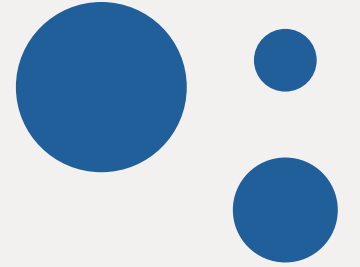# Chinook Music Store – SQL Project

FEBIN GEORGE

Problem Statement

- The objective is to analyze music record sales data to gain insights and make recommendations for the company's strategy in the physical music market.
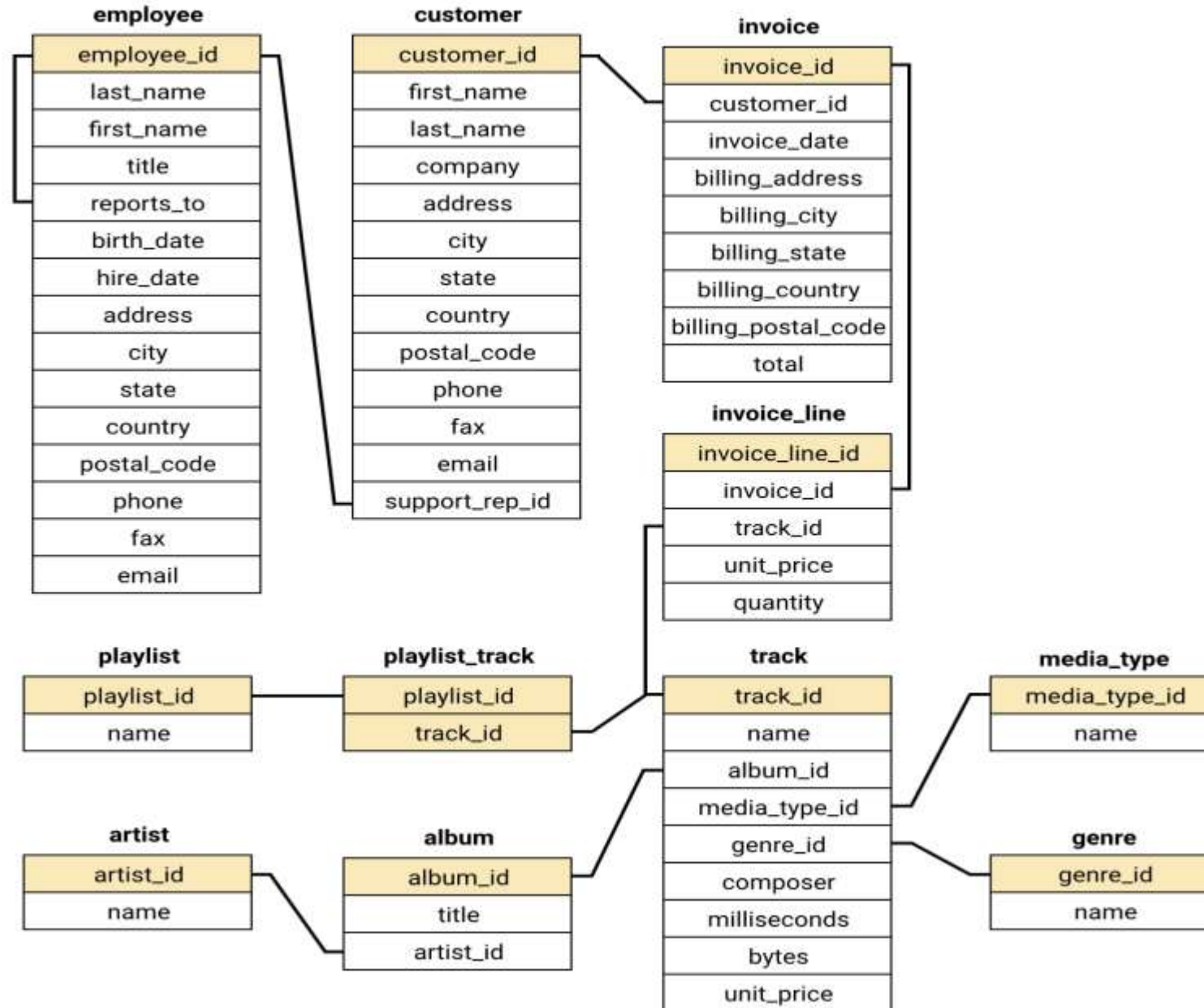
Tools Used

- MySqlServer and MySqlWorkBench: Used to query, Manipulate and Clean data.

- Utilized concepts like CTE, WINDOW functions, Aggregate functions, Joins, DDL commands, String functions, Subquery..etc. Also used export functionality to seamlessly visualize results.

- Excel: Used for visualizing the sql query results with charts.
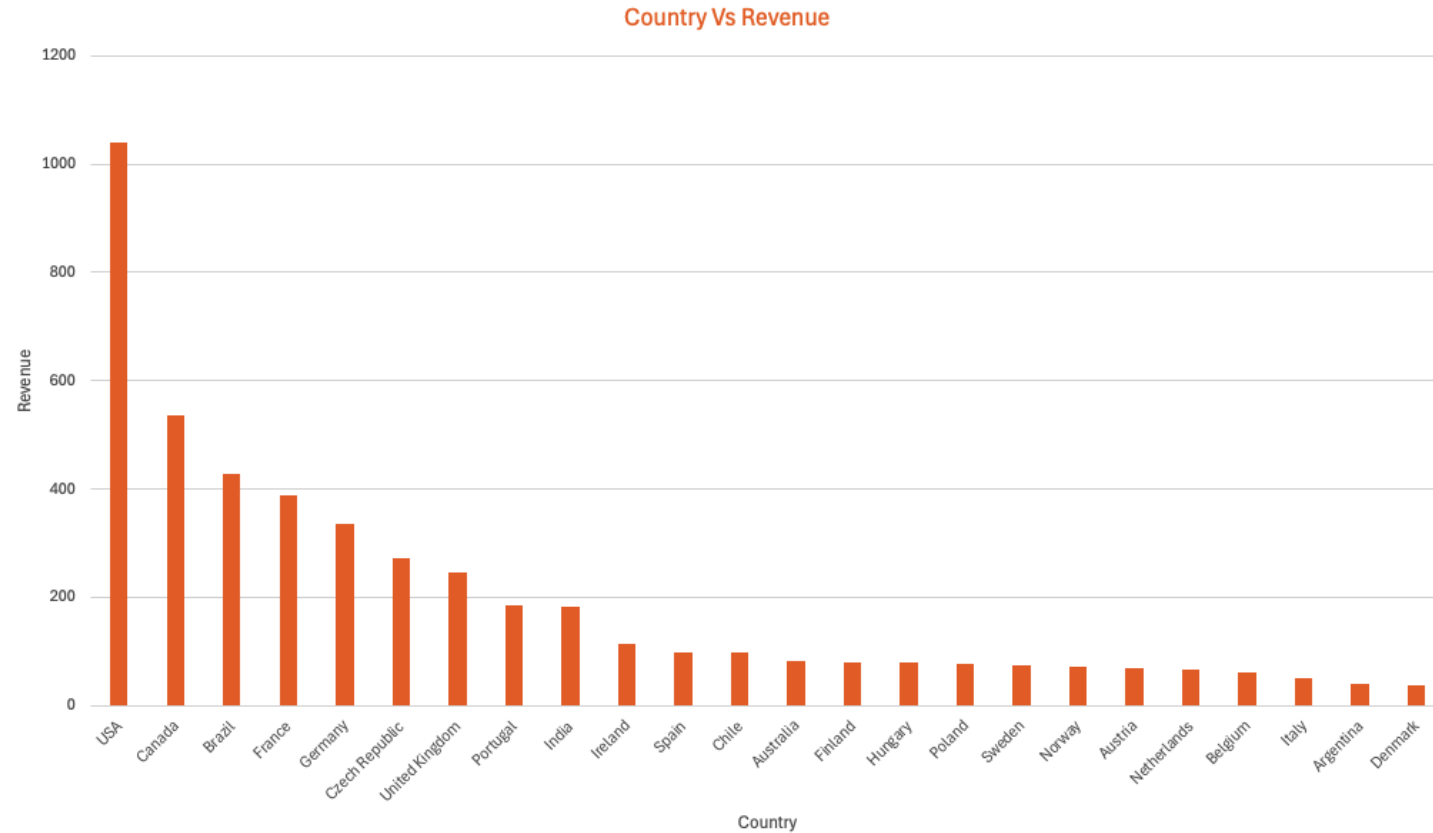
Data Description

- Album: Stores music album information ,links artists via artist_id.

- Artist: Stores musician information, contains musicians stage name.

- Customer: Stores customer personal and contact information.

- Employee: Stores employee details and organizational hierarchy, self refrences via reports_to for manager.

- Genre: Stores music genre.

- Invoice: Stores customer purchase invoices with billing details, linked to customer with customer_id.

- Invoice_line: Stores individual line of items for each invoice. Links tracks to invoice with quantity and price.

- Media_type: Stores the audio format types.

- Playlist: Stores Playlist names.

- Track: Stores song information. Links with albums, media_types and genre.
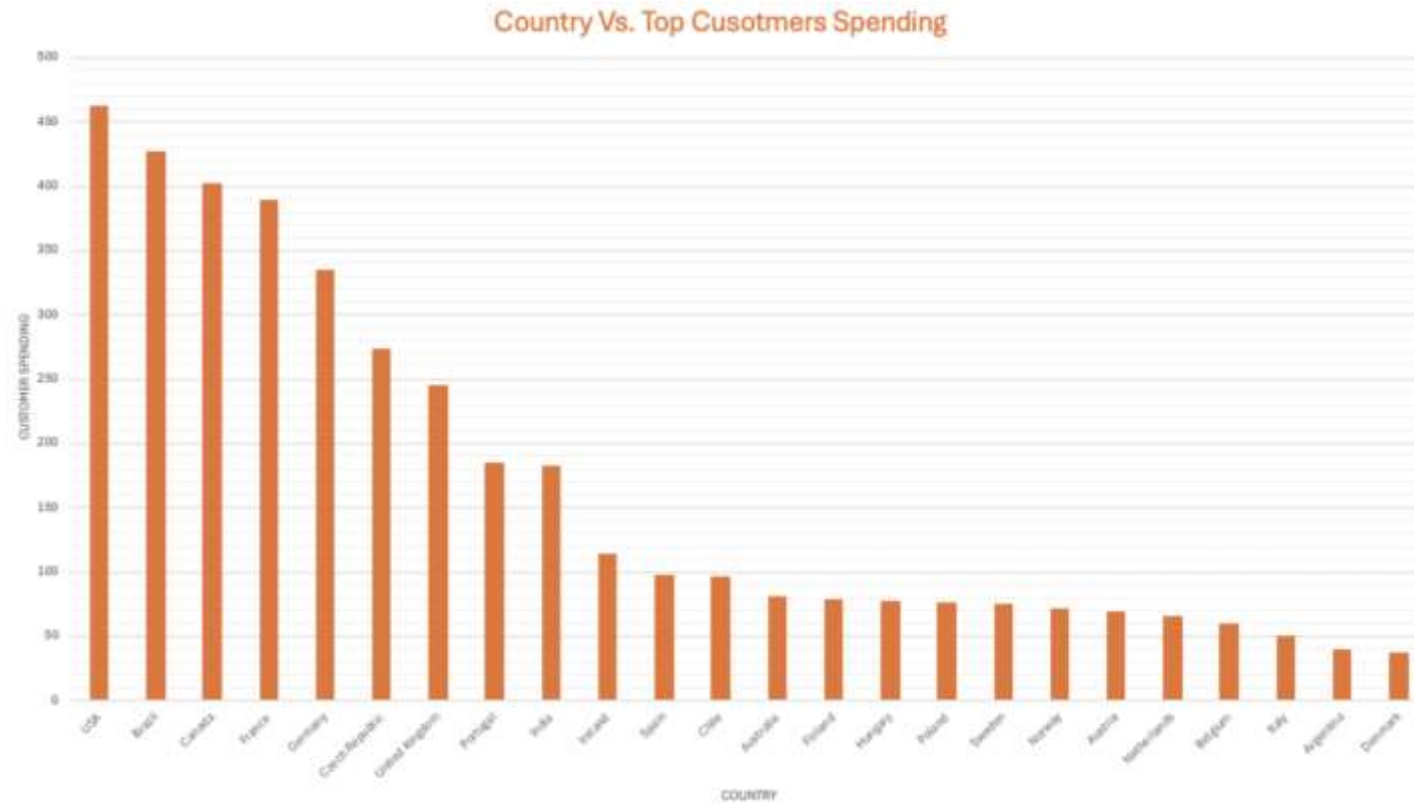
Data Schema

Country wise Revenue Analysis

- USA is the top-performing market, generating the highest revenue by a significant margin.

- Europe is most represented region, a cluster of key markets like France, Germany, UK, Austria are major contributors.

- There is a critical gap in global Coverage. Major Asian markets are absent like China and Japan. Represents a substantial untapped growth opportunity.
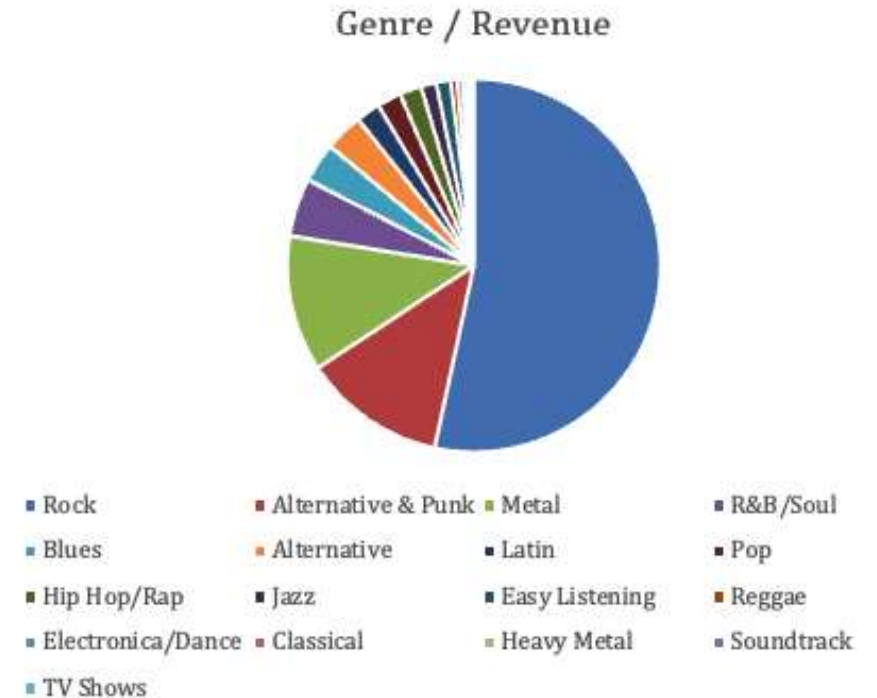

Country Vs Revenue

Customer Behavior in Different Markets

- The chart show how the spending behavior of customers from different country is.

- Top Customers From USA has the strong spending habit, they are highly engaged and high value customers, indicating strong brand presence.

- Customers from most of European countries are low.

- Brazil, Canda and France has high performance after USA customer.
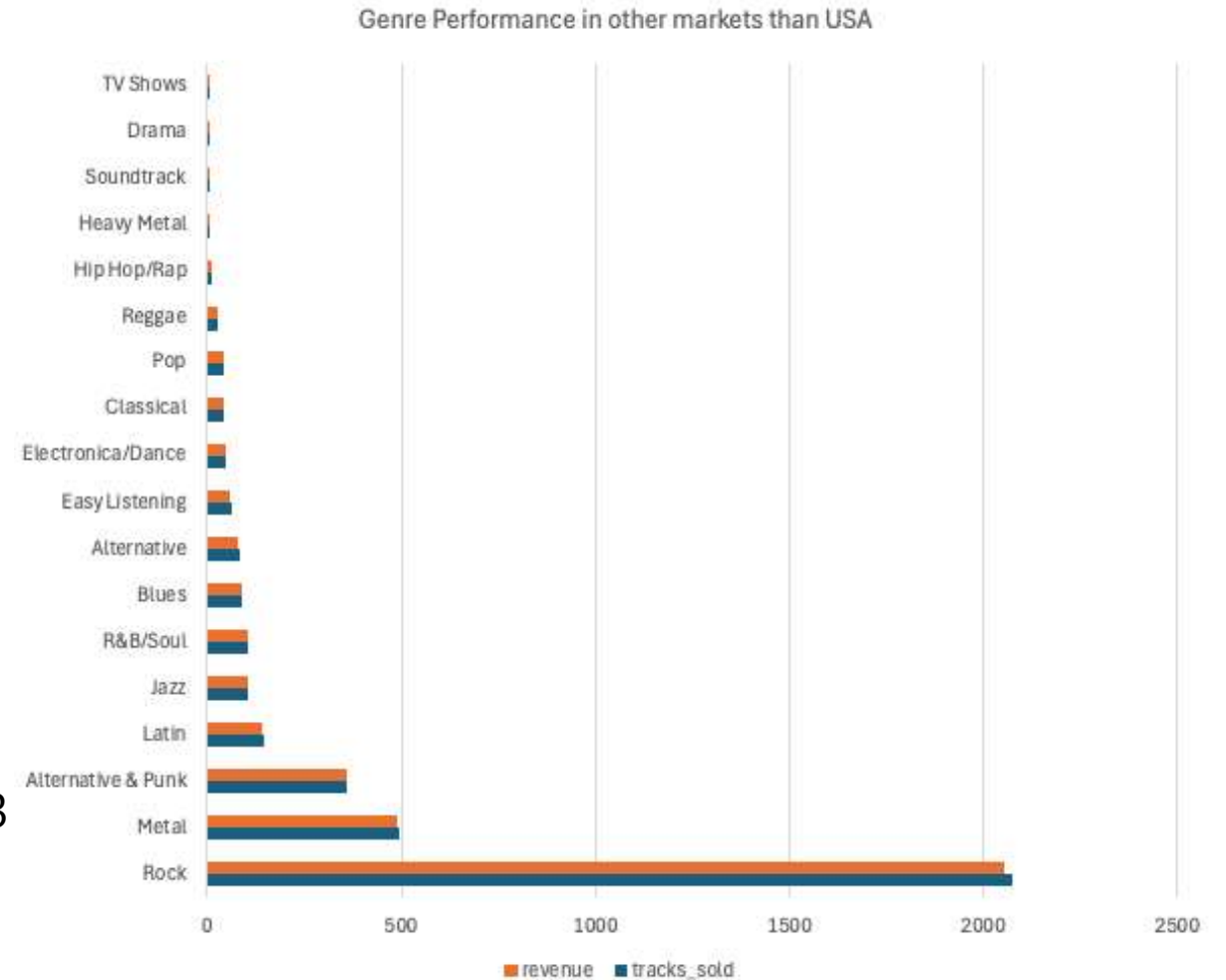

Country Vs. Top Cusotmers Spending

Genre Revenue In USA

- In USA Rock is the most revenue making genre, with more than half of the revenue from it.

- Other major revenue making genres are Metal 11.80% and Alternative & Punk 12.37%.

- The least revenue making genres are TV Shows, Soundtracks and Heavy Metal.
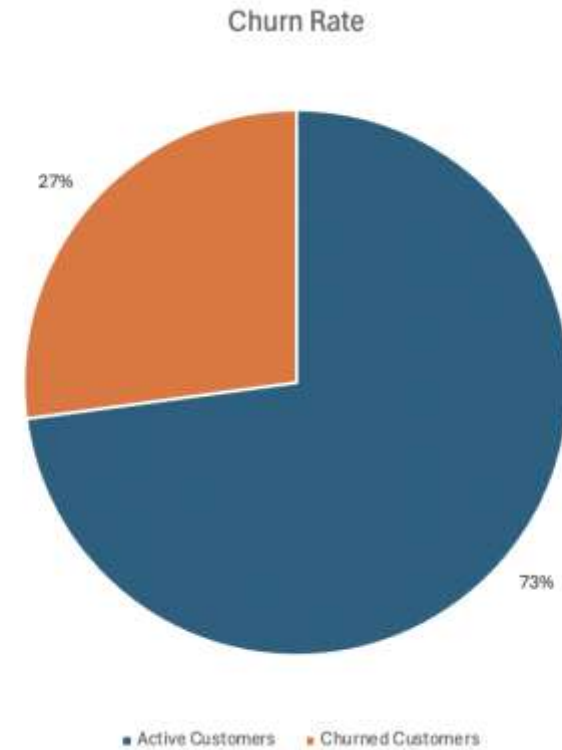

Genre / Revenue

- Rock
- Alternative & Punk
- Metal
- R&B /Soul
- Blues
- Alternative
- Latin
- Pop
- Hip Hop/Rap
- Jazz
- Easy Listening
- Reggae
- Electronica/Dance
- Classical
- Heavy Metal
- Soundtrack
- TV Shows

Genre and Artist Performance

- Genre sales indicate that Rock,Metal and Alternative&Punk are the genre that have high potential in generating revenue and is liked by customers.

- Since USA has high market share, Rock, Alternative&Punk and Metal are top selling genre in USA.

- Rock , Alternative & Punk and Metal remains as top 3 in both USA and other countries.

Genre Performance in other markets than USA

Genres (top to bottom): TV Shows, Drama, Soundtrack, Heavy Metal, Hip Hop/Rap, Reggae, Pop, Classical, Electronica/Dance, Easy Listening, Alternative, Blues, R&B/Soul, Jazz, Latin, Alternative & Punk, Metal, Rock
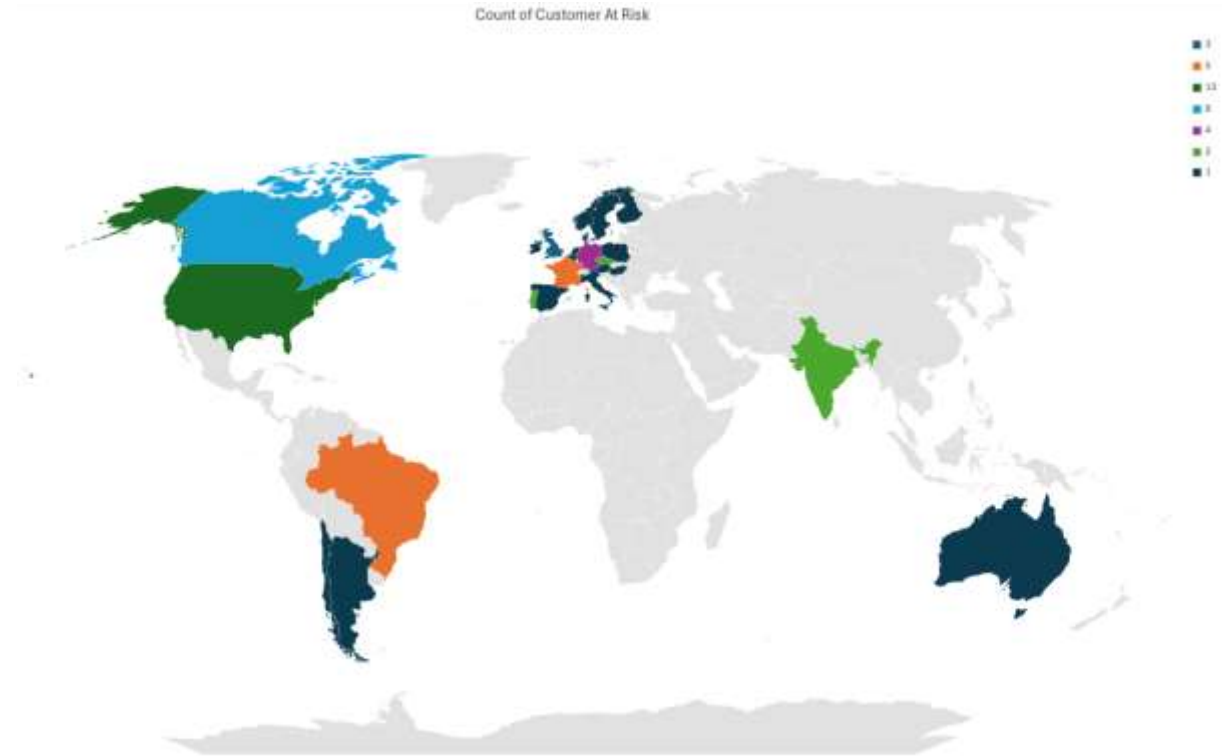
Legend: revenue, tracks_sold

Customer Churn Analysis

- 27% of the customers are churned, this is a severe rate of customer loss.

- We have a total of 59 customers from different markets.

- We have 43 active customers who have recently purchased from our store.

- We have 16 churned customers who are inactive for last 6 months.
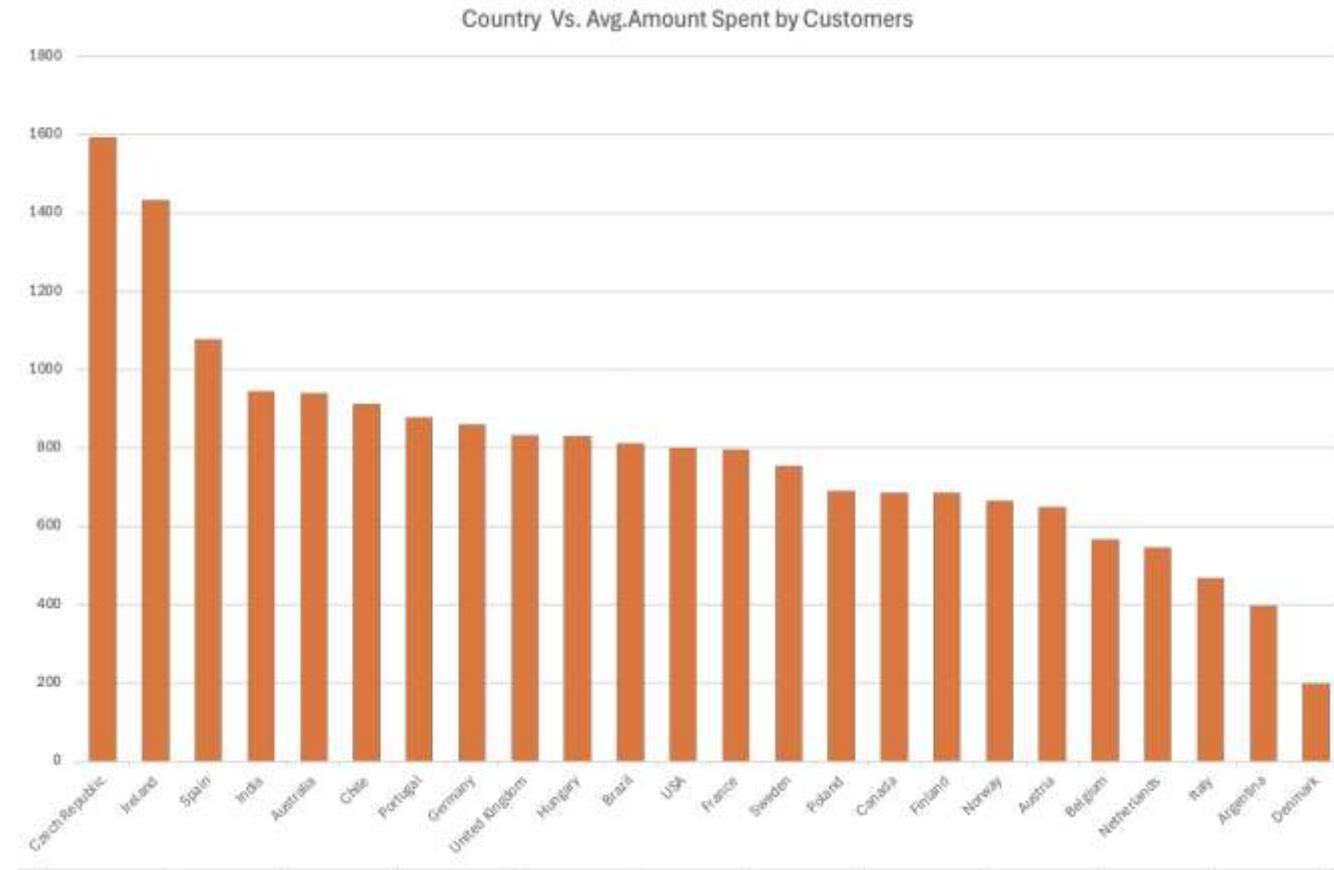

Churn Rate

27%

73%

■ Active Customers   ■ Churned Customers

Customer Churn Analysis

- Countries like UK ,France ,Brazil and USA have more that 50 of customers at risk of churning.

- Countries like India, Portugal, Germany, Czech and Hungary lack the number of customers and have a higher chance of risk of churning.

- Average lifetime value of Churned is 765.59 and for active its 828.66.

Count of Customer At Risk

Country And Average Spent by Customers

- Czech Republic has hightest number of average amount spent per customer followed by Ireland and Spain.

- Denmark has lowest average amount spent by customer.

- USA lies in middle with average amount spend by high in number of customers.

Country Vs. Avg.Amount Spent by Customers

Business Recommendations – Advertising/Market Focus

- Focus advertising and inventory on **Rock, Alternative/Punk, and Metal**, as they are the best-performing genres in all markets.

- Use affinity analysis to create product bundles and **"Fans also bought"** recommendations. Highlight top-combined albums like "Mezmerize" and artists like Green Day and Nirvana

- When launching new music from the record label, prioritize albums that fit the top genres and are from top-selling artists like Jimi Hendrix, Godsmack, and System Of A Down.

Business Recommendations – Advertising/Market Focus

- Increase investment in USA, Canada, and Brazil as they generate the highest revenue and have a solid customer base.

- Run focused marketing campaigns in the **Czech Republic and Ireland** to acquire new customers, as they have the highest average spending per customer.

- Boost promotion of **Latin and Jazz** genres in international markets outside the USA, where they show stronger performance.

Business Recommendations – Customer Retention

- Launch urgent **win-back campaigns** (e.g., targeted emails with discounts) for the 27% of customers who have churned.

- Introduce a **loyalty or subscription program** to encourage repeat purchases and improve customer retention.

- Create a **VIP segment** for your highest-spending customers to offer them exclusive benefits and strengthen their loyalty.

Business Recommendations – Customer Retention

- Use **curated bundles and album pairs** to upsell customers, especially in markets with mid-range spending like the USA and Germany.

- Investigate the reasons behind low sales in countries like **Denmark and Argentina,** the issue could be pricing, product relevance, or localization.

- Implement a system on the website and in marketing to suggest products based on what customers with similar tastes have bought.

Business Recommendations – Customer Retention

- Measure marketing promotions based on **long-term customer retention and value**, not just immediate one-time sales.

- The lack of any recent purchases is a critical issue. Management must determine if this is a data reporting problem or a sign that the business has completely stalled, and act accordingly.

- Ask both loyal and churned customers for feedback to understand what drives satisfaction and what causes leaving.

THANK YOU