




# Digital Music Store Database

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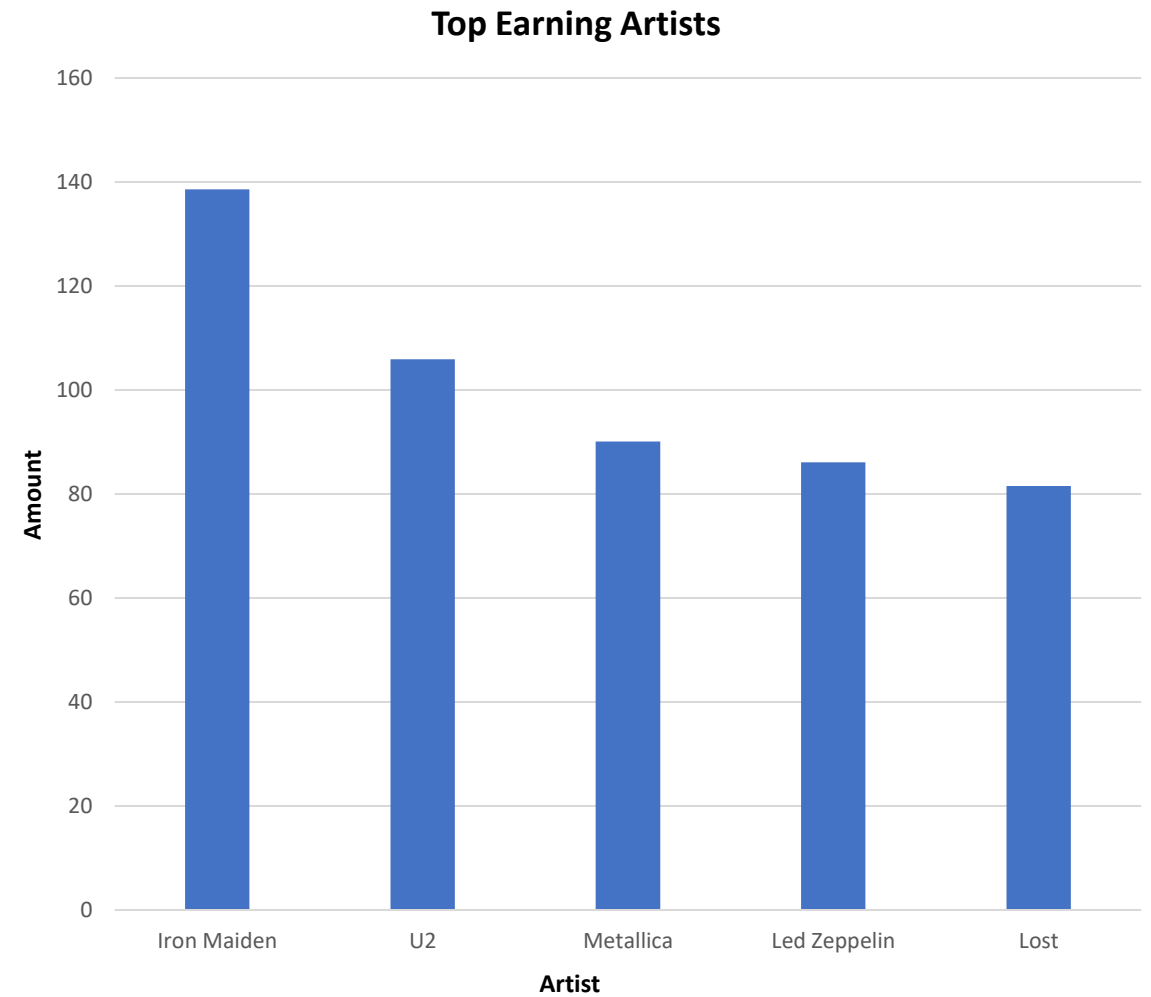


## INTRODUCTION

- In this project we will query the Chinook Database. The Chinook Database holds information about a music store.
- For this project, you will be assisting the Chinook team with understanding the media in their store, their customers and employees, and their invoice information.

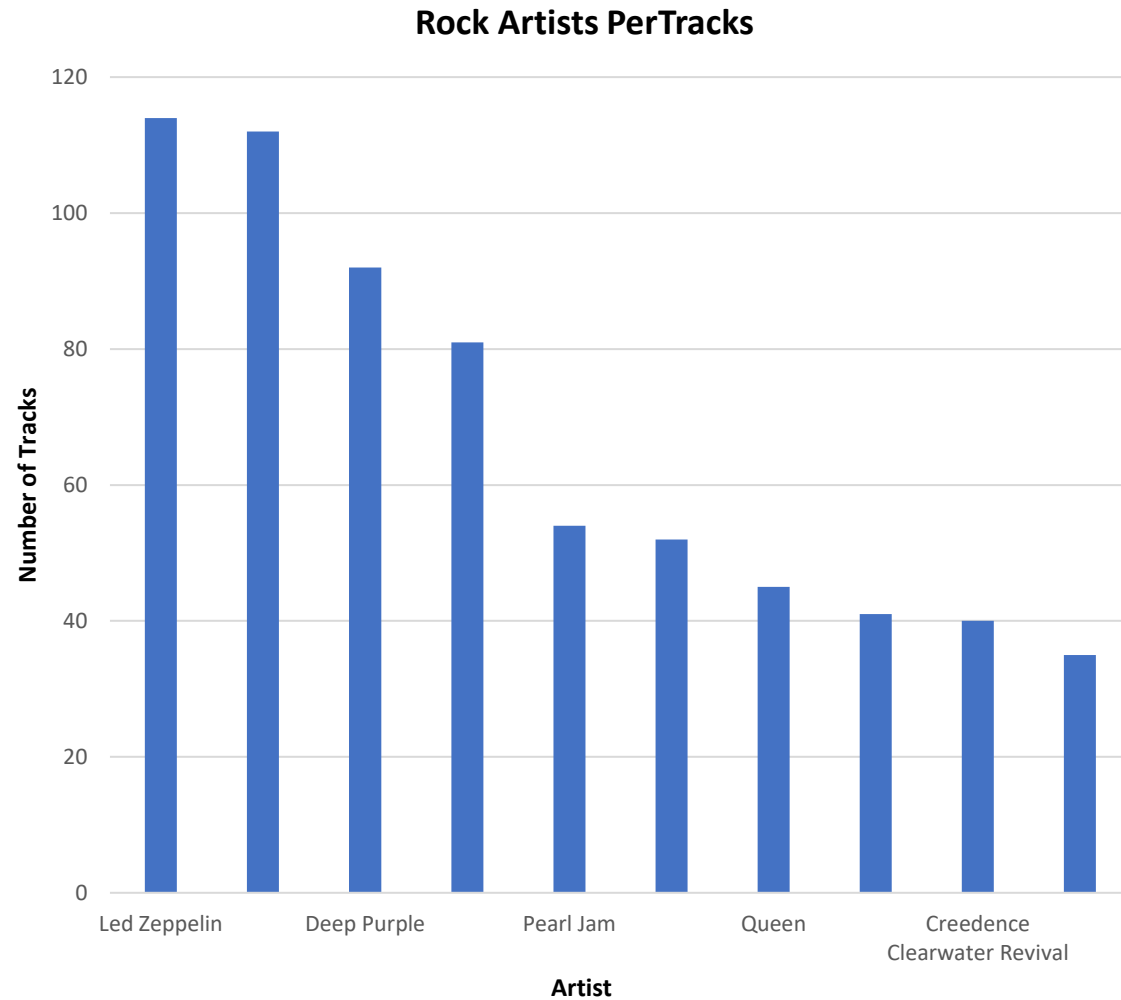


Q1 Artist has earned  
the most according to  
the InvoiceLines?



## Q1 INSIGHT FROM THE DATA

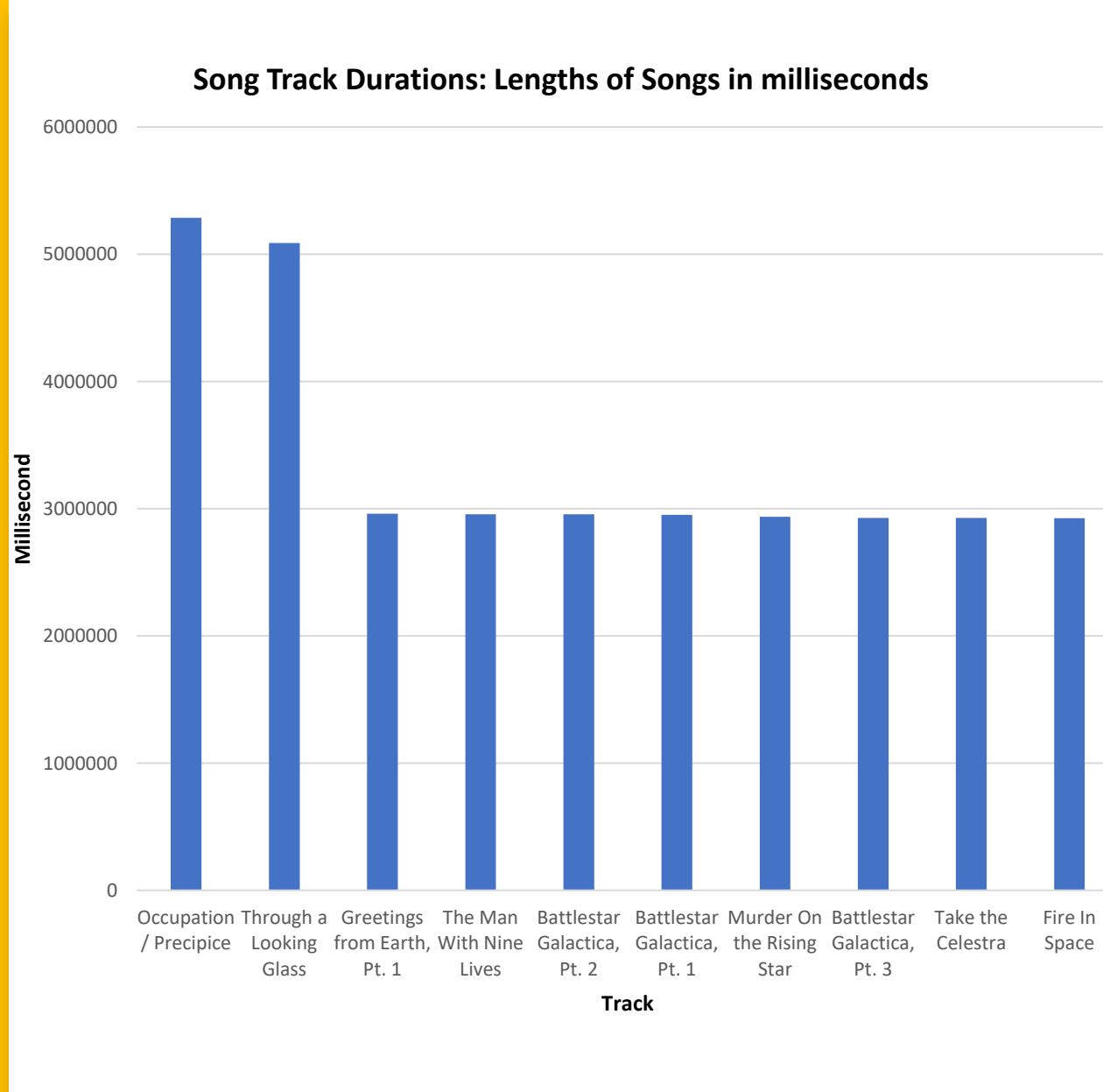
- ❑ "Iron Maiden" is the top-earning artist with the highest total amount spent by customers, totalling 138.60.
- ❑ "U2" comes in second place with a total of \$105.93 in earnings.
- ❑ "Metallica" follows closely behind in third place with \$90.09 in total earnings.
- ❑ "Led Zeppelin" is the fourth highest-earning artist with a total of \$86.13.
- ❑ "Lost" rounds out the top five earning artists with a total of \$81.59.



**Q2 Who is  
writing the rock  
music?**

## Q2 INSIGHT FROM THE DATA

- ❑ Led Zeppelin having the highest number of tracks among them with a total of 114.
- ❑ U2 follows closely with 112 tracks.
- ❑ Deep Purple has 92 tracks.
- ❑ Iron Maiden has 81 tracks.
- ❑ Pearl Jam has 54 tracks.
- ❑ Van Halen has 52 tracks.
- ❑ Queen has 45 tracks.
- ❑ The Rolling Stones have 41 tracks.
- ❑ Creedence Clearwater Revival has 40 tracks.
- ❑ Kiss has 35 tracks.



Q3 ALL THE TRACK NAMES THAT HAVE A SONG LENGTH LONGER THAN THE AVERAGE SONG LENGTH.

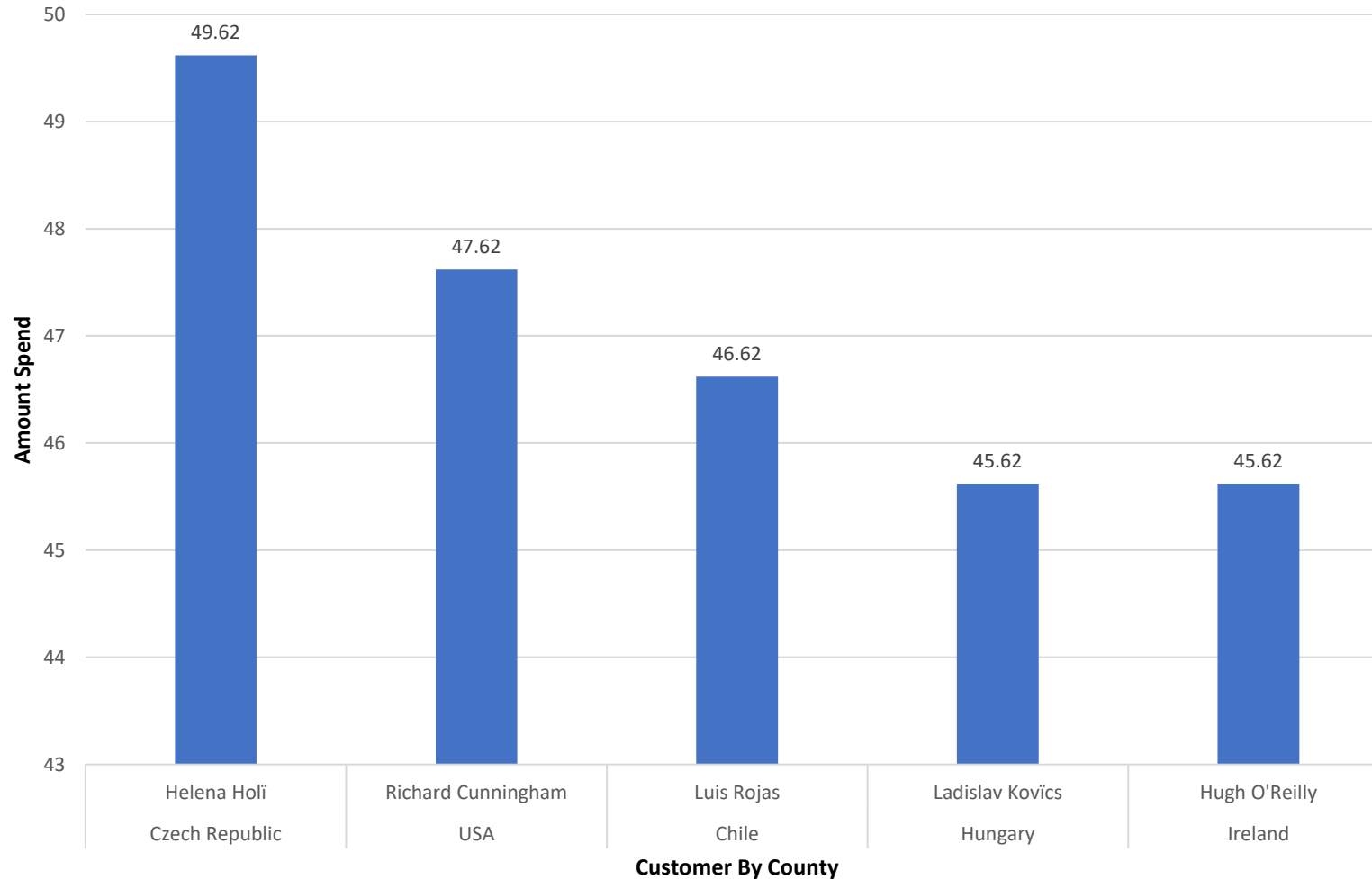


## Q3 INSIGHT FROM THE DATA

- ❑ There is a wide range of song lengths, with the longest song, "Occupation / Precipice," being 5,286,953 milliseconds (approximately 88 minutes).
- ❑ Through a Looking Glass is the second longest song with 5088838 milliseconds (approximately 84.81 minutes).
- ❑ From top 3 to top 10 longest the duration is not much different among the songs in terms duration
- ❑ The dataset includes songs of various lengths, suggesting a diverse collection of music. Some tracks are quite lengthy, while others are relatively shorter.



Top Music Spend by Customer in Each Country



Q4 the customer that has spent the most on music for each country.

## Q4 INSIGHT FROM THE DATA

- Czech Republic: Helena Holí has spent the most with a total of 49.62, and USA Richard Cunningham is the top customer with a spending of 47.62.
- While Chile: Luis Rojas leads with a total expenditure of 46.62, and Hungary: Ladislav Kovács spend 45.62, with Ireland: Hugh O'Reilly as one of the top customer with a total spend of 45.62.
- The spending varies significantly across different countries, with Helena Holí from the Czech Republic being the highest spender at 49.62, and several customers from different countries spending lower than that. It's essential for the music store to maintain good relationships with these top customers to ensure they continue their high spending habits.



THANK YOU