

MUSIC STREAMING PLATFORM SQL DATA ANALYSIS PROJECT

As a data analyst for a music streaming platform, you have been tasked with analyzing their customer data and music purchasing trends to help the business make more informed decisions. The music streaming platform offers a wide range of musical genres and artists, and the company wants to better understand which genres and artists are the most popular among their customers, as well as which customers were most valuable in terms of their spending on music.

You have been provided with a comprehensive dataset that include information about customers, their purchase history, the tracks they bought, the albums those tracks were from, and the artists who created those albums, employee data etc. Using this data, write SQL queries to uncover valuable insights that could help guide the marketing, content, and pricing strategies for the music streaming platform.

1. Which countries have the most Invoices?
2. What are top 3 values of total invoice?
3. Which city has the best customers? We would like to throw a promotional Music Festival in the city we made the most money. Write a query that returns one city that has the highest sum of invoice totals. Return both the city name & sum of all invoice totals.
4. Who is the best customer? The customer who has spent the most money will be declared the best customer. Write a query that returns the person who has spent the most money.
5. Write query to return the email, first name, last name, & Genre of all Rock Music listeners. Return your list ordered alphabetically by email starting with A.
6. Let's invite the artists who have written the most rock music in our dataset. Write a query that returns the Artist name and total track count of the top 10 rock bands. Return all the track names that have a song length longer than the average song length.
7. Return the Name and Milliseconds for each track. Order by the song length with the longest songs listed first
8. Find how much amount was spent by each customer on artists? Write a query to return customer name, artist name and total amount spent.
9. We want to find out the most popular music genre for each country. We determine the most popular genre as the genre with the highest number of purchases. Write a query that returns

each country along with the top Genre. For countries where the maximum number of purchases is shared return all Genres

10. Write a query that determines the customer that has spent the most on music for each country. Write a query that returns the country along with the top customer and how much they spent. For countries where the top amount spent is shared, provide all customers who spent this amount.