**CHINOOK MUSIC STORE DATABASE ANALYSIS USING SQLITE**

**select \* from albums;**

**select \* from invoices;**

**select \* from invoice\_items;**

**select \* from tracks;**

**select \* from genres;**

**select \* from artists;**

**select \* from employees;**

**--Which music genres have the highest total sales amount?**

**select genres.Name, tracks.GenreId,count(invoice\_items.Quantity) as sales\_amt from tracks**

**join invoice\_items on tracks.TrackId=invoice\_items.TrackId**

**join genres on tracks.GenreId=genres.GenreId**

**group by tracks.GenreId**

**order by sales\_amt DESC**

**limit 3;**

**--How have sales been trending over the years? (Use invoice table)**

**SELECT strftime('%Y', invoicedate) as InvoiceYear, Count(customerid) total\_sales from invoices**

**group by invoiceyear;**

**--What is the distribution of customers by country? (Use a map visual)**

**select BillingCountry, count(CustomerId) as customer\_count from invoices**

**group by BillingCountry**

**order by customer\_count desc;**

**--Who are the top 10 most popular artists based on the number of tracks sold? (Use their Full names).**

**select artists.Name, count(invoice\_items.Quantity) as artist\_sales from artists**

**join albums on artists.ArtistId=albums.ArtistId**

**join tracks on tracks.AlbumId=albums.AlbumId**

**join invoice\_items on invoice\_items.TrackId=tracks.TrackId**

**group by artists.Name**

**order by artist\_sales DESC**

**limit 10;**

**--How does the sales performance vary among employees?**

**select customers.supportrepid, employees.firstname, employees.lastname, count(customers.customerid) as customer\_count from employees**

**join customers on employees.employeeid=customers.supportrepid**

**group by customers.supportrepid**

**order by customer\_count desc;**

**--Are albums or individual tracks more popular among customers?**

**--Visualize the percentage of album sales compared to individual track sales.**

**--How have sales for each genre evolved over the years?**

**SELECT \* from tracks;**

**select tracks.GenreId, genres.Name as "Genre Name",**

**strftime('%Y', invoicedate) as InvoiceYear, count(invoice\_items.Quantity) as "Total Sales" from tracks**

**join invoice\_items on tracks.TrackId = invoice\_items.TrackId**

**join genres on tracks.GenreId = genres.GenreId**

**join invoices on invoices.InvoiceId = invoice\_items.InvoiceId**

**group by genres.Name, InvoiceYear;**

**--What are the purchasing habits of customers in terms of the number of tracks per purchase?**

**--(number of tracks customers buy per purchase;**

**select invoices.CustomerId, invoices.InvoiceId, count(invoice\_items.TrackId) as "Number Of Tracks per purchase" from invoices**

**join invoice\_items on invoices.InvoiceId = invoice\_items.InvoiceId**

**group by invoices.CustomerId, invoices.InvoiceId;**

**--Which playlists are the most popular among customers?**

**select playlist\_track.PlaylistId, playlists.Name, count(invoices.CustomerId) "Number of purchases" from playlist\_track**

**join tracks on playlist\_track.TrackId = tracks.TrackId**

**join playlists on playlist\_track.PlaylistId = playlists.PlaylistId**

**join invoice\_items on invoice\_items.TrackId = tracks.TrackId**

**join invoices on invoices.InvoiceId = invoice\_items.InvoiceId**

**group by playlist\_track.PlaylistId**

**order by "Number of purchases" DESC**

**limit 5;**

**--Visualize the number of tracks included in each playlist.**

**select PlaylistId, count(trackId) as "Number of Tracks" from playlist\_track**

**group by PlaylistId**

**order by "Number of tracks" desc;**

**--What is the distribution of music genres in playlists? Visualize the percentage of each genre in all playlists.**

**select playlist\_track.PlaylistId, genres.Name, count(genres.Name) as "Number of tracks per genre" from tracks**

**join playlist\_track on tracks.TrackId = playlist\_track.TrackId**

**join genres on tracks.GenreId = genres.GenreId**

**group by genres.Name;**

**--What is the total purchase amount and number of purchases made by each customer, along with their lifetime value?**

**--(Calculate the average purchase amount per customer to 2.dp)**

**select customers.FirstName, customers.LastName, sum(invoices.Total) "Total Purchase Amount", count(invoice\_items.Quantity) "Number of Purchases" from invoices**

**JOIN invoice\_items on invoices.InvoiceId=invoice\_items.InvoiceId**

**join customers on customers.CustomerId=invoices.CustomerId**

**group by customers.CustomerId;**