

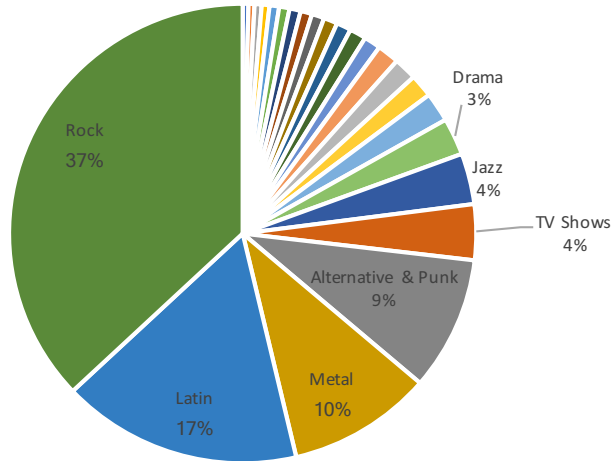
SQL Project

Christina Lawrence

Udacity – Data Foundations Nanodegree

What is the Percentage of Sales by Genre?

Top Genres by Total Historical Expenditure

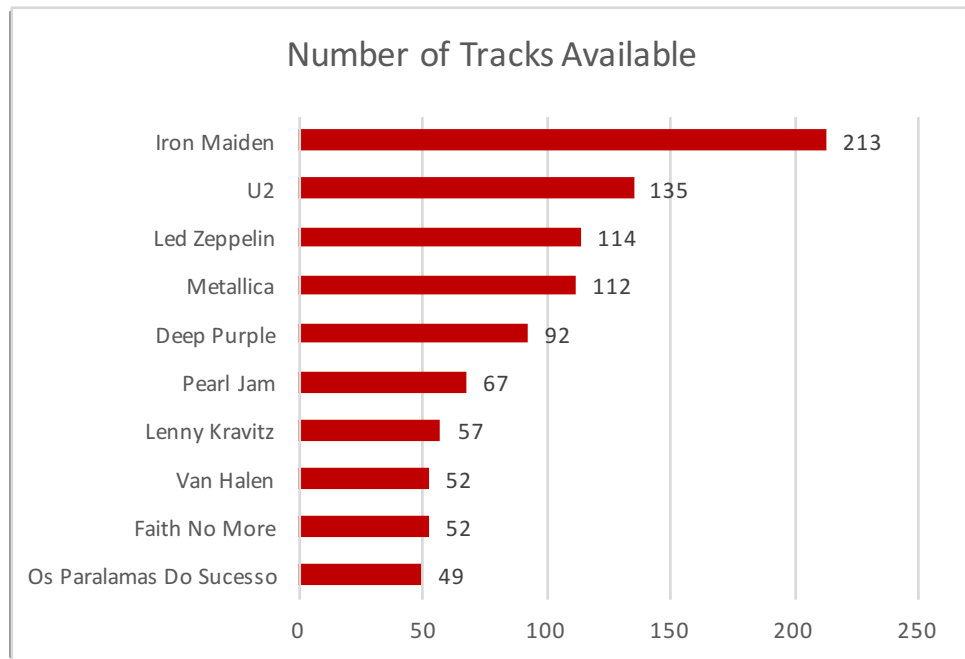


In analyzing sales by genre, we can see which are the most popular with customers. This graph shows the percent spent on each genre since the company started keeping records.

Some categories were so minor that they could not fit on the graph and are included in the notes below.

A useful addition to this might be to look at the changes in percentages over time. This would give the company an idea of what genres are becoming more popular and would help them in planning purchases in the future.

Which Artists Have the Most Tracks Available?



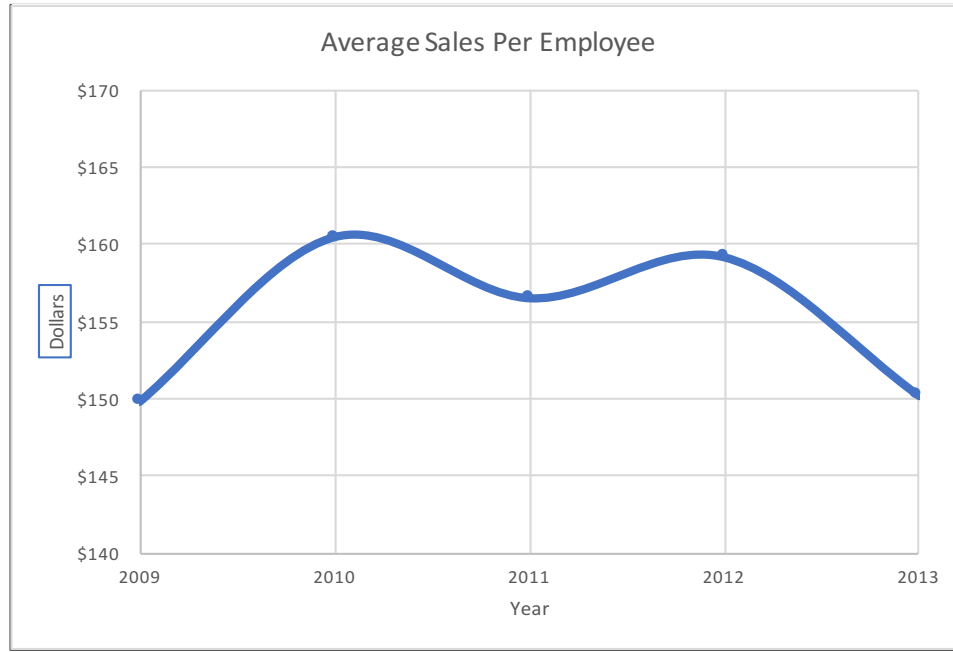
Here is shown the number of tracks available in the store for the 10 artists with the most tracks.

Information such as this would be useful for customer inquiries into the availability of the music of particular artists.

This list also gives the reader an idea of the genres of music that this store tends to market.

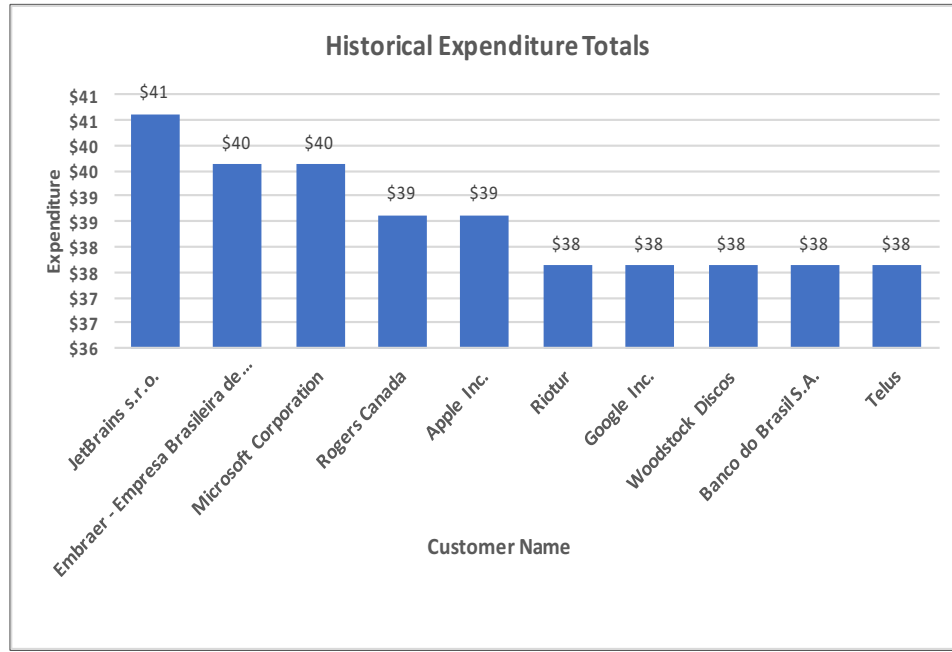
In producing this list, tracks from TV shows or tracks containing more than one artist were excluded.

What is the Trend in Average Sales Per Employee?



Here I tried to see if there was a trend in sales per employee over the years. It turns out that there was no trend.

Who are the Company's Top Customers?



In order to determine the company's top customers, I chose to look at total historical expenditures by customer id. All customers who had an existing customer name were included.