Query 1: Customer Segmentation based on timeline
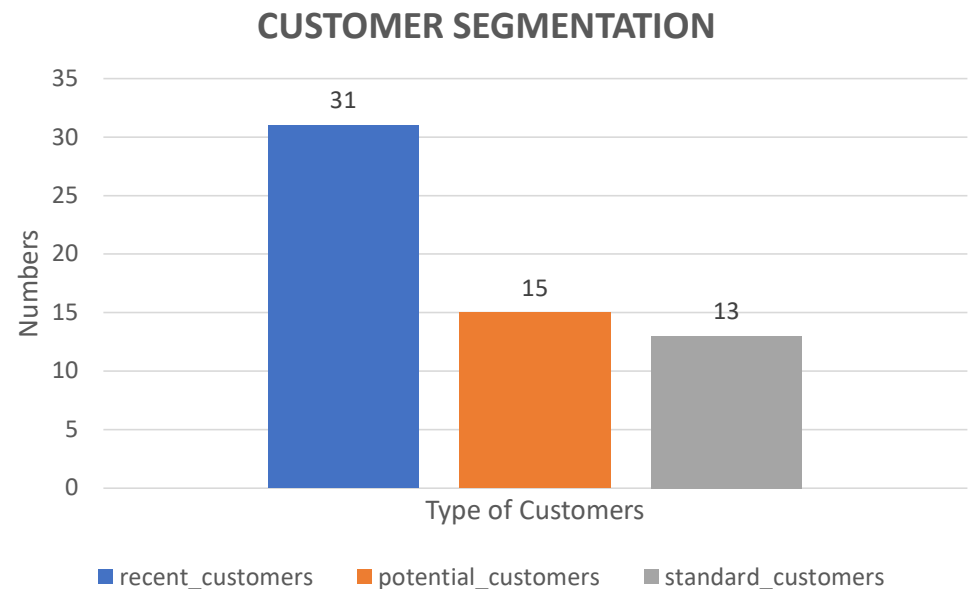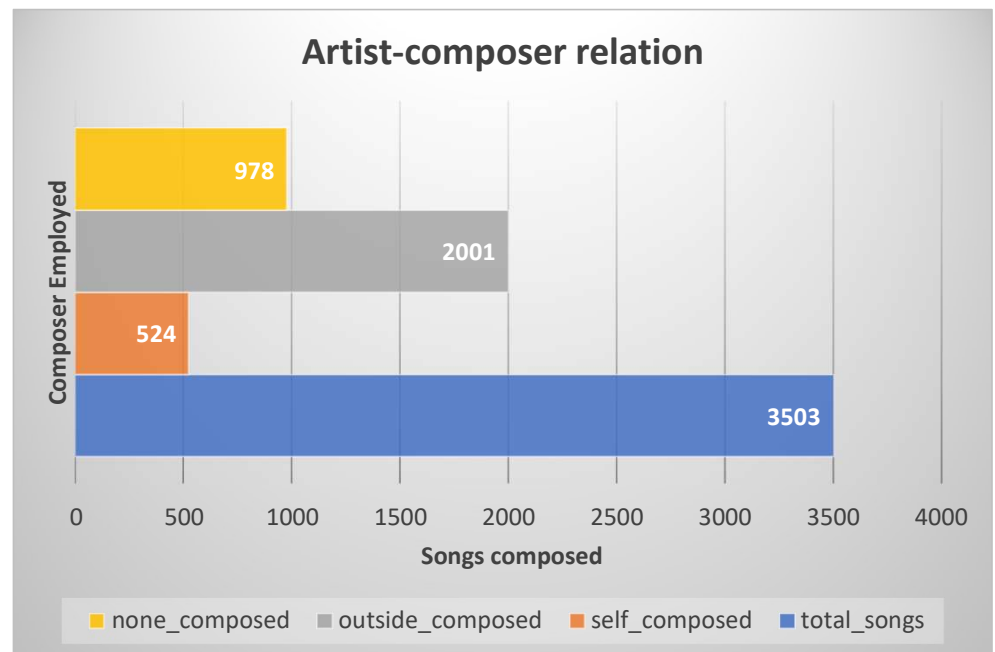
- Customer Analysis

- The graph depicts that high amount of customers are engaged recently which portrays a healthy business growth metric.

- However the cumulative of both potential customers and standard customers approx. to half of the customer strength. In order to maximize the sales, certain tactical engagements and discounts should be sent out to these customers to turn them int o next sales leads.

- Null existence of losing customers in the customers data, denotes that all customers are recurring and the company can reduce the sales expenditure on 'Customer re-acquisition costs' and focus on new leads.

CUSTOMER SEGMENTATION

Query 2: How many Artists self composed their own songs and identify the other options engaged to compose the songs

- 524 Artists composed their own songs

- A huge number of artists depended on outside resources to compose their songs

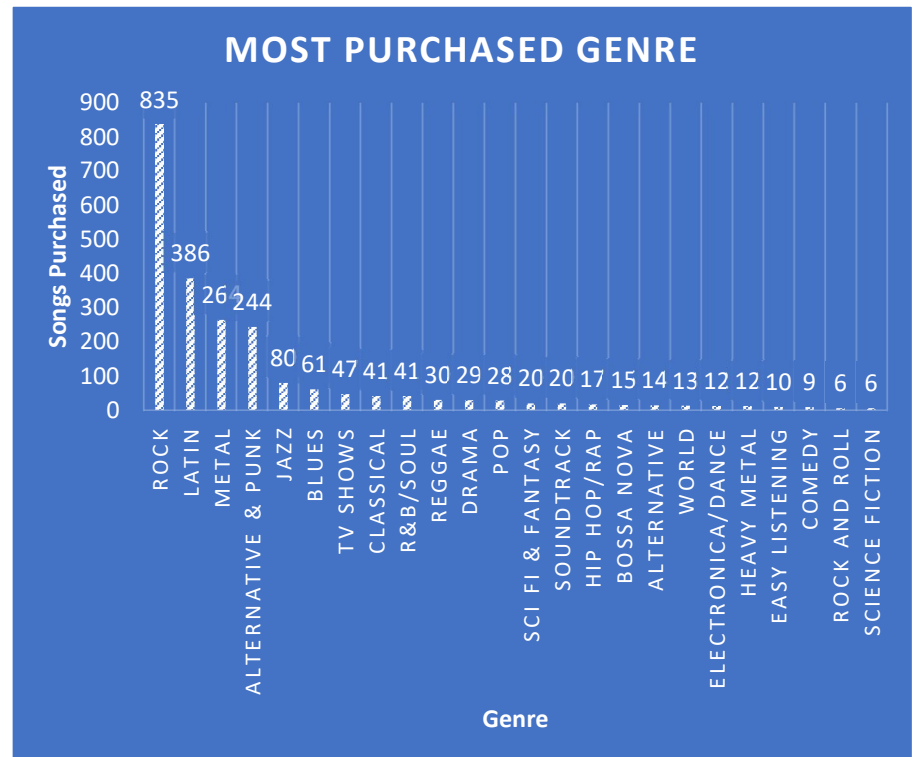- Also a considerable number of songs does not have the sufficient data on composer (have NULL values)

Artist-composer relation

From the graph it is evident that only a small portion (15%) of artists compose their own songs And since a major portion (57%) of artists depend on third party/outside composer to compose their songs, it increases 'Production costs' and directly effects the artist's gross profit. It is advised to start providing 'song composing' services to artists,which will generate more income to the company.

Query 3: Find 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: Find the most popular artist and music genre to organize a musical concert

- **ARTIST:** IronMaiden

- **MUSIC GENRE:** Metal and Rock

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.

MOST POPULAR ARTIST

Bar chart titled "MOST POPULAR ARTIST". Y-axis labeled "Earning" ranging from 0 to 80. X-axis labeled "Artist" with category "Iron Maiden". Bars: Metal = 69.3 (blue), Rock = 53.46 (orange), Heavy Metal = 11.88 (gray), Blues = 3.96 (yellow). Legend: Metal, Rock, Heavy Metal, Blues.