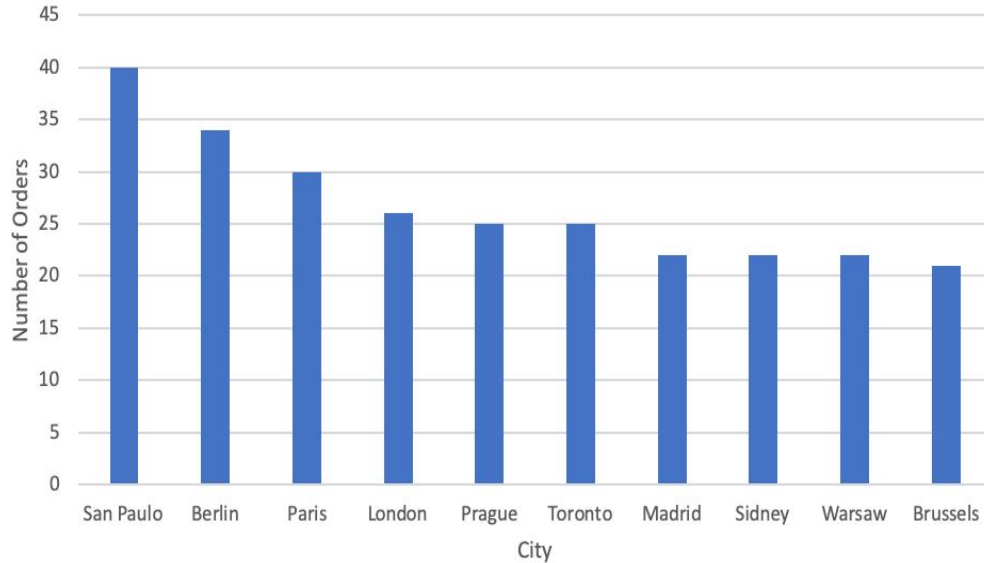# Introduction

Chinook is a music store which has business around the world.

Recently it has decided to hold a Rock concert. They would like to hold it in a city with the most sales on rock music. The concert will also be live online. So Chinook wants to advertising this concert in the top 10 countries with a higher sales on rock music. To show their appreciation, they would like to give a promotional discount of 50% to the top 10 best customers for the concert ticket. Also they are not sure which artist is the best fit, so they wants us to figure it out.

Our task in this project is to query their database to get insights for them.
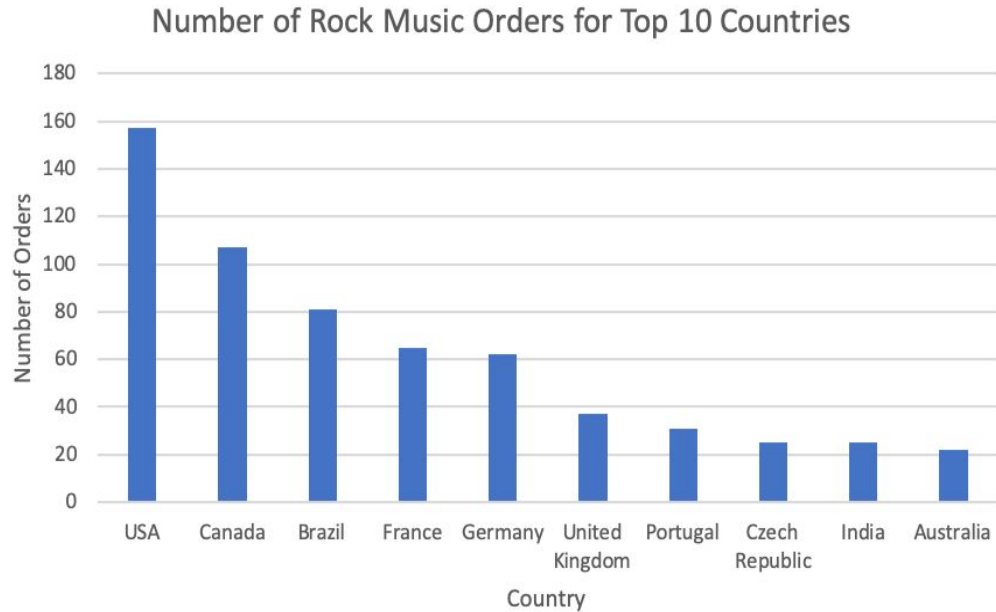
Which city placed the most orders on rock music?

Number of Rock Music Orders by City

San Paulo has the largest number of orders for rock music. It may be a very good candidate for Chinook to hold the rock concert.

What are the top 10 countries which placed the most orders on rock music?

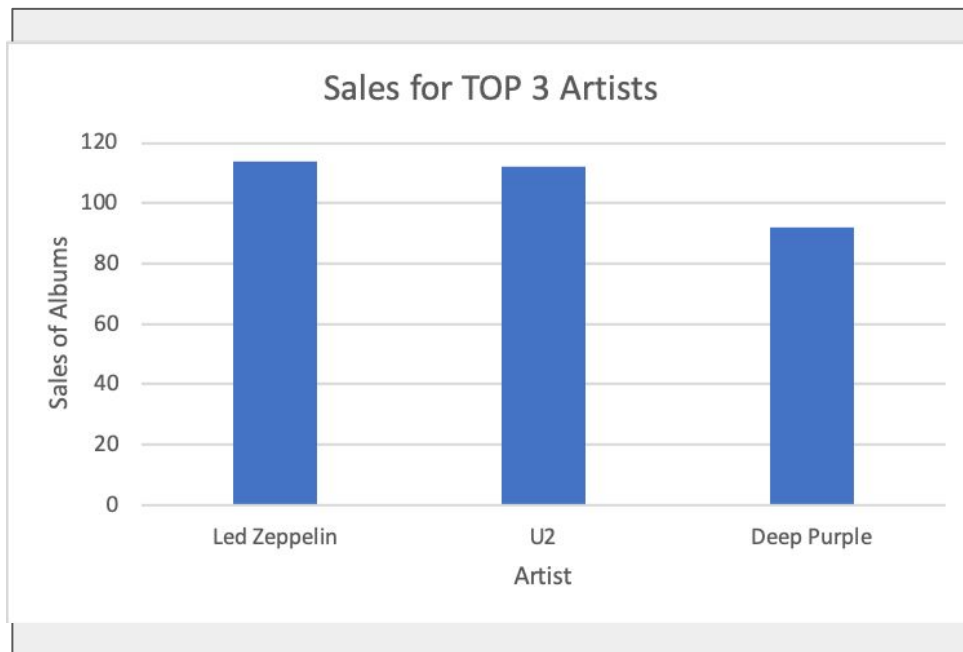Number of Rock Music Orders for Top 10 Countries

From the bar chart we can see the top 10 countries are USA, Canada, Brasil, France, Germany, UK, Portugal, Czech Republic, India, Australia.

Who are the top 10 customers?

Number of Invoices for Top 10 Customers

The bar chart in the left shows the emails of the top 10 customers. The Top 1 customer has almost 30 orders with us. While the second best customer also placed a lot of orders, which is 25.

Which artist should we invite?

Sales for TOP 3 Artists

We looked at the top three rock artists.

The first one is Led Zeppelin, the second U2 is pretty close to Led Zeppelin based on the album sales. The third is Deep Purple.