

Project: Music Database

Introduction:

This database is a collection of sales at a music store. The data is divided into multiple tables each dealing with a particular aspect of sale such as customers, invoice, tracks, genre, artist etc. I found the data to be very clean and I began to analyze it right away.

Objectives: To analyze the sales and understand the various aspects such as regions, best sellers, financial growth etc.

Summary:

After the analysis, I reached at following conclusions:

1. Employees.
 - a. Most Senior Employee.
Mohan Madan, Senior Manager.
 - b. Most popular Employee.
Margaret Park, 214 sales.
2. Regional.
 - a. Country with most invoices.
USA has the highest number of purchases, about 131.
 - b. Top 3 cities with the biggest sum of invoice total.
Prague, Mountain View, and London.
3. Customer
 - a. Customer with highest total.
R Madhav has spent the most on music, about \$144.
 - b. Email, Full Name of listeners of "Rock"
"Rock" genre has total 59 buyers.
 - c. Money spent by each customer on each artist.
In total, there are 2189 different sales of a customer and an artist.
 - d. Customer who has spent the most for each country.
4. Music.
 - a. Top 10 artist by number of songs released for "Rock" genre.
Led Zeppelin has the highest number of tracks released in 'Rock' genre.

- b. Best selling artist.
Queen is the best-selling artist with sale worth \$190.
- c. Most Popular Media Type Sold.
MPEG Audio File, 4259 sales.
- d. Total Number of tracks whose length is bigger than the average length of a track.
494 tracks.
- e. Which artist had the most money spent on him by a single customer on him and how much.
Customer Hugh O'Reilly has the spent the most as a customer on a single artist. He spent \$ 27 on Songs of singer Queen.

5. Invoice,

- a. Average Invoice total.
\$7.67
- b. We want to know how many receipts have total number of songs below the average number of songs on a receipt and how many have more than the average.
About 325 Invoices had higher number of songs than the average and 289 invoices had lower than the average number of songs on an invoice.
- c. Average monthly and average annual growth
AVG monthly total change -2.1%
AVG annual total change - -21.1 %