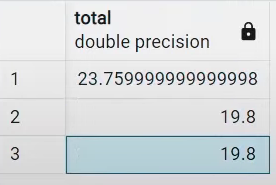
SELECT total

FROM invoice

ORDER BY total DESC

Limit 3;

**RESULT:**



4. Which city has the best customers? We would like to throw a promotional Music Festival in the city we made the most money.

Write a query that returns one city that has the highest sum of invoice totals. Return both the city name & sum of all invoice totals.

SELECT billing\_city,SUM(total) AS InvoiceTotal

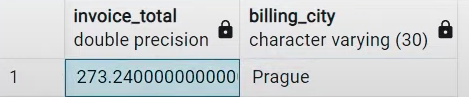
FROM invoice

GROUP BY billing\_city

ORDER BY InvoiceTotal DESC

LIMIT 1;

**RESULT:**



5. Who is the best customer? The customer who has spent the most money will be declared the best customer. Write a query that returns the person who has spent the most money.

SELECT customer.customer\_id, first\_name, last\_name, SUM(total) AS total\_spending

FROM customer

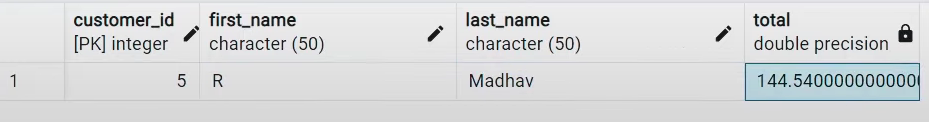
JOIN invoice ON customer.customer\_id = invoice.customer\_id

GROUP BY customer.customer\_i d

ORDER BY total\_spending DESC

LIMIT 1;

**RESULT:**



6. Write query to return the email, first name, last name, & Genre of all Rock Music listeners. Return your list ordered alphabetically by email starting with A.

SELECT DISTINCT email,first\_name, last\_name

FROM customer

JOIN invoice ON customer.customer\_id = invoice.customer\_id

JOIN invoiceline ON invoice.invoice\_id = invoiceline.invoice\_id

WHERE track\_id IN(

SELECT track\_id FROM track

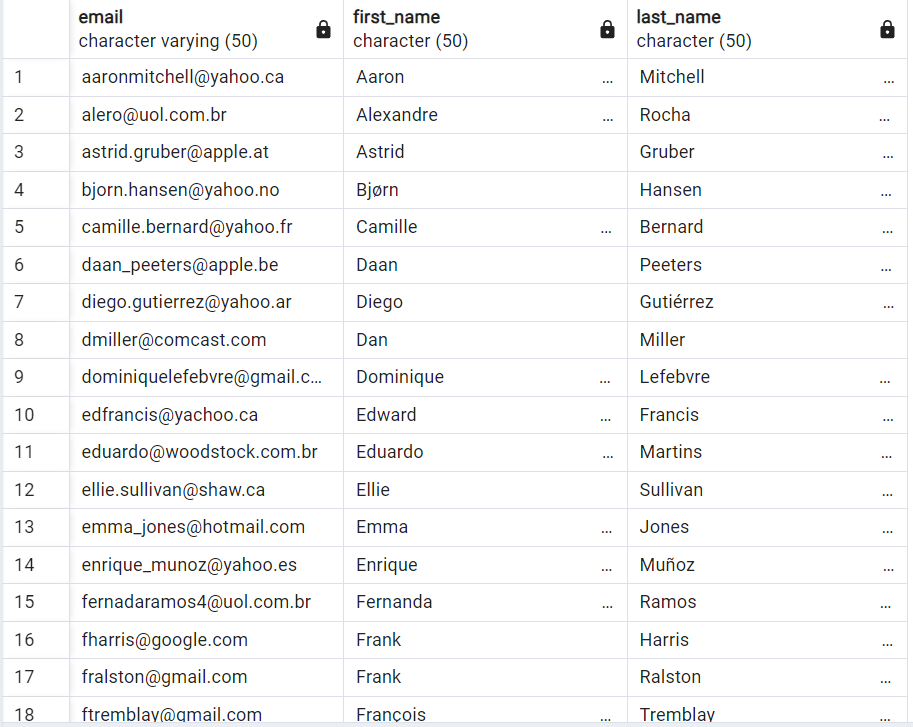
JOIN genre ON track.genre\_id = genre.genre\_id

WHERE genre.name LIKE 'Rock'

)

ORDER BY email;

**RESULT: Total rows = 59, 15 are shown here for reference.**



7. Let's invite the artists who have written the most rock music in our dataset. Write a query that returns the Artist name and total track count of the top 10 rock bands.

SELECT artist.artist\_id, artist.name,COUNT(artist.artist\_id) AS number\_of\_songs

FROM track

JOIN album ON album.album\_id = track.album\_id

JOIN artist ON artist.artist\_id = album.artist\_id

JOIN genre ON genre.genre\_id = track.genre\_id

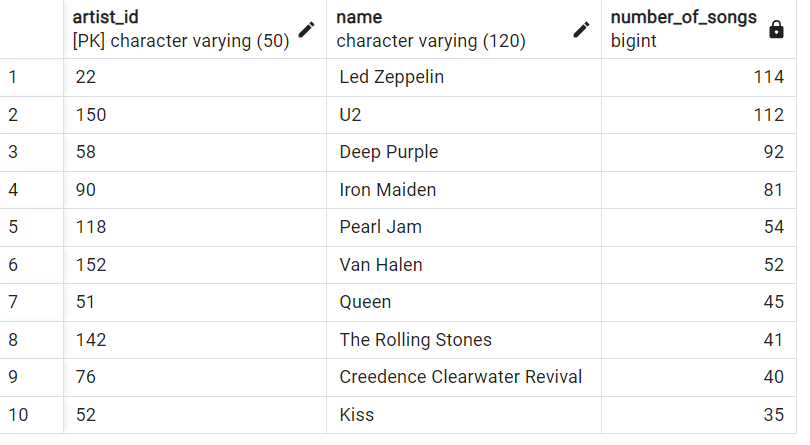
WHERE genre.name LIKE 'Rock'

GROUP BY artist.artist\_id

ORDER BY number\_of\_songs DESC

LIMIT 10;

**RESULT:**



8. Find how much amount spent by Top 10 customer on artists? Write a query to return customer name, artist name and total spent.

Steps to Solve: First, find which artist has earned the most according to the InvoiceLines.

Then use this artist to find which customer spent the most on this artist. For this query, we will need to use the Invoice, InvoiceLine, Track, Customer, Album, and Artist tables.

Note: The Total spent in the Invoice table might not be on a single product, so we need to use the InvoiceLine table to find out how many of each product was purchased, and then multiply this by the price

for each artist.

WITH best\_selling\_artist AS (

SELECT artist.artist\_id AS artist\_id, artist.name AS artist\_name, SUM(invoice\_line.unit\_price\*invoice\_line.quantity) AS total\_sales

FROM invoice\_line

JOIN track ON track.track\_id = invoice\_line.track\_id

JOIN album ON album.album\_id = track.album\_id

JOIN artist ON artist.artist\_id = album.artist\_id

GROUP BY 1

ORDER BY 3 DESC

LIMIT 1

)

SELECT c.customer\_id, c.first\_name, c.last\_name, bsa.artist\_name, SUM(il.unit\_price\*il.quantity) AS amount\_spent

FROM invoice i

JOIN customer c ON c.customer\_id = i.customer\_id

JOIN invoice\_line il ON il.invoice\_id = i.invoice\_id

JOIN track t ON t.track\_id = il.track\_id

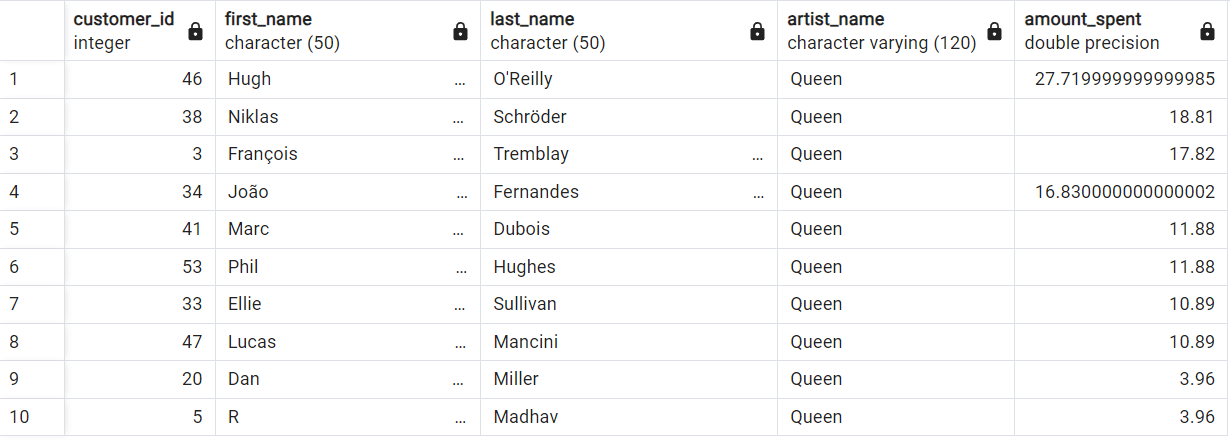
JOIN album alb ON alb.album\_id = t.album\_id

JOIN best\_selling\_artist bsa ON bsa.artist\_id = alb.artist\_id

GROUP BY 1,2,3,4

ORDER BY 5 DESC;

**RESULT:**

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9. We want to find out the most popular music Genre for each country. We determine the most popular genre as the genre with the highest number of purchases. Write a query that returns each country along with the top Genre. For countries where the maximum number of purchases is shared return all Genres.

Steps to Solve: There are two parts in question- first most popular music genre and second need data at country level.

WITH popular\_genre AS

(

SELECT COUNT(invoice\_line.quantity) AS purchases, customer.country, genre.name, genre.genre\_id,

ROW\_NUMBER() OVER(PARTITION BY customer.country ORDER BY COUNT(invoice\_line.quantity) DESC) AS RowNo

FROM invoice\_line

JOIN invoice ON invoice.invoice\_id = invoice\_line.invoice\_id

JOIN customer ON customer.customer\_id = invoice.customer\_id

JOIN track ON track.track\_id = invoice\_line.track\_id

JOIN genre ON genre.genre\_id = track.genre\_id

GROUP BY 2,3,4

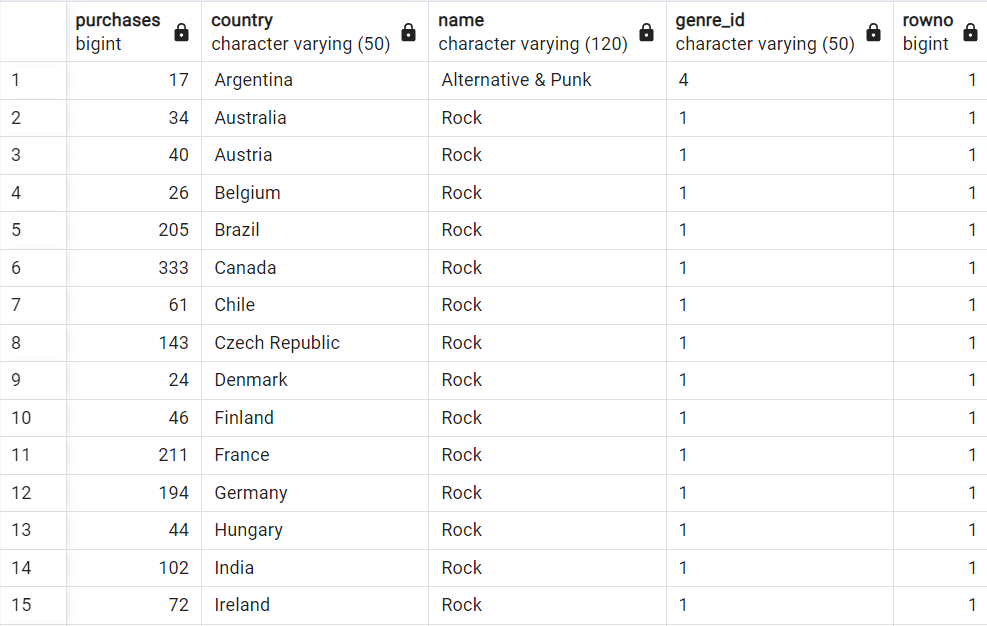
ORDER BY 2 ASC, 1 DESC

)

SELECT \* FROM popular\_genre WHERE RowNo <= 1

**RESULT: Total rows = 24, 15 are shown here for reference.**

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10. Write a query that determines the customer that has spent the most on music for each country.

Write a query that returns the country along with the top customer and how much they spent. For countries where the top amount spent is shared, provide all customers who spent this amount.

Steps to Solve: Similar to the above question. There are two parts in question-

first find the most spent on music for each country and second filter the data for respective customers.

WITH Customter\_with\_country AS (

SELECT customer.customer\_id,first\_name,last\_name,billing\_country,SUM(total) AS total\_spending,

ROW\_NUMBER() OVER(PARTITION BY billing\_country ORDER BY SUM(total) DESC) AS RowNo

FROM invoice

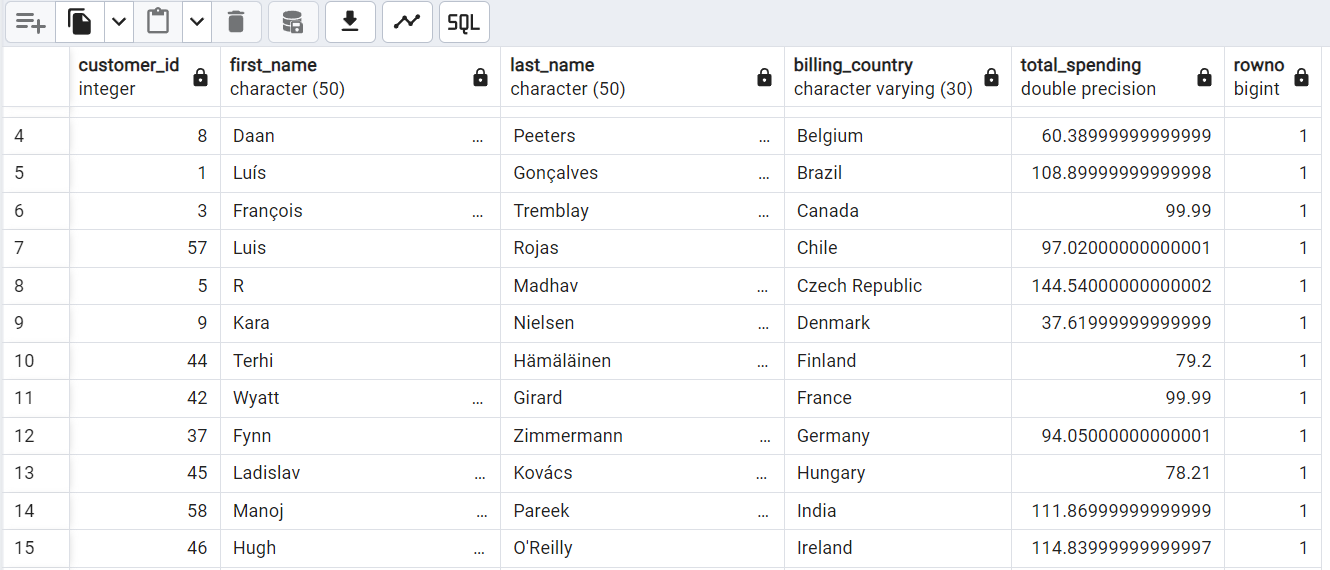
JOIN customer ON customer.customer\_id = invoice.customer\_id

GROUP BY 1,2,3,4

ORDER BY 4 ASC,5 DESC)

SELECT \* FROM Customter\_with\_country WHERE RowNo <= 1

**RESULT: Total rows = 24, 15 are shown here for reference.**



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