**Chinook SQL Analysis — Insights Report**

# Executive Summary

We analyzed the Chinook music store to understand high-value customers and markets, top-performing genres/artists/albums, sales trends, and employee-attributed revenue. The findings highlight where revenue concentrates, which content drives demand, and how support reps influence outcomes.

# 1. Customer Insights

## 1.1 Top Spenders (Query [1])

Question: Who are our highest value customers?

Logic: Sum invoice line totals per customer (join invoices → invoicelines).

Interpretation: Target these customers for loyalty perks/early-access releases; analyze what they buy to guide recommendations.

## 1.2 Country Distribution & ARPC (Query [2])

Question: Which markets are largest and most valuable?

Logic: Aggregate customer-level revenue by country; compute ARPC.

Interpretation: Double-down on high-ARPC markets with localized campaigns and pricing experiments.

## 1.3 Recency (Query [3])

Question: Who purchased most recently?

Logic: Max invoicedate per customer.

Interpretation: Build recency-based re-engagement segments (e.g., win-back for >90 days inactive).

# 2. Sales & Revenue Insights

## 2.1 Revenue Trend & MoM (Queries [4, 5])

Question: How is revenue trending?

Logic: Monthly aggregation + LAG to compute MoM%.

Interpretation: Align major releases/promos to historically strong months.

## 2.2 Revenue by Country (Query [6])

Question: Which billing countries drive revenue?

Logic: Sum line revenue grouped by billingcountry.

Interpretation: Prioritize partnerships and localized playlists in these regions.

# 3. Content (Tracks/Genres/Albums/Playlists)

## 3.1 Top Genres (Query [7])

Question: Which genres monetize best?

Logic: Sum revenue per genres.name.

Interpretation: Curate featured shelves and cross-promote adjacent genres.

## 3.2 Top Artists & Albums (Queries [8, 9])

Question: Who/what drives the catalog?

Logic: Sum revenue via tracks → albums → artists.

Interpretation: Negotiate exclusive content and highlight in hero banners.

## 3.3 Top Tracks (Query [10])

Question: What tracks convert best?

Logic: Line revenue and quantities per track.

Interpretation: Seed these tracks into onboarding playlists; upsell related content.

## 3.4 Playlist Coverage (Query [20])

Question: Are bestsellers present in playlists?

Logic: Count playlists that include top-20 tracks.

Interpretation: Add gaps to editorial lists; A/B test lift on conversion.

## 3.5 Duration & Pricing (Queries [21, 22])

Question: Any duration norms or price outliers?

Logic: Genre duration stats; most expensive catalog tracks.

Interpretation: Consider price-length elasticity tests.

# 4. Employee Insights

## 4.1 Revenue by Support Rep (Query [12])

Question: Which reps influence the most revenue?

Logic: Attribute customers (via supportrepid) → sum their revenue.

Interpretation: Share best practices; audit territory assignments.

## 4.2 Customer Load per Rep (Query [13])

Question: Is workload balanced?

Logic: Count customers per employee.

Interpretation: Rebalance for service quality and upselling bandwidth.

## 4.3 Rep Seasonality (Query [24])

Question: Do reps have seasonal peaks?

Logic: Revenue by rep per month.

Interpretation: Align coaching and promo calendars.

**5. Strategic Recommendations**

1. Focus on top-ARPC markets with localized promos.
2. Elevate top genres/artists in homepage placements; test dynamic pricing.
3. Playlist optimization to include missing bestsellers.
4. Rep enablement: clone playbooks from top reps; balance customer loads.
5. Retention: recency segments + win-back offers for dormant customers.

# Appendix

Query Index: [1] Top Spenders • [2] Country ARPC • [3] Recency • [4] Trend • [5] MoM • [6] Country Revenue • [7] Genres • [8] Artists • [9] Albums • [10] Tracks • [11] AOV by Country • [12–13] Employee KPIs • [14] Genre x Country • [15] Media Type • [16] Cross-sell • [17] Repeat Rate • [18] High-value Markets • [19] Cohorts • [20] Playlist Coverage • [21] Duration • [22] Price Outliers • [23] Co-purchases • [24] Rep Seasonality • [25] KPIs