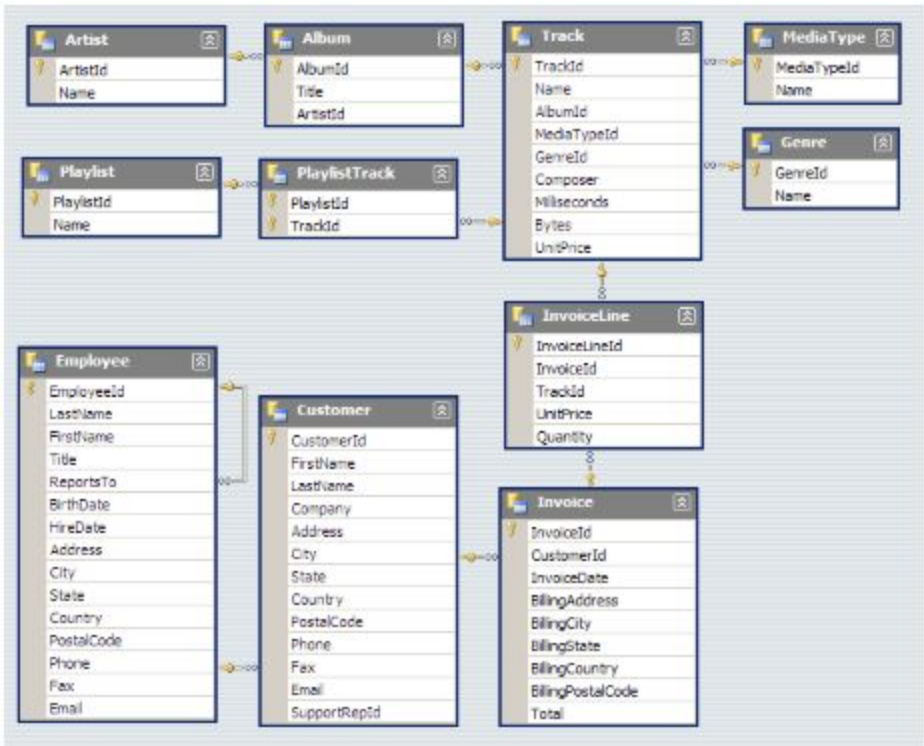


# Utiva

## Capstone Project - Chinook Media Database



### Problem Statement 1

The Chinook record store has just signed a deal with a new record label, and you've been tasked with selecting the first three albums that will be added to the store, from a list of four. All four albums are by artists that don't have any tracks in the store right now - we have the artist names, and the genre of music they produce:

Artist Name	Genre
Regal	Hip-Hop
Red Tone	Punk
Meteor and the Girls	Pop
Slim Jim Bites	Blues

The record label specializes in artists from the USA, and they have given Chinook some money to advertise the new albums in the USA, so we're interested in finding out which genres sell the best in the USA.

You'll need to write a query to find out which genres sell the most tracks in the USA, and then create a visualization of that data using Power BI.

Lastly, you should write up a summary of your findings, and make a recommendation for the three artists whose albums we should purchase for the store.

### Task 1

- Write a query that returns each genre, with the number of tracks sold in the USA:
  - in absolute numbers
  - in percentages.
- Write a paragraph that interprets the data and makes a recommendation for the three artists whose albums we should purchase for the store, based on sales of tracks from their genres.



## **Problem Statement 2**

Each customer for the Chinook store gets assigned to a sales support agent within the company when they first make a purchase. You have been asked to analyze the purchases of customers belonging to each employee to see if any sales support agent is performing either better or worse than the others.

You might like to consider whether any extra columns from the employee table explain any variance you see, or whether the variance might instead be indicative of employee performance.

### **Task 2**

1. Write a query that finds the total dollar amount of sales assigned to each sales support agent within the company. Add any extra attributes for that employee that you find are relevant to the analysis.
  2. Write a short statement describing your results and providing a possible interpretation.
  3. Your next task is to analyze the sales data for customers from each different country
- total number of customers
  - total value of sales
  - average value of sales per customer
  - average order value



## **Problem Statement 3**

The Chinook store is set up in a way that allows customer to make purchases in one of the two ways:

- purchase a whole album
- purchase a collection of one or more individual tracks.

The store does not let customers purchase a whole album, and then add individual tracks to that same purchase (unless they do that by choosing each track manually). When customers purchase albums, they are charged the same price as if they had purchased each of those tracks separately.

Management are currently considering changing their purchasing strategy to save money. The strategy they are considering is to purchase only the most popular tracks from each album from record companies, instead of purchasing every track from an album.

We have been asked to find out what percentage of purchases are individual tracks vs whole albums, so that management can use this data to understand the effect this decision might have on overall revenue.

## **Task 3**

1. Write a query that categorizes each invoice as either an album purchase or not, and calculates the following summary Statistics:

- Number of invoices
- Percentage of invoices

2. Write one to two sentences explaining your findings, and making a prospective recommendation on whether the Chinook store should continue to buy full albums from record companies

3. Further analyze based on the following:

- Which artist is used in the most playlists?
- How many tracks have been purchased vs not purchased?
- Is the range of tracks in the store reflective of their sales popularity?
- Do protected vs non-protected media types influence popularity?