Music Player Dashboard Insights

1. Objective

This document presents key insights derived from SQL analysis of a music player application's database. The objective is to understand customer behavior, identify top performers (customers, cities, artists), and provide a basis for data-driven promotional decisions.

2. Key Questions & Insights

Who is the senior-most employee based on job title?

The employee with the highest job level is returned by ordering the employee table by the `levels` column in descending order and picking the top result.

Which countries have the most invoices?

The query counts the number of invoices per billing country, grouped and ordered to identify the highest contributors by volume.

What are the top 3 values of total invoices?

The top three invoice records with the highest total amount are identified to highlight peak transactions.

Which city has the best customers (most revenue)?

The city with the highest sum of invoice totals is determined as the best location for a promotional music festival.

Who is the best customer?

The customer who has spent the most money overall is selected as the top spender by joining `customer` and `invoice` tables.

Which customers listen to Rock music?

A query joins `customer`, `invoice`, `invoice_line`, `track`, and `genre` tables to find customers who purchased tracks in the Rock genre. Results are ordered by email.

Which artists have written the most Rock music?

The top 10 artists based on the number of Rock tracks they've contributed are identified by joining `artist`, `album`, `track`, and `genre` tables.

3. Business Implications

- High-spending cities can be targeted for exclusive promotions or events.
- Identifying top customers helps prioritize loyalty rewards.
- Most popular genres and artists can influence future content recommendations.
- Rock genre shows strong engagement—ideal for genre-focused marketing.
- Understanding invoice trends by country helps refine international expansion strategies.