audience_profiles

profile_id (PK)
age_group
gender
location
preferred_genre
average_listening_hours
device_type
music_service

artists

artist_id (PK)
artist_name
genre
label
social_followers
monthly_listeners
region_popularity

fan_engagement_metrics

engagement_id (PK)
profile_id (FK)
artist_id (FK)
streams
likes
shares
comments
time_spent_on_artist
date

audience_segments

segment_id (PK)
segment_name
criteria
size
average_engagement_score
preferred_device

insights

insight_id (PK)
segment_id (FK)
artist_id (FK)
engagement_trend
audience_growth_rate
engagement_rate
top_platform