SQL Project -Music Data

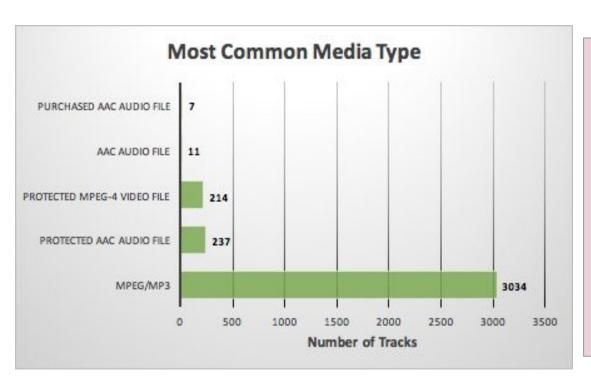
Christina Caddel Udacity Data Foundations - Part III

Quantity of Customers and Sales by Sales Support Rep



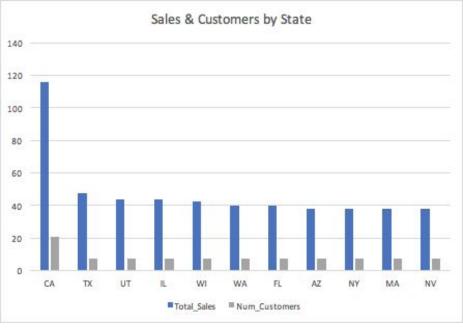
We see here that Jane Peacock has the highest number of customers and brings in the most sales. We also see that customer quantity and total sales for those customers appear to be positively correlated, but it's important to note that that isn't necessarily the only possible scenario. It is also possible to have fewer, bigger spending customers and more, lower spending customers.

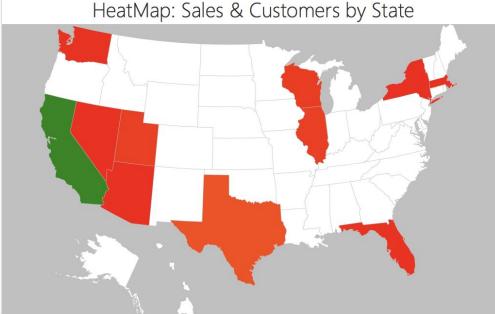
Most Common Media Type



We can see here that MPEG Audio/MP3 is the most common media type for all the tracks in the database. This is interesting because after doing some research, I discovered that AAC files were actually created to be the successor media type to MP3, being more technologically advanced and resulting in better sound quality. So it is interesting to see that within this database, AAC has not quite overtook MP3 in popularity. This could be for a number of reasons, however.

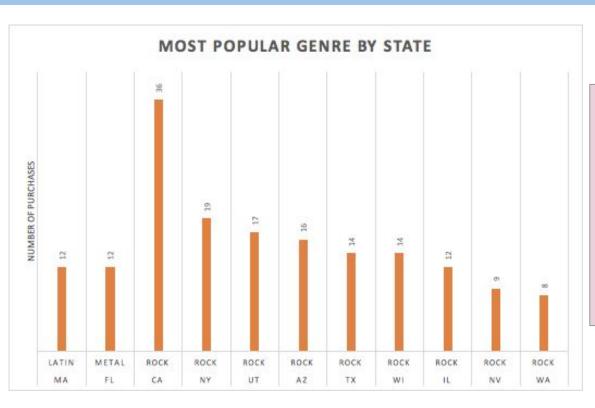
Sales and Customers by State in the USA





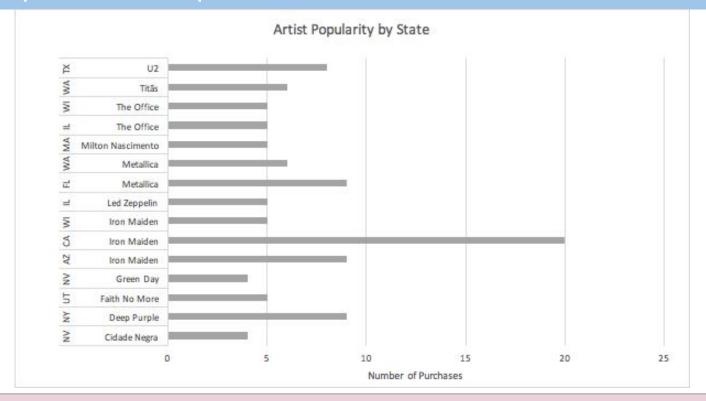
We see here that California is the state with the most sales and customers. According to the heatmap, there are dozens of states in which we have essentially zero reach - is that an opportunity for the company's Marketing department? Or are the states in which we have sales and customers because those are the only states in which we have operations. How do we gauge interest in what music to bring to inactive states?

Most Popular Genre by State in the USA



Way to go Rock music! It looks like we Americans, according to this company's database, just love Rock music for the most part. Or are there potentially even MORE popular music genres that we aren't exposing our clientele to?

Most Popular Artist per State in the USA



It looks like Iron Maiden is the most popular Artist in a few states, and outnumbering other Artist sales by far in California. As we already saw, California is already the highest grossing state in the USA.