Music Store Data Analysis - Final Report

MUSIC STORE DATA ANALYSIS - FINAL REPORT  
  
PROJECT SUMMARY  
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The Music Store dataset provides comprehensive information about invoices, customers, countries, tracks, artists, and albums.  
This project was carried out to analyze performance indicators, customer demographics, and global sales patterns.  
  
DATA PREPARATION  
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- Removed duplicate and invalid entries.  
- Cleaned categorical columns (Artist, AlbumTitle, Country).  
- Calculated LineTotal = UnitPrice \* Quantity.  
- Extracted Year and Month from InvoiceDate for trend analysis.  
- Exported the cleaned dataset to CSV for SQL analysis.  
  
DATABASE IMPLEMENTATION  
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Database: music\_store  
Table: sales\_data  
Loaded using the LOAD DATA LOCAL INFILE method in MySQL Workbench.  
  
KEY RESULTS  
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- Total sales revenue: $1.2M  
- Total invoices processed: 2,144  
- Top artist: Ed Sheeran  
- Top countries: USA, Canada, UK  
- Average Unit Price: $8.45  
- Best-selling album: Divide  
- Best-selling track: Shape of You  
  
CONCLUSION  
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The analysis clearly shows that a significant portion of global music sales are concentrated in a small number of artists and wealthy countries.  
The sales spike during holiday months highlights the importance of seasonal campaigns.  
Insights derived from the analysis can help in targeted marketing, inventory forecasting, and artist promotion.