

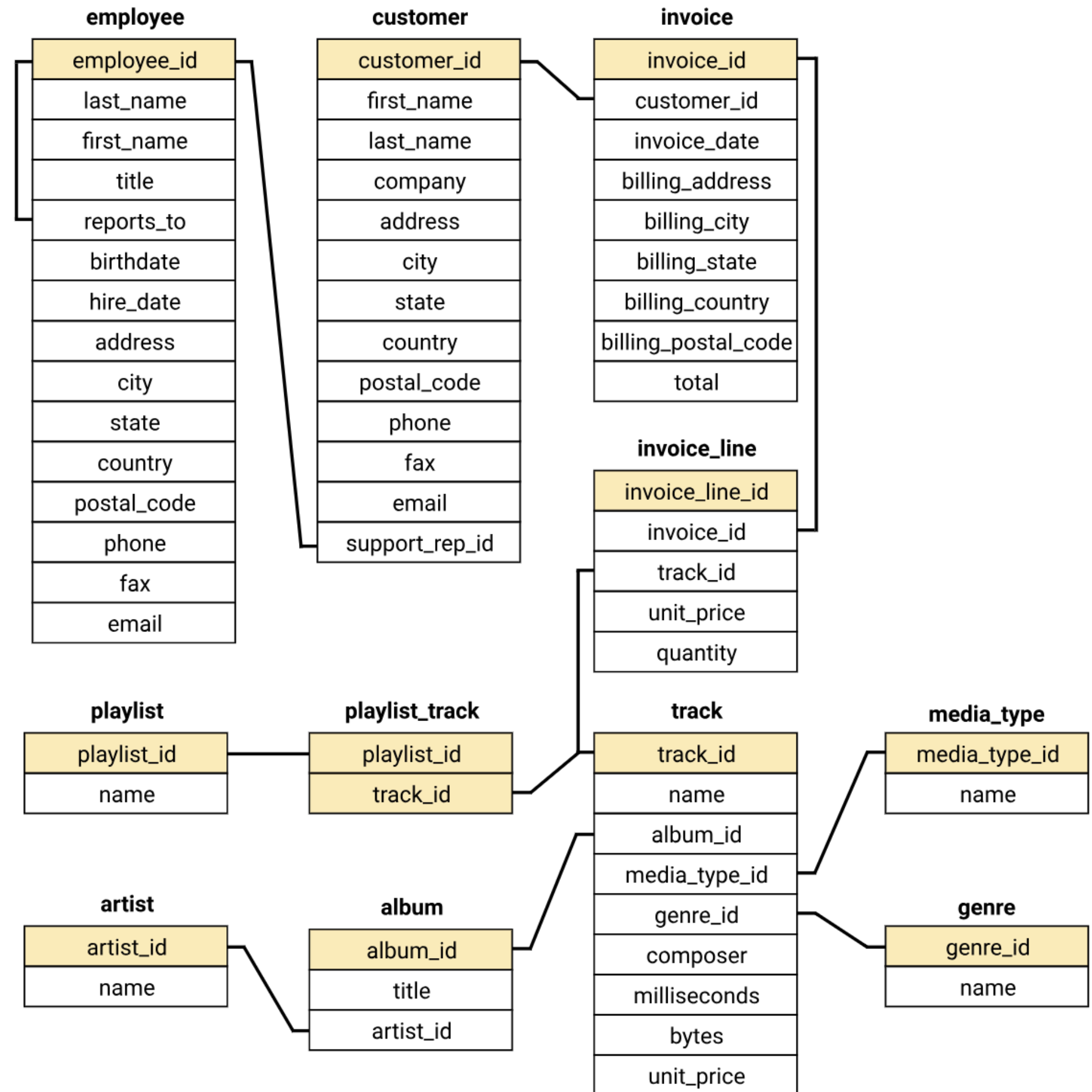


MUSIC STORE DATA ANALYSIS

Welcome to the Music Store Analysis Project, where we delve into the intricacies of music sales and customer behaviors. This comprehensive analysis leverages SQL to uncover insights from our extensive dataset, including track popularity, spending trends, and genre preferences across different countries. Our goal is to provide actionable insights that drive strategic decisions and enhance the customer experience in the ever-evolving music industry.



SCHEMA





WHO IS THE SENIOR MOST EMPLOYEE BASED ON JOB TITLE?

```
SELECT
    *
FROM
    employee
ORDER BY levels DESC
LIMIT 1;
```



WHICH COUNTRIES HAVE THE MOST INVOICES?

```
SELECT
    billing_country, COUNT(invoice_id) AS total_invoice
FROM
    invoice
GROUP BY billing_country
ORDER BY total_invoice DESC
LIMIT 3;
```



WHAT ARE TOP 3 VALUES OF TOTAL INVOICE?

```
• SELECT
    invoice_id, total
FROM
    invoice
ORDER BY total DESC
LIMIT 3;
```



IDENTIFY THE CITY WITH THE HIGHEST TOTAL INVOICE AMOUNT TO TARGET FOR A PROMOTIONAL MUSIC FESTIVAL.

```
SELECT
    billing_city, SUM(total) AS Invoice_Total
FROM
    invoice
GROUP BY billing_city
ORDER BY Invoice_Total DESC
LIMIT 5;
```



FIND THE CUSTOMER WHO HAS SPENT THE MOST MONEY.

```
SELECT
    c.customer_id,
    c.first_name,
    c.last_name,
    SUM(I.total) AS total_invoice
FROM
    customer AS c
    JOIN
    invoice AS I ON c.customer_id = i.customer_id
GROUP BY c.customer_id
ORDER BY total_invoice DESC
LIMIT 1;
```



LIST ROCK MUSIC LISTENERS' EMAILS, FIRST NAMES, LAST NAMES, AND GENRES, ORDERED ALPHABETICALLY BY EMAIL.

```
SELECT
    c.customer_id,
    c.first_name,
    c.last_name,
    SUM(I.total) AS total_invoice
FROM
    customer AS c
    JOIN
        invoice AS I ON c.customer_id = i.customer_id
GROUP BY c.customer_id
ORDER BY total_invoice DESC
LIMIT 1;
```




List the top 10 artists with the highest number of rock tracks, including their names and total track counts.

```
SELECT
    a.name AS artist_name,
    COUNT(t.track_id) AS total_song_number
FROM
    artist AS a
    JOIN
    album AS alb ON alb.artist_id = a.artist_id
    JOIN
    track AS t ON t.album_id = alb.album_id
    JOIN
    genre AS g ON g.genre_id = t.genre_id
WHERE
    g.name = 'Rock'
GROUP BY a.name
ORDER BY total_song_number DESC
LIMIT 10;
```



List track names and lengths for songs longer than the average song length, ordered by length in descending order.

```
SELECT
    name, milliseconds
FROM
    track
WHERE
    milliseconds > (SELECT AVG(milliseconds) FROM track)
ORDER BY milliseconds DESC;
```



Find how much amount spent by each customer on artists?
Write a query to return
customer name, artist name and total spent

```
SELECT
    a.artist_id,
    a.name AS artist_name,
    SUM(il.quantity * il.unit_price) AS total_sales
FROM
    artist AS a
    JOIN
    album AS al ON a.artist_id = al.artist_id
    JOIN
    track AS t ON t.album_id = al.album_id
    JOIN
    invoice_line AS il ON il.track_id = t.track_id
GROUP BY a.artist_id , artist_name
ORDER BY total_sales DESC
LIMIT 1;
```



Determine the most popular music genre for each country based on purchase amounts, listing all top genres in case of ties.

CTE TABLE

```
WITH popular_genre AS (  
  SELECT  
    c.country,  
    COUNT(il.quantity) AS total_purchase,  
    g.genre_id,  
    g.name,  
    row_number() over(partition by c.country order by count(il.quantity) desc ) as rowno  
  FROM  
    customer AS c  
  JOIN  
    invoice AS i ON c.customer_id = i.customer_id  
  JOIN  
    invoice_line AS il ON il.invoice_id = i.invoice_id  
  JOIN  
    track AS t ON t.track_id = il.track_id  
  JOIN  
    genre AS g ON t.genre_id = g.genre_id  
  GROUP BY  
    c.country, g.genre_id, g.name  
)
```

MAIN QUERY

```
SELECT  
  *  
FROM  
  popular_genre  
WHERE  
  rowno <= 1  
ORDER BY  
  country, total_purchase DESC;
```



Identify and list the top-spending customer(s) for each country, including their names and spending amounts, with all top spenders included in case of ties.

CTE TABLE

```
WITH customer_with_country AS (  
    SELECT  
        c.customer_id,  
        c.first_name,  
        c.last_name,  
        i.billing_country,  
        SUM(i.total) AS total_spending,  
        ROW_NUMBER() OVER (PARTITION BY i.billing_country ORDER BY SUM(i.total) DESC) AS rowno  
    FROM  
        customer AS c  
    JOIN  
        invoice AS i ON c.customer_id = i.customer_id  
    GROUP BY  
        c.customer_id, c.first_name, c.last_name, i.billing_country  
)
```

MAIN QUERY

```
SELECT  
    *  
FROM  
    customer_with_country  
WHERE  
    rowno = 1  
ORDER BY |  
    5 desc, 4 asc ;
```

THANK YOU

We appreciate your time and attention. Your support and interest drive our passion for uncovering insights and fostering innovation in the music industry. Let's continue to make harmonious strides together!