MUSIC STREAMING PLATFORM KEY FINDINGS & CONCLUSION

As a data analyst for the music streaming platform, some of the key findings from my analysis in summary include:

1. The identification of the most popular music genres across different countries, allowing the music streaming company to tailor their content offerings and promotions to better match local preferences.

2. The discovery of our top-spending customers in each country, enabling us to develop targeted loyalty programs and personalized recommendations to retain these valuable clients or customers.

3. The determination of the best-selling artists on our platform, which can inform our decisions about artist partnerships, playlist curation, and featured content.

By leveraging the power of SQL to query and analyze the given dataset, I was able to provide the top management of the music streaming platform with actionable insights that are now being used to drive strategic decisions and improve the overall customer experience on our music streaming platform.

Conclusion: This project has been a valuable learning experience for me, and I'm excited to continue applying SQL and data analysis skills to tackle real-world business challenges. Thank you!