

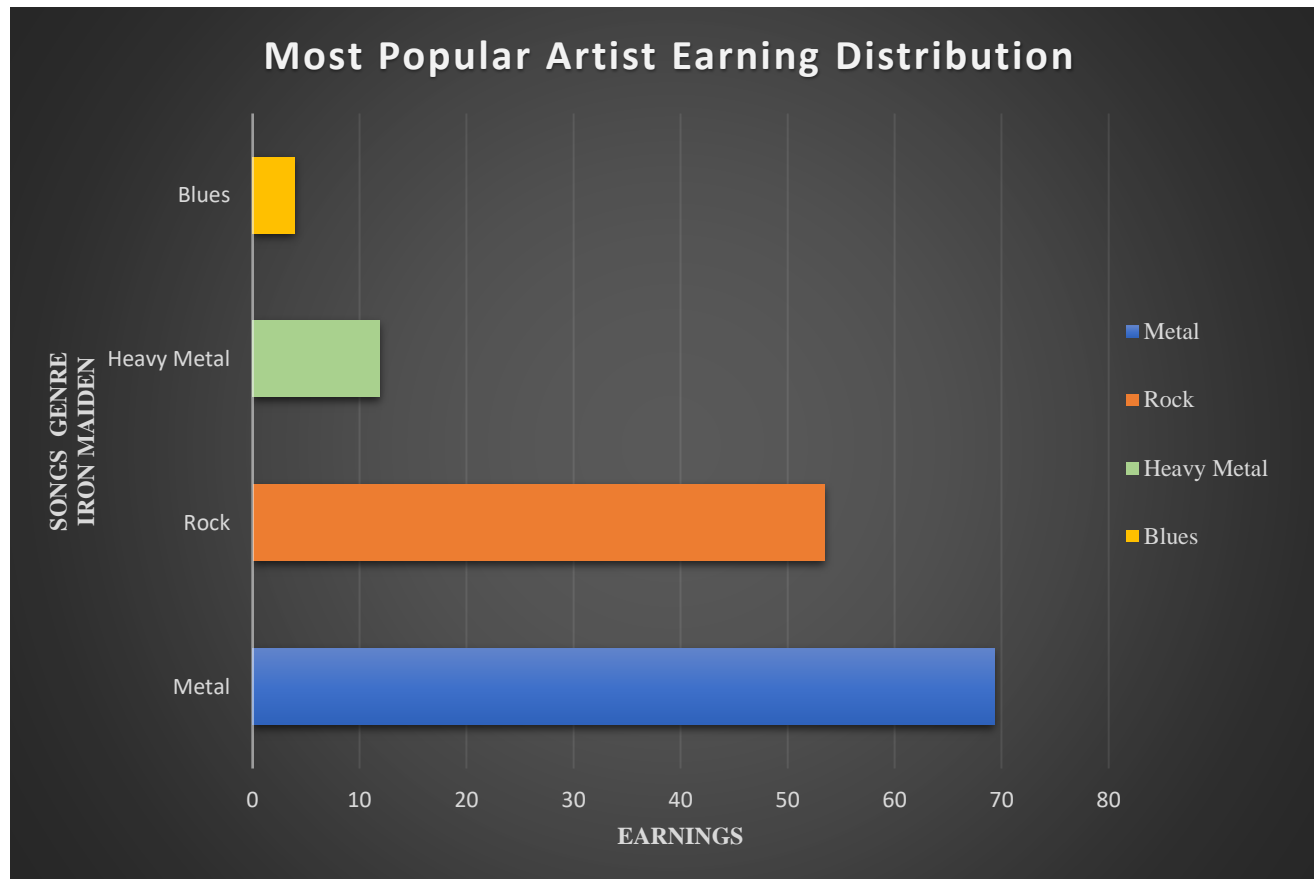


# BUSINESS ANALYTICS -Udacity Nanodegree

**SQL PROJECT :** Query a Digital Music Store Database

# QUERY-1 ANALYSIS

Finding the most popular artist and music genre to organize a music concert



From the graph it is evident that 'Iron maiden' is the most popular / most earned artist. Since he has made most of his earnings from 'Metal' and 'Rock' genres, it is advisable to organize the music concert with 'Iron Maiden' on either 'Metal' or 'Rock' music genre.

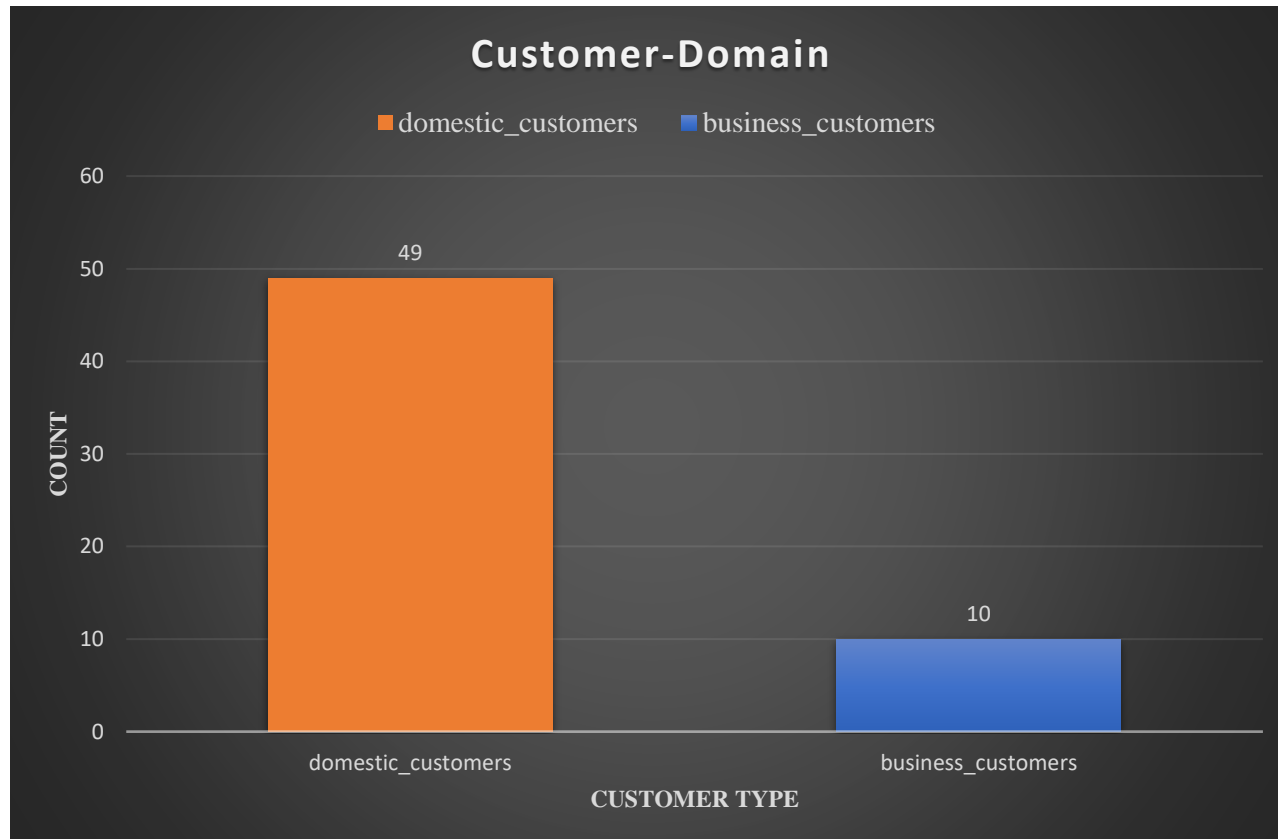


**A R T I S T : Iron Maiden**

Music Genre: **Metal** is the highest earning genre type.

# QUERY-2 ANALYSIS

Classifying customer domain based on business orientation and section the company must focus on their customer services.



**DOMESTIC CUSTOMERS:** 49 Customers not from any specific company

**BUSINESS CUSTOMERS:** 10 Customers from any specific company



Since the majority of the customers are from 'Domestic domain', company should concentrate more on customer services related to common people/domestic customers, rather than industry oriented.

# QUERY – 3 ANALYSIS

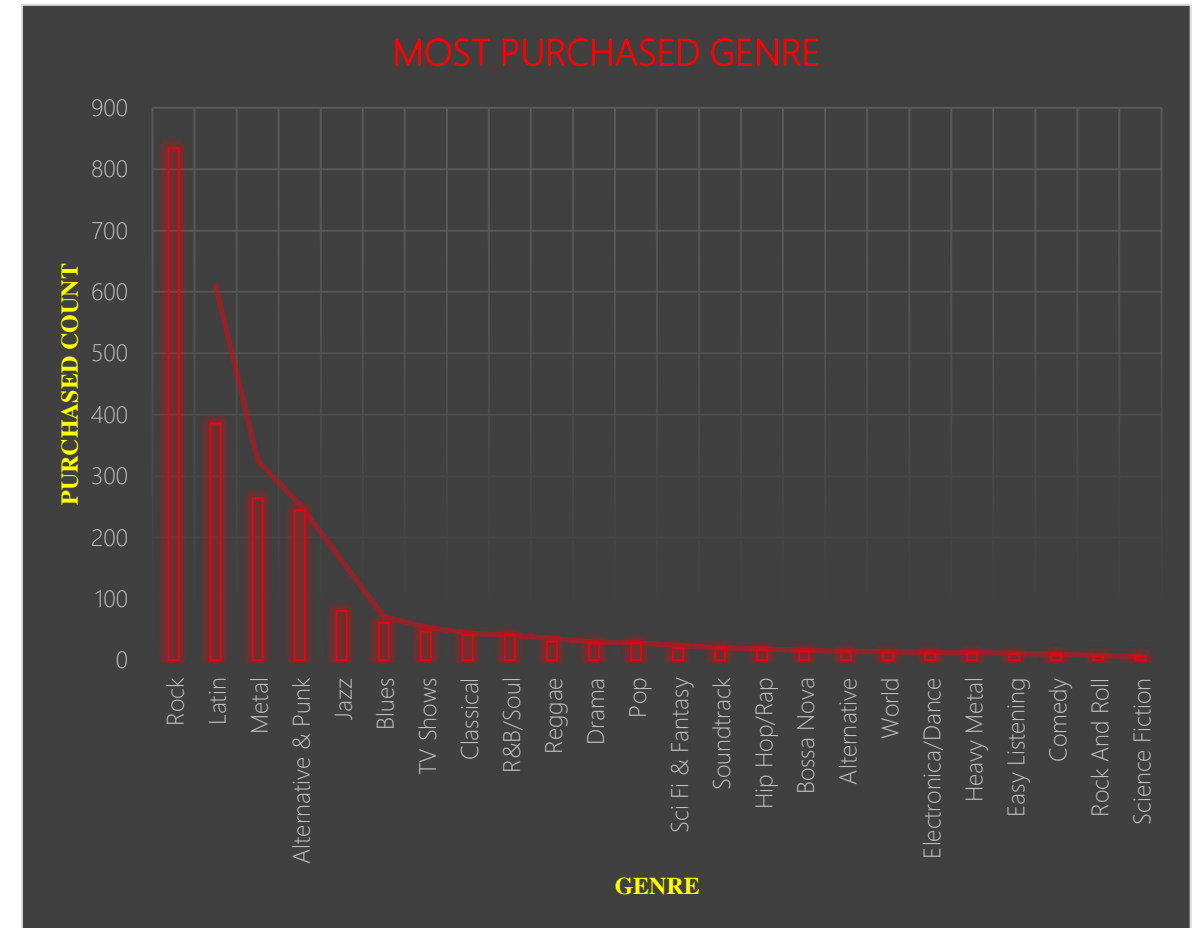
Finding the most purchased song genre

## RESULT : ROCK GENRE

Total songs purchased : 2240

Songs belonging to 'Rock' Genre : 835

From all the songs purchased through out the timeline, customers acceded towards 'Rock' genre the most, followed by the 'Latin', 'Metal' and 'Alternative & Punk' music genres.



# QUERY- 4 ANALYSIS

## ANALYZING OF SALES AGENT PERFORMANCE



From the graph, it is evident that ‘**Jane Peacock**’ has the most impressive performance while ‘**Steve Johnson**’ has the poor record. However the difference in number of sales made by each sales agent is minor and not alarming.



**Thank You**