

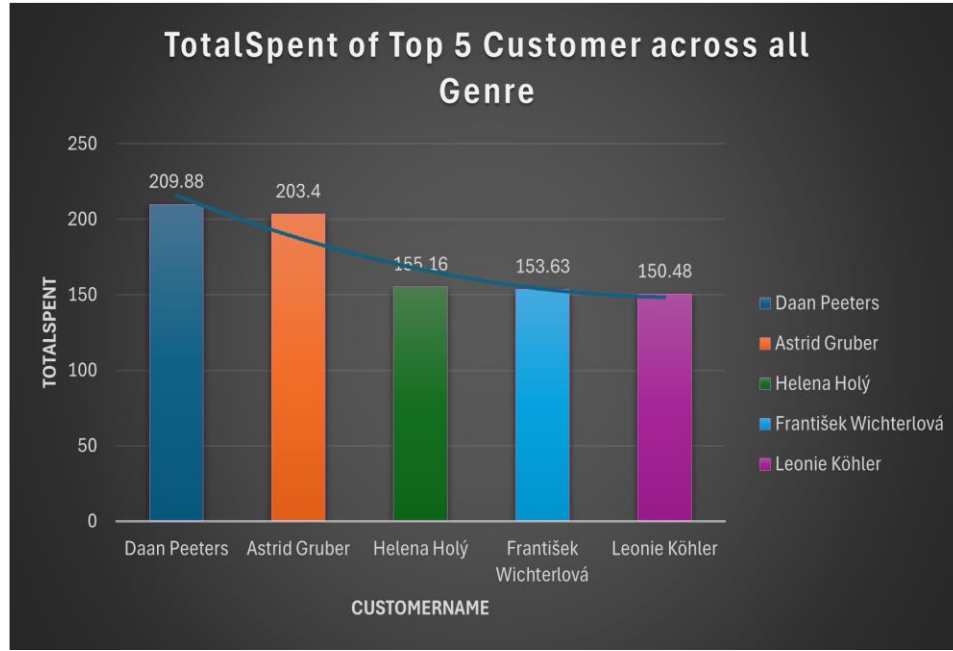
# **Hoda Atef Elbatrawy**

Business analytics Nanodegree

**SQL Project**

**Chinook Database**

# Top 5 customers across genres

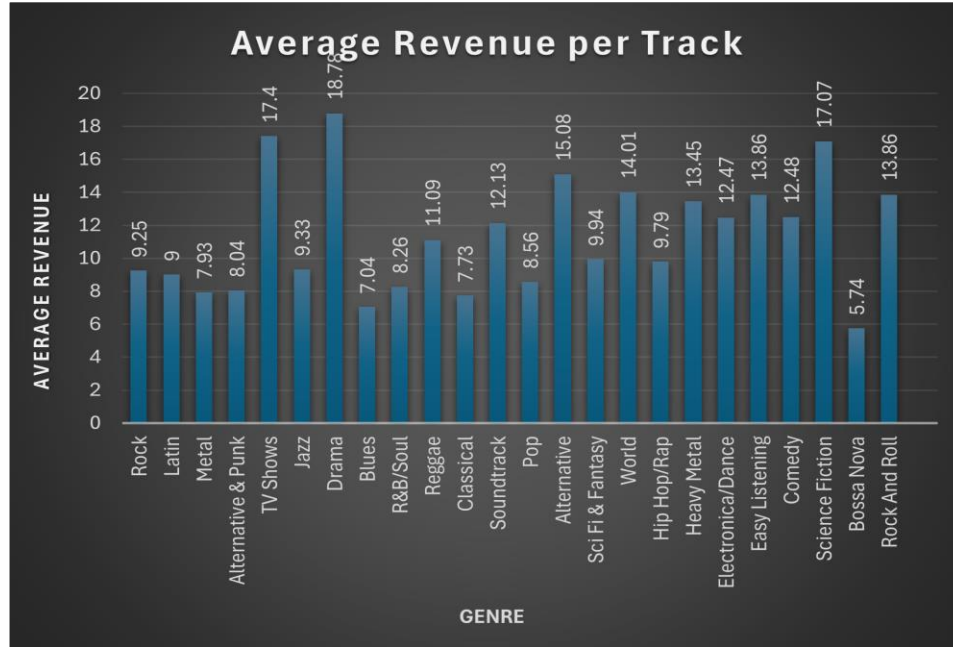


Based on dataset, This query provides the top 5 customers who spent the most across all genres along with the employees who assisted them.

**Daan Peeters** is the highest spender with **\$209.88**, in the "**Rock**" genre.

This analysis shows that **strong revenue** of the **rock genre** and that staff members who handle consumers in this genre are contributing to high revenue generation.

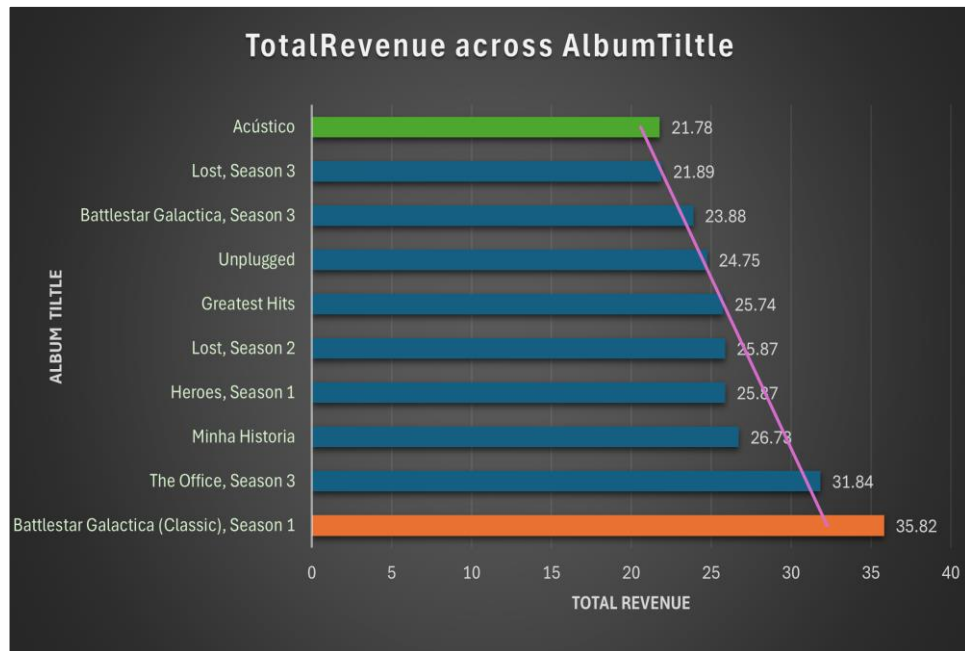
# The Average revenue per track for genre



**Rock** has the highest total revenue at **\$7720.02**, followed by **Latin** at **\$3472.55**, and **Metal** at **\$2093.13**, all generate substantial Total Revenue because of large sales volumes (**835, 386, and 264 tracks**, respectively).

Although their Average Revenue per Track is a bit more moderate (**\$9.25, \$9.00, and \$7.93**), these genres have a higher demand for total revenue due larger volume of sales.

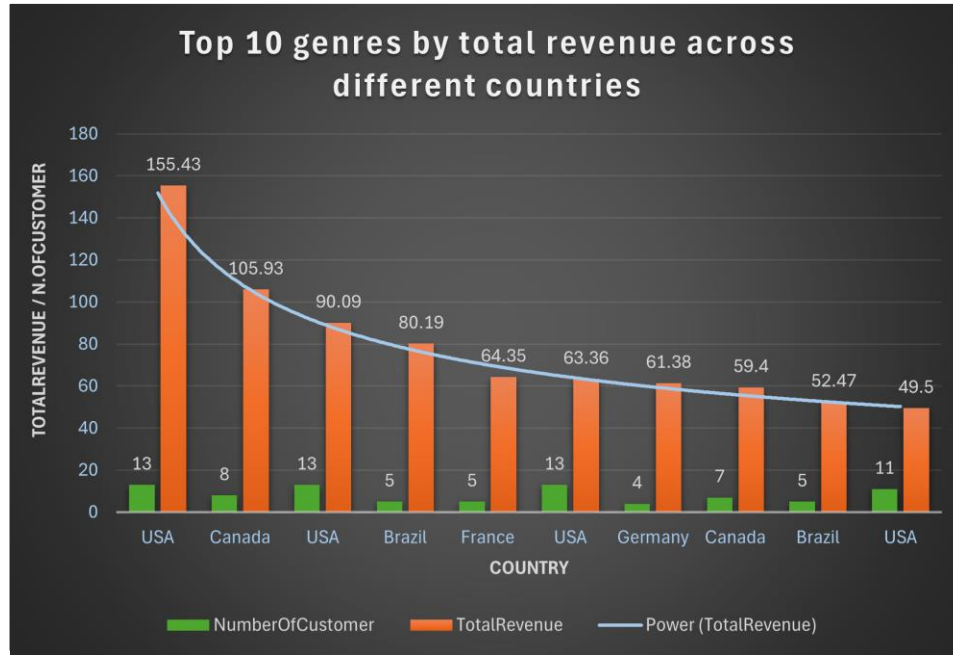
# Top 10 tracks across number of sales.



"**Battlestar Galactica (Classic), Season 1**" generated the highest total revenue of **\$35.82**, despite selling **18 tracks**, while "**Minha Historia**" sold the most tracks (**27**) but earned a lower total revenue of **\$26.73**.

This analysis highlights the **trade-off** between **pricing and sales volume**, showing how pricing strategies can affect total revenue even in cases where track sales are not at their peak.

<title>



The **USA** contributes significantly to Rock's total revenue, with **13 customers** generating **\$155.43** in total.

**Rock** is clearly the most popular genre across the top 3 countries (USA, Canada, Brazil). The **USA** has a diverse music market, with a range of genres contributing to total revenue.

**ThanQ**