

Answering Business Questions Using SQL Executive Summary

I used SQLite, a SQL program, in December 2020 to help the Chinook record store decide which three out of four albums to sell following Chinook signing with a new record label. The factors I considered included which music genre had the most sales and whether customers tended to purchase tracks or the full album.

My research showed that hip-hop was the least popular of the four genres featured in regards to U.S. music sales. Additionally, 80% of customers did not buy the full album. Thus the artists I recommended for Chinook to feature were: Red Tone, Slim Jim Bites, and Meteor and the Girls. I recommended that Chinook buy albums in small limited quantities (for the 20% of customers who prefer albums) and have the track singles available for the remaining customers.