# Music Store Database Project

Transforming raw music store data into actionable business intelligence through SQL analysis.

# The Challenge

### Data Overload

Music stores handle massive amounts of data – artists, albums, tracks, customers, and purchases.

### Missing Insights

Raw data alone doesn't provide the business intelligence needed for strategic decisions.

Businesses need answers to critical questions about customer behavior, revenue sources, and market preferences.


# Key Business Questions

## Customer Analysis

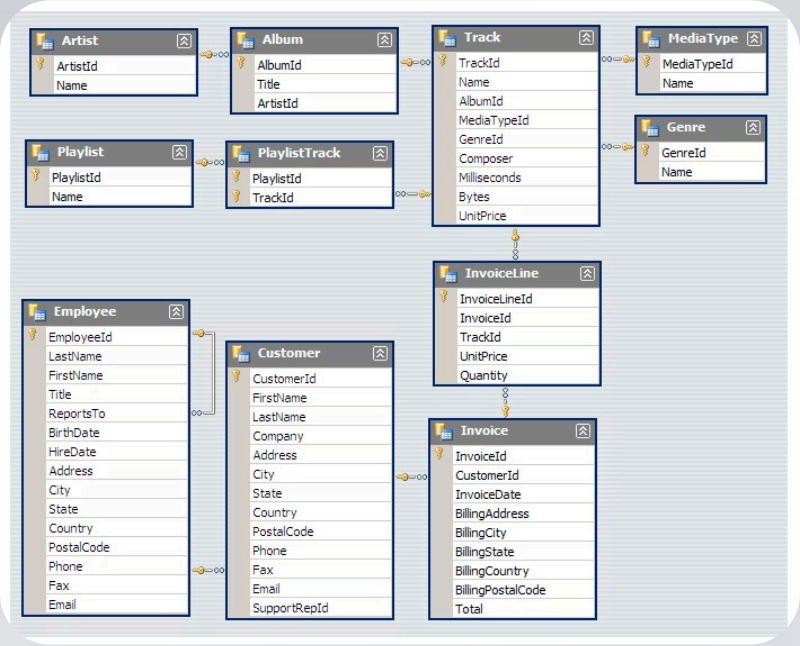
Who are our best customers and what are their purchasing patterns?

## Geographic Performance

Which cities and countries generate the most revenue?

## Genre Popularity

What music genres are trending in different countries?




# Our Solution

We built a comprehensive Music Store Database and leveraged SQL to transform raw data into actionable insights.

# Database Structure

## Artists & Albums

Comprehensive catalog of music creators and their works

## Customers & Employees

Complete profiles of buyers and staff members

## Tracks & Genres

Detailed classification of individual songs and styles

## Invoices & Purchases

Detailed transaction records and payment history

# Key Insights Discovered

Identified the **most senior employee** leading the team

Found **top-performing countries** by number of invoices

Pinpointed the **best city** for hosting live events

Discovered the **biggest-spending customer**

# More Valuable Insights

### Top Rock Artists

Identified the most popular rock musicians and their loyal listeners

### Customer Spending

Measured customer expenditure on best-selling artists

### Genre Geography

Uncovered the most popular music genres by country

# Sample SQL Analysis

```
with Customter_with_country as
	(
	select c.customer_id, c.first_name, c.last_name,i.billing_country,sum(total) as total_spending,
	row_number() over(partition by i.billing_country order by sum(total) desc) as RowNo
	from customer c
	join invoice i on c.customer_id = i.customer_id
	group by 1,2,3,4
	order by 4 asc,5 desc
	)
select * from Customter_with_country where RowNo<=1
```

Write a query that returns the country along with the top customer and how much they spent.  For countries where the top amount spent is shared, provide all customers who spent this amount.

# Business Impact

## Intelligence

Transformed complex data into clear business intelligence for decision-makers

## Strategy

Enabled smarter decisions in marketing, sales, and event planning

## Validation

Proved the power of SQL for real-world retail analysis

## Integration

Combined technical expertise with practical business insights

# Thank You

# Questions?

### Database Design

Comprehensive structure modeling the entire music retail operation

### SQL Analysis

Powerful queries transforming raw data into actionable insights

### Business Intelligence

Clear, strategic insights driving better business decisions