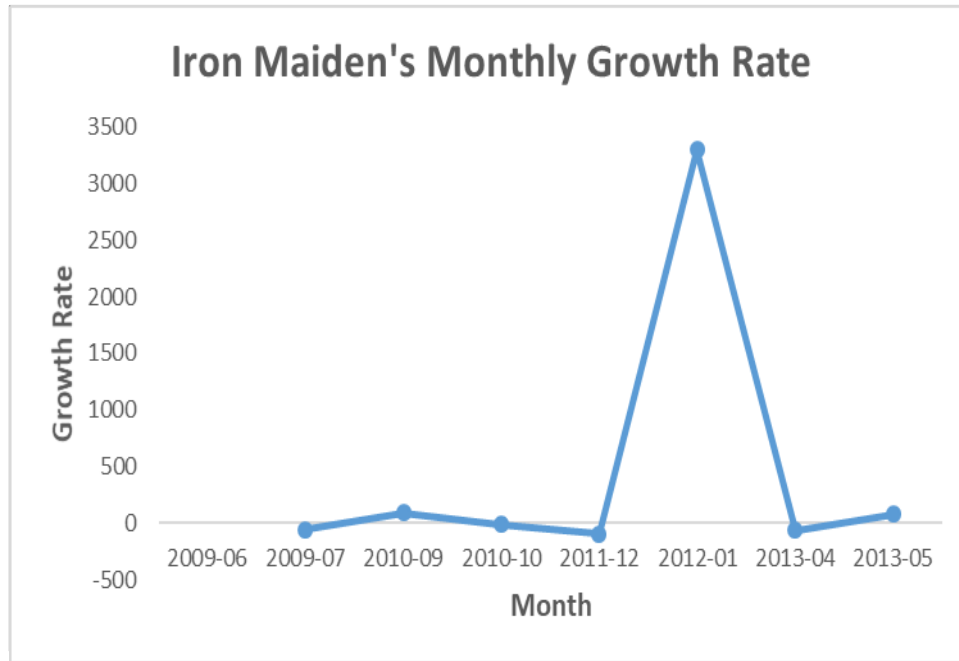


Project: Querying the Chinook Digital Music Store Database

In this project, we'll use SQL to query the Chinook Database and answer business questions related to sales trends, customer spending patterns, popular artists, and media type contributions.

By: Almustafa Basi

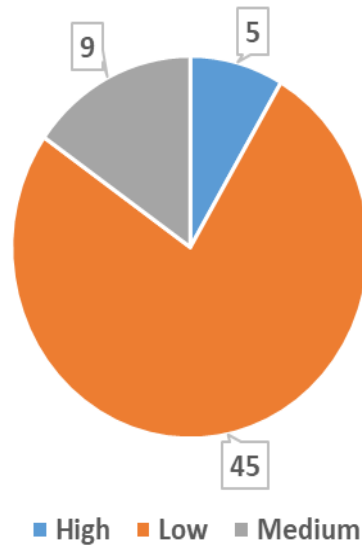
What is Iron Maiden's monthly growth rate?



Insights: Iron Maiden's monthly earnings are unstable. Some months have big growth (like 3,300 in January 2012), while others have drops (like -94 in December 2011). These changes might mean customers are interested only sometimes or that there are special deals causing more sales. Finding out what causes these big jumps (like new albums or special promotions) could help Iron Maiden improve sales in the future.

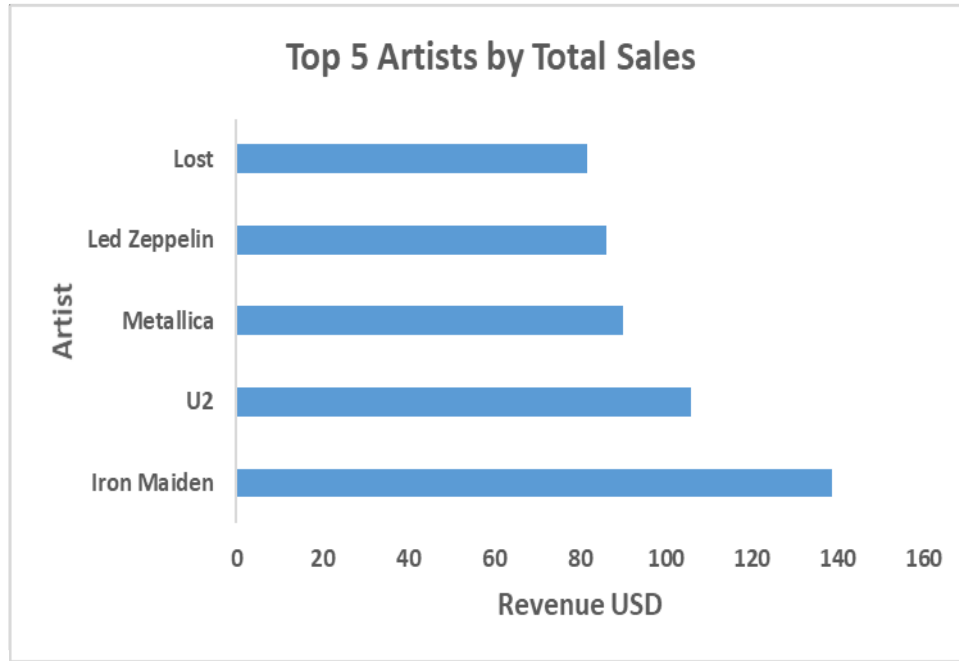
How many customers fall into different spending groups?

Customer Spending Categories



Insights: Most buyers (45) fall into the "Low" spending group, meaning most people make small purchases. There is a smaller number of "Medium" spenders (9) and even fewer "High" spenders (5), showing that a few customers make bigger contributions to sales. Engaging more with "Low" spenders could boost sales, while keeping "High" spenders happy is very important.

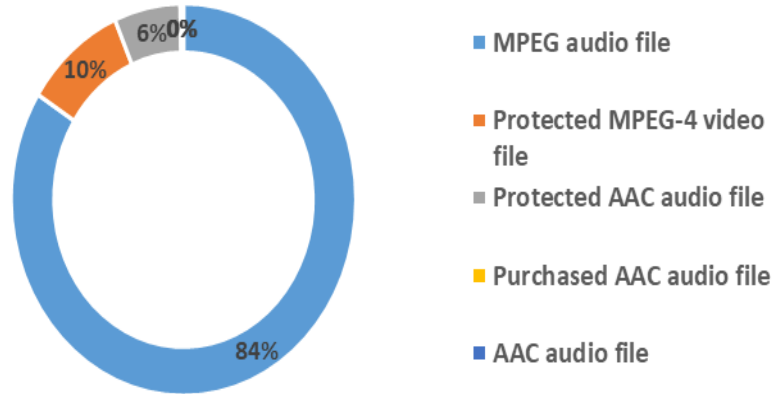
Who are the top 5 Artists by Total Sales?



Insights: Iron Maiden, U2, and Metallica are the top 3 money-making artists, with Iron Maiden ahead by a big margin (138.6 USD). The rankings show a strong liking for certain artists, meaning promoting their music could boost sales more.

How much does each media type contribute to the total revenue?

Contribution of Each Media Type to
Total Revenue



Insights: MPEG audio files bring in 84.01% of the total revenue, making them the main media type. Other media types, like Protected MPEG-4 video files and Protected AAC audio files, bring in less but still have smaller important shares. The low sales from some media types (like AAC audio files at 0.13%) suggest customers prefer more popular formats, which can guide decisions on what to stock and how to market.