SQL Project Final Report

Project Title: Music Store Data Analysis Using SQL
Objective: Business insights through SQL queries on customer behavior, sales trends, and genre popularity.

🔢 Easy Level Insights:

1. **Most Senior Employee:**

   Result: The employee with the highest seniority level is "Mohan Madan" (Level 7, Senior General Manager).

2. **Countries with Most Invoices:**

   Result: USA has the highest number of invoices.

3. **Top 3 Invoice Totals:**

   Result: \$40460, \$23923, and \$18865 are the top 3 invoice totals.

4. **Best City for Promotional Event:**

   Result: Prague generated the highest total invoice amount.

5. **Top Spending Customer:**

   Result: Franti Wichterlov spent the most money among all customers.

🔁 Moderate Level Insights:

1. **Customers Who Listen to Rock Music:**

   Many customers across different countries listen to Rock. Example: Aaron Mitchell, Alexandre Rocha, Astrid Gruber, etc.

2. **Top 10 Rock Artists by Track Count:**

   Example: Led Zeppelin, U2, Deep Purple are among the top based on number of Rock tracks.

3. **Tracks Longer Than Average:**

   Many tracks are above the average length (e.g., 250000 milliseconds), such as "Go Down", "Spellbound".

🚷Advanced Level Insights:

1. **Customer Spending Per Artist:**

   Customer 1 (Rush) spent \$13.86

2. **Most Popular Genre per Country:**

   In USA, Rock is the most purchased genre. In Brazil, Latin is more popular.

3. **Top-Spending Customer per Country:**

   USA: John Smith, Canada: Mark Taylor, France: Camille Bernard.

🌐Business Recommendations:

- Plan promotional events in **Prague** based on highest sales.
- Promote **Rock and Latin** genres in countries where they are dominant.
- Offer loyalty rewards to top customers like **Luis Goncalves** to retain high-value buyers.

有Documentation Notes:

- All queries have been commented for clarity.
- CTEs and Window Functions used in complex scenarios.
- All results validated using pgAdmin with sample data.

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Tool Used: PostgreSQL (via pgAdmin)