# MUSIC STORE ANALYSIS

The SQL Music Store Analysis project aims to explore and analyze a music store database using SQL queries. The objective is to extract meaningful insights from the data related to customers, sales, artists, albums, and genres.

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# OBJECTIVE

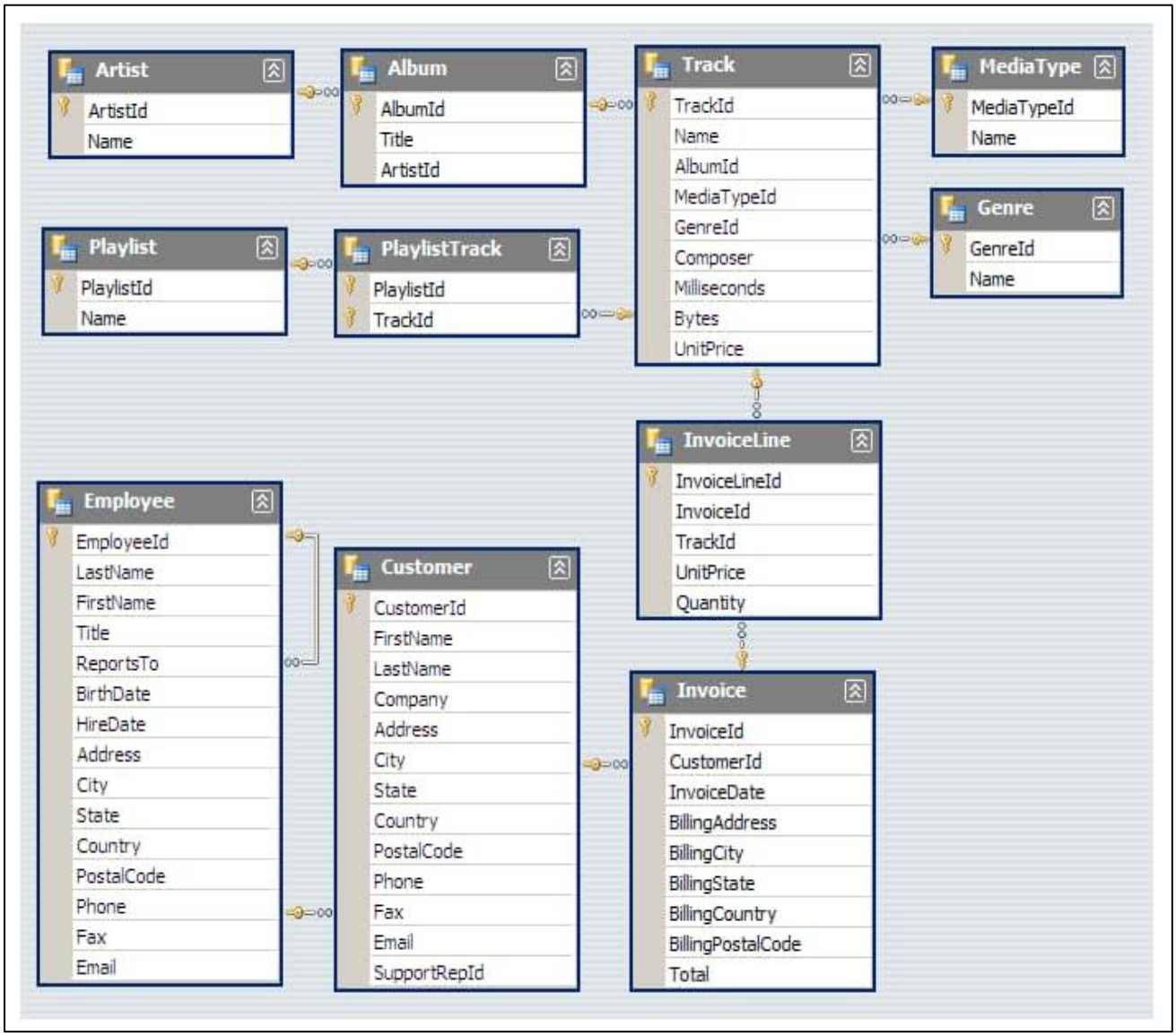
The SQL Music Store Analysis project aims to explore and analyze a music store database using SQL queries. The objective is to extract meaningful insights from the data related to customers, sales, artists, albums, and genres.

The analysis includes:

- Identifying the top-selling artists and albums
- Analyzing customer purchase behavior
- Finding the most popular music genres
- Understanding revenue trends and sales distribution
- Evaluating the performance of different store locations

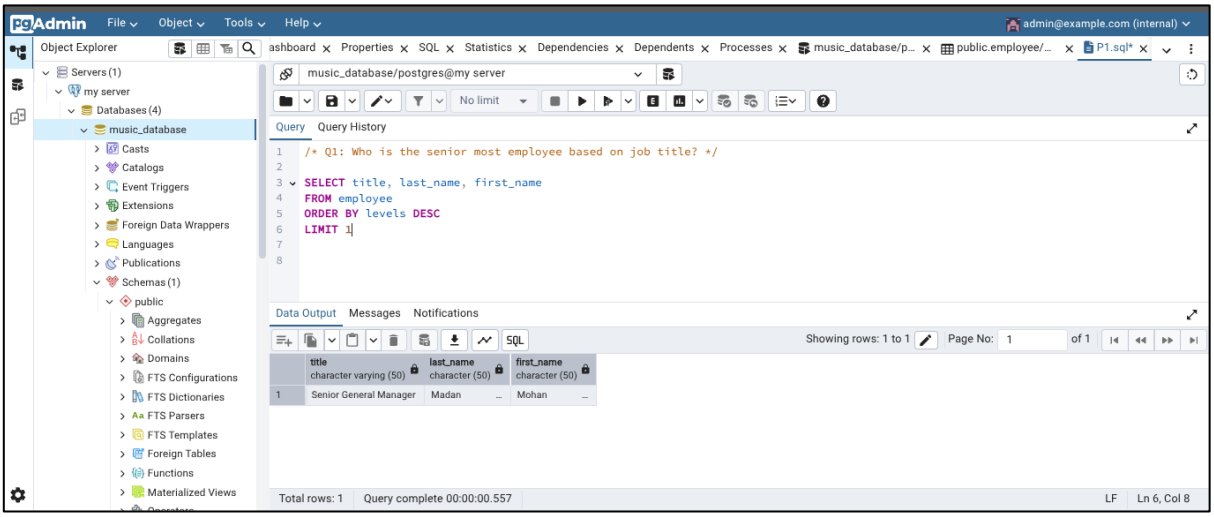
By leveraging SQL queries, this project helps in making data-driven decisions to optimize sales, improve customer engagement, and enhance business strategies for the music store.

# MUSIC PLAYLIST DATABASE SCHEMA

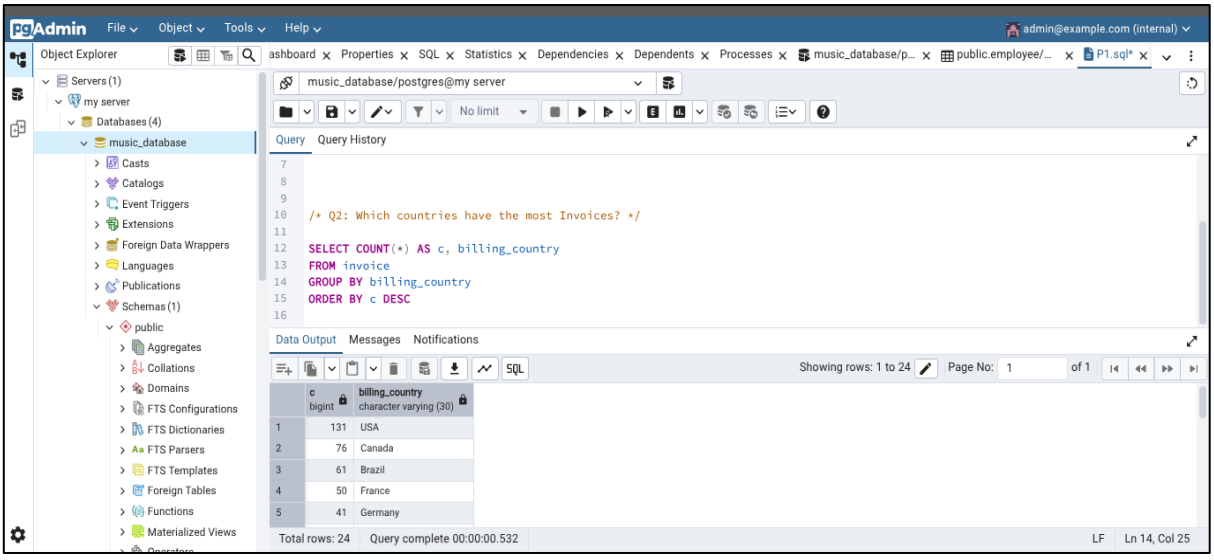


# MUSIC STORE ANALYSIS

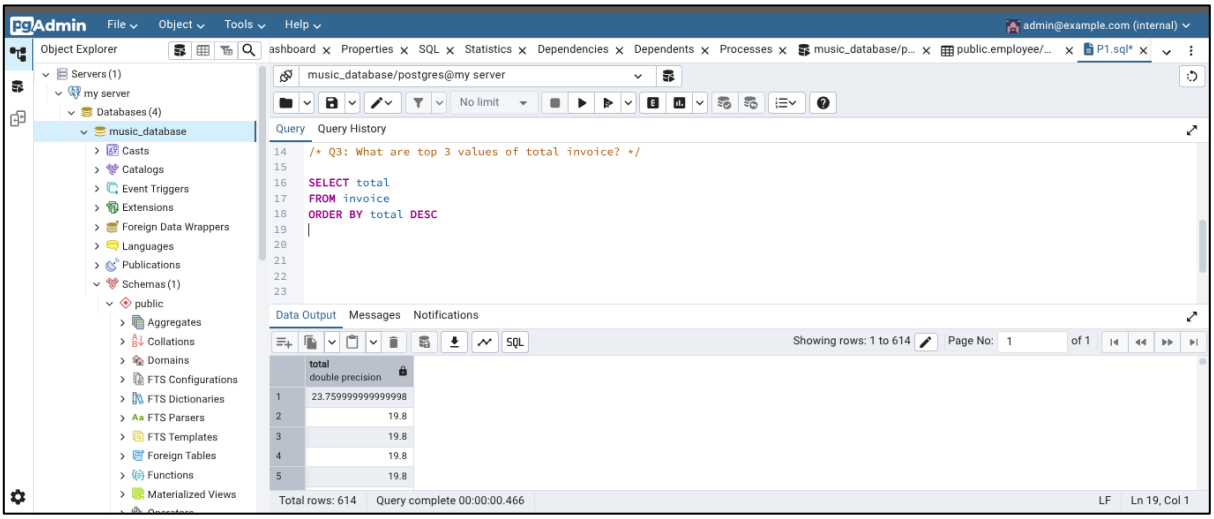
## 1. Who is the senior most employee based on job title?



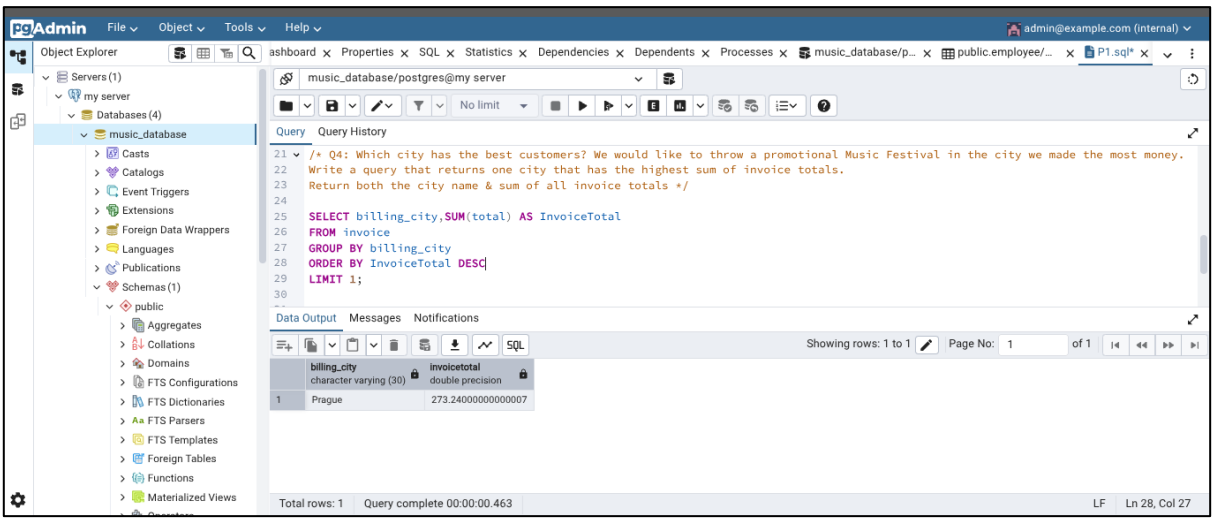

## 2. Which countries have the most Invoices?



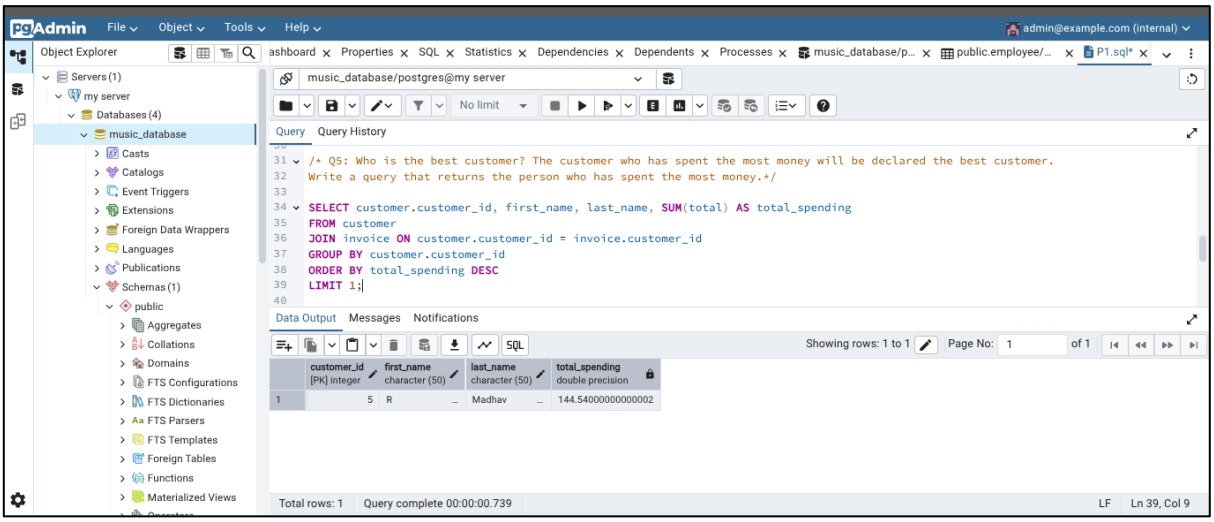
## 3. What are top 3 values of total invoice?



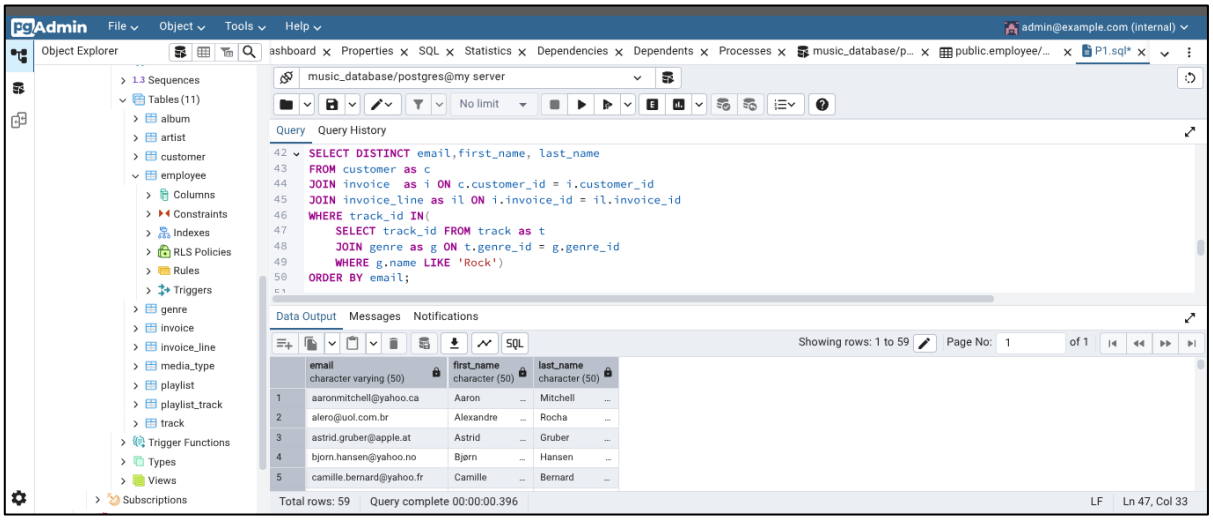

## 4. Which city has the best customers? We would like to throw a promotional Music Festival in the city we made the most money. Write a query that returns one city that has the highest sum of invoice totals. Return both the city name & sum of all invoice total



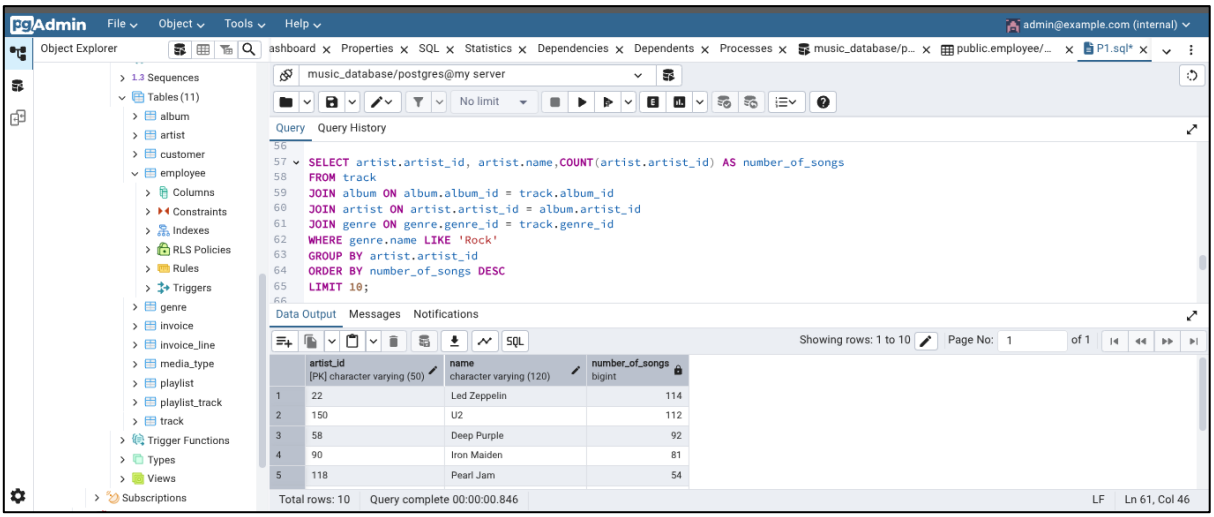
5. **Who is the best customer? The customer who has spent the most money will be declared the best customer. Write a query that returns the person who has spent the most money.**



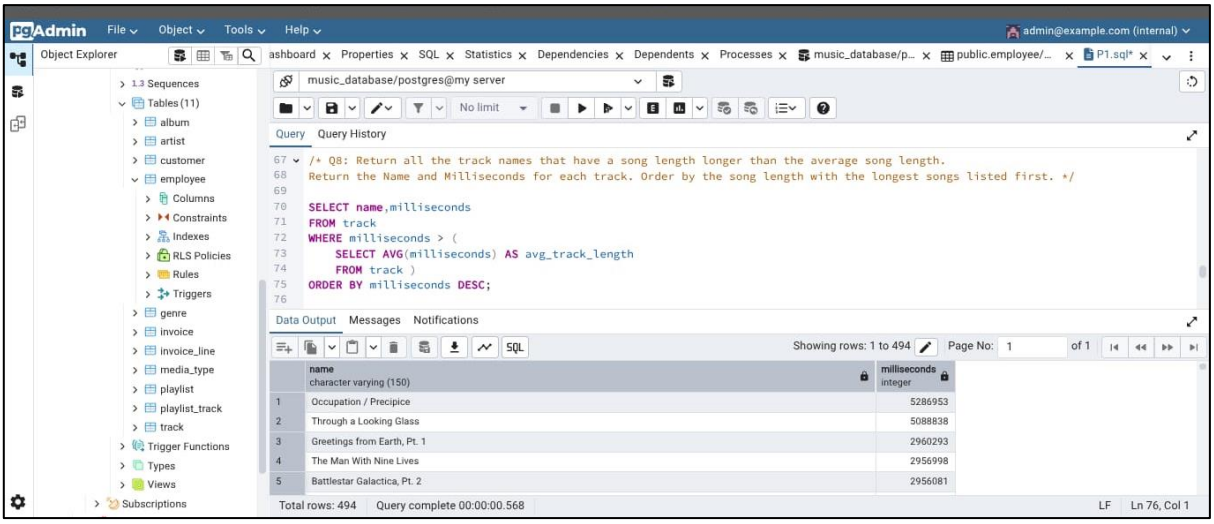

6. **Write query to return the email, first name, last name, & Genre of all Rock Music listeners. Return your list ordered alphabetically by email starting with A.**



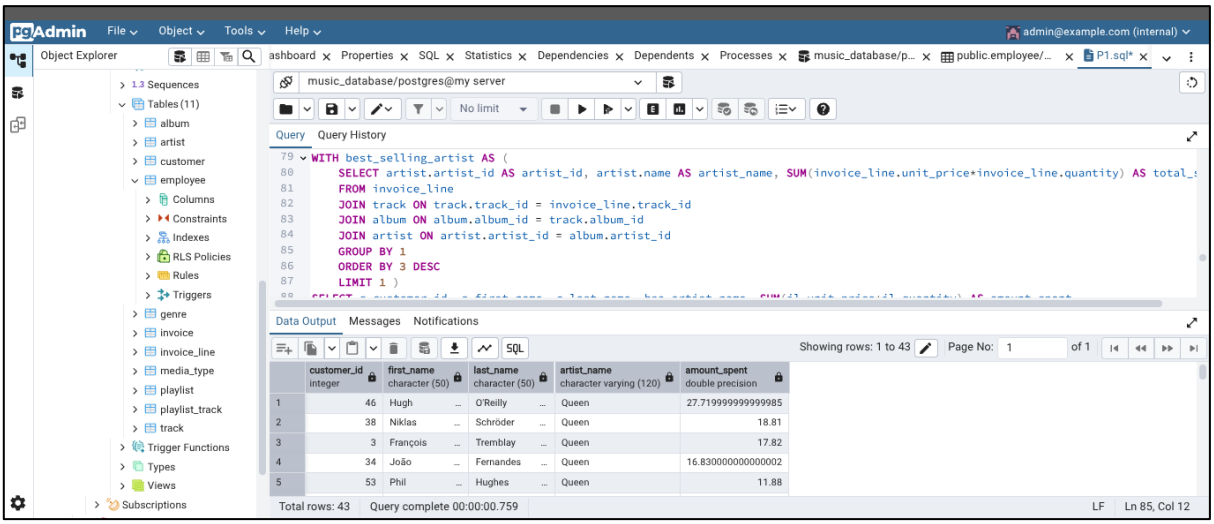
7. **Let's invite the artists who have written the most rock music in our dataset. Write a query that returns the Artist name and total track count of the top 10 rock bands.**

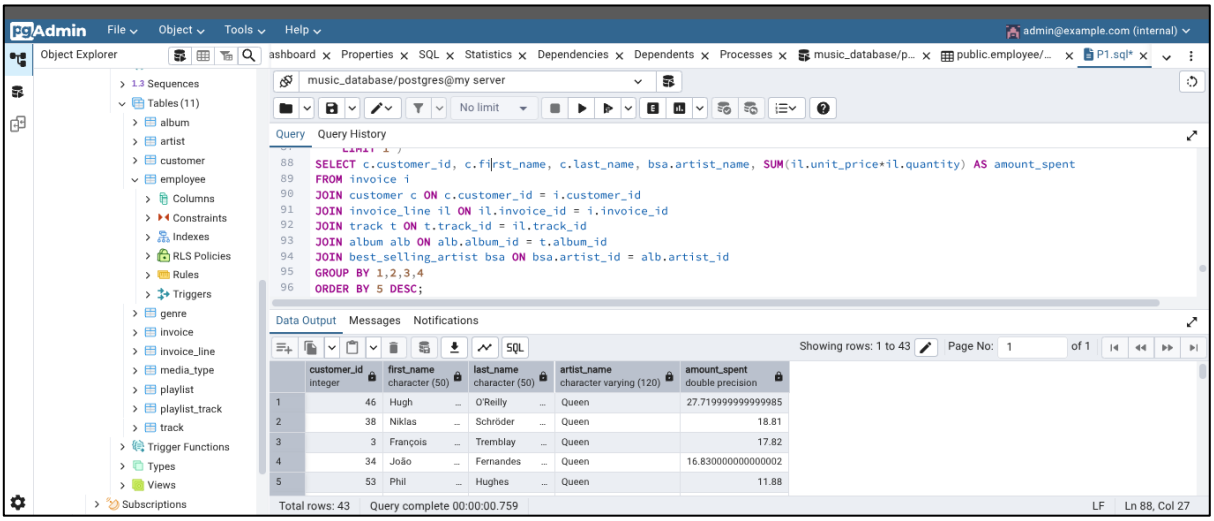



8. **Return all the track names that have a song length longer than the average song length. Return the Name and Milliseconds for each track. Order by the song length with the longest songs listed first.**

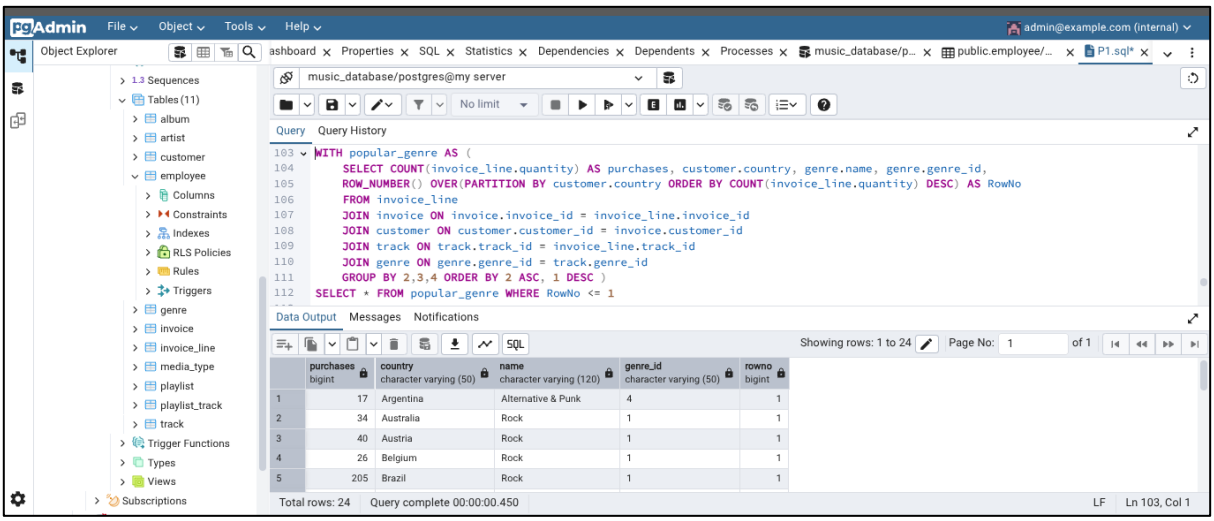


9. **Return all the track names that have a song length longer than the average song length. Return the Name and Milliseconds for each track. Order by the song length with the longest songs listed first.**

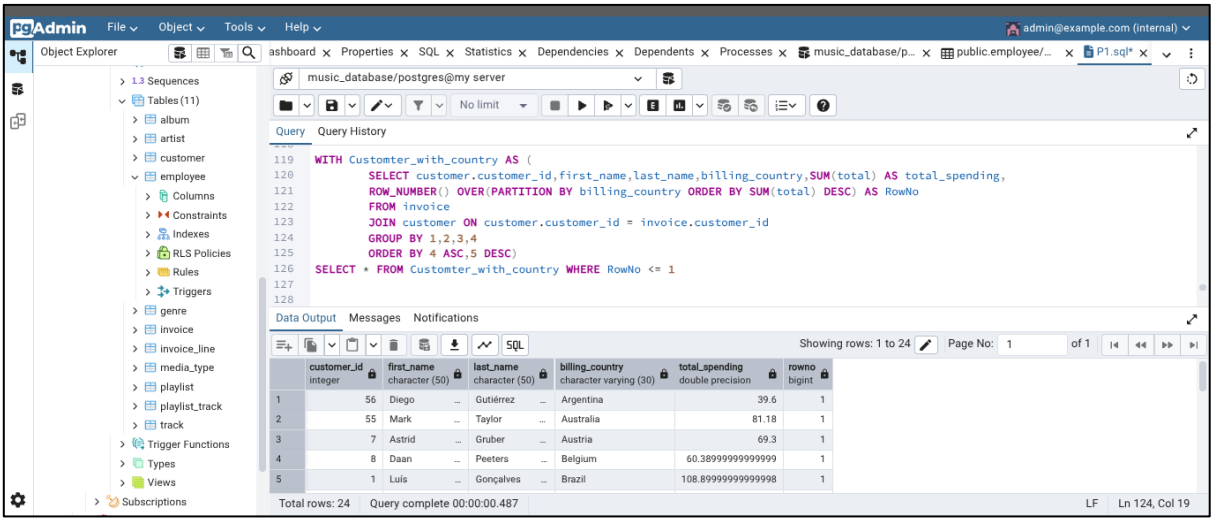


10. **We want to find out the most popular music Genre for each country. We determine the most popular genre as the genre with the highest amount of purchases. Write a query that returns each country along with the top Genre. For countries where the maximum number of purchases is shared return all Genres.**




11. **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.**



# OVERALL ANALYSIS

The SQL Music Store Analysis project explores a music store database using SQL queries to extract meaningful insights related to customers, sales, artists, albums, and genres. The analysis is divided into key sections, each addressing important business questions and trends.

**Key Findings**

- Employee Hierarchy
- Sales Insights
- Customer Behavior
- Music Preferences & Popularity
- Track Analysis
- Regional Trends

**Business Impact**

By leveraging SQL-based data analysis, this project helps the music store make informed, data-driven decisions. Insights gained can be used for:

- Optimizing sales by focusing on high-performing regions and customers.
- Enhancing customer engagement through targeted marketing campaigns.
- Strategic business growth by understanding genre popularity and revenue streams.