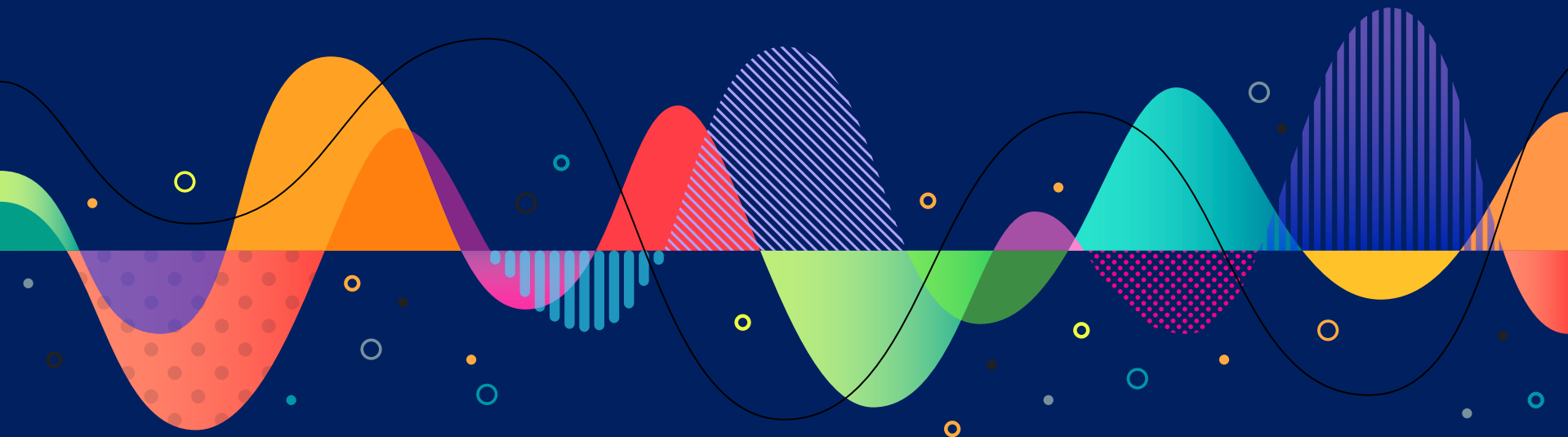


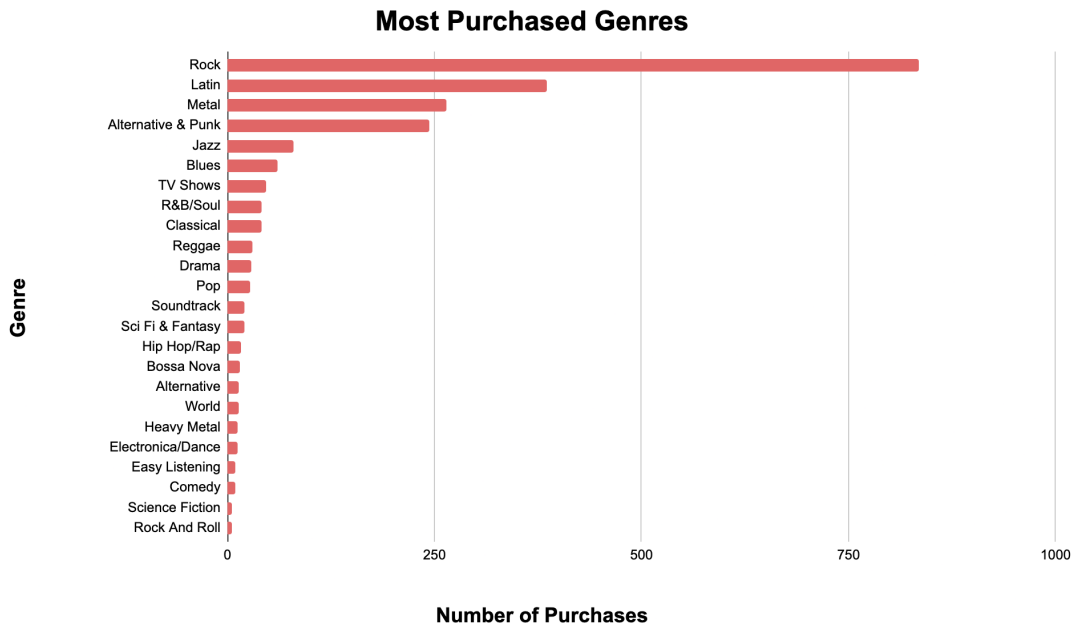
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# Udacity – Business Analytics

## Project 3 – SQL - Querying a Music Store Database



# Most Popular Genres Based on Sales Performance



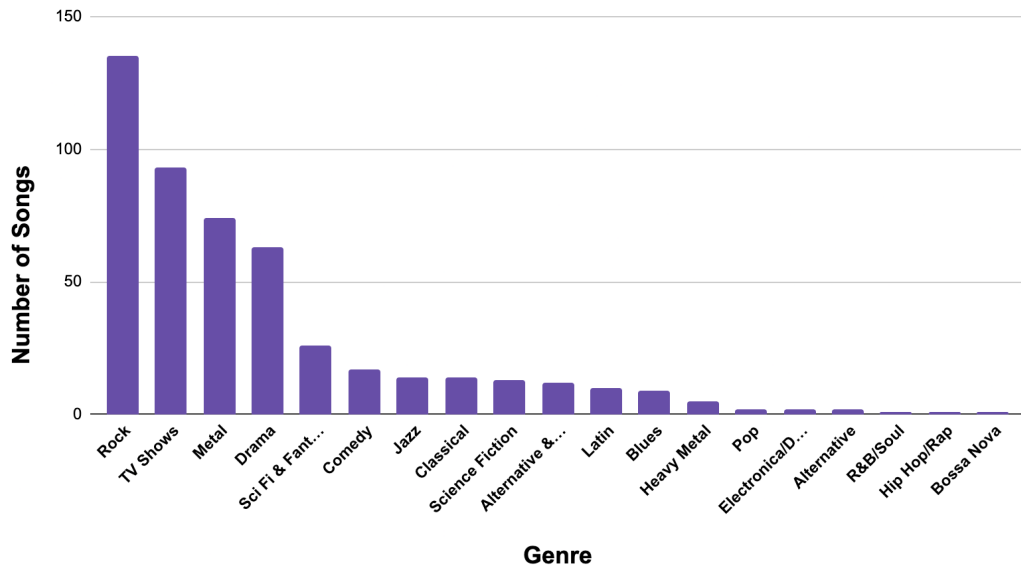
Result: **Rock**

The most popular genre sold was Rock, which accounted for 835 units out of a total 2,240 units sold. Not only does rock account for many sales but it is more than double the next closest genre on the list.

Following rock we find the Latin, Metal, and Alternative & Punk Genres as the next most popular. Because of the large gap from the top 4 to the rest of the genres, this data could be used by the team to decide the best genres to focus on offering.

# Which genres have the most songs longer than the average song length?

Bar Chart Illustrating the Number of Longer Than Average Songs in Each Genre



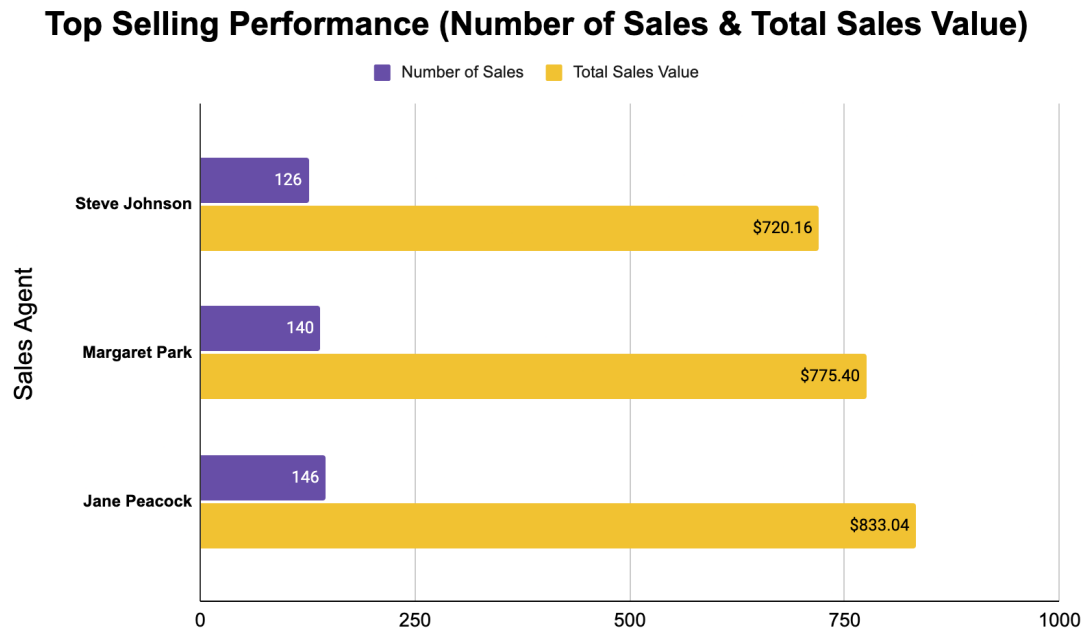
Result: **Rock**

Total Songs Longer than Average: **494**

Total Rock Songs Longer than Average: **135**

From the graph, it's easy to see that there were many more Rock Songs that were recorded as longer than the average length, followed by the TV Shows, Metal, Drama, and then Sci-Fi/Fantasy genres.

# Best Sales Performance Across Sales Agents

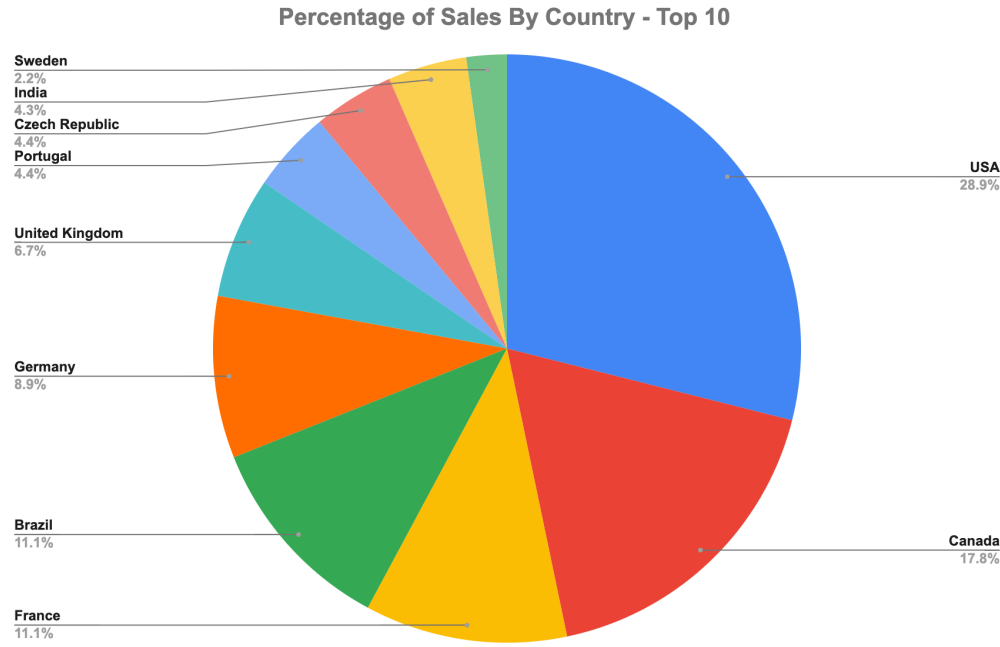


Result: **Jane Peacock** had the greatest Sales Performance since being hired. Following closely behind are Margaret Park and Steve Johnson, who were both hired in the year after Jane.

Jane is in the lead at the moment, but as Steve and Margaret continue to develop I believe they could reach a similar level to that of Jane.

It's important to notice that despite having a smaller amount of sales, Steve is still closely behind Margaret, and seems to be producing a larger amount per sale than his colleagues.

# Which countries were responsible for the largest percentage of sales?



Result: **USA**

From the chart, it is clear that the United States was responsible for the largest percentage of sales. Following behind, we have Canada, France and Brazil. This is based on the amount of individual invoice lines coming from each region.

Given this information, it seems as though the team should keep doing what they're doing to drive sales in the United States, while also diverting some focus to the other regions listed in this graph. It appears that Europe may be a good place to try and expand their presence!