Project Overview

- Project Title: Music Store Data Analysis Using SQL
- Goal: Analyze customer behavior, sales trends, and music genre popularity using SQL
- Tools Used: PostgreSQL (pgAdmin)

Dataset Structure

- employee: Employee job roles and levels
- invoice: Billing and invoice information
- customer: Customer names and contact details
- invoice_line: Item-wise details of invoices
- track: Track info including genre and length
- album: Album details
- artist: Artist or singer names
- genre: Music genres (Rock, Jazz, etc.)

Easy Level Insights

- Most Senior Employee: Jane Peacock (Level 3)
- Most Invoices By Country: USA
- Top 3 Invoice Totals: $23.46, $19.80, $19.80
- Top Billing City: Prague
- Top Spending Customer: Luis Goncalves

Moderate Level Insights

- Rock Music Customers: Helena Holíková, Jack Smith, etc.
- Top 10 Rock Artists: Led Zeppelin, U2, Deep Purple...
- Above Average Tracks: The Trooper, Stairway to Heaven, etc.

Advanced Insights

- Customer Spending Per Artist: František spent $35.64 on AC/DC
- Top Genre per Country: USA: Rock, Brazil: Latin
- Top-Spending Customer per Country: USA: John Smith, Canada: Mark Taylor

SQL Skills Used

- Joins (for combining data across tables)
- GROUP BY & Aggregates (to summarize info)
- CTEs (for stepwise logic)
- Window Functions (RANK, ROW_NUMBER)
- Filtering & Sorting (WHERE, ORDER BY)

Business Recommendations

- Best City for Event: Prague (based on highest billing)
- Genre Focus: Rock (USA), Latin (Brazil)
- Customer Retention: Reward top spenders like Luis Goncalves

Conclusion

- Project showed how SQL helps in understanding customer trends
- Valuable insights drawn from raw data
- Can be extended for marketing or event planning
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- Submitted For: SQL Project (Music Store)