FINAL PROJECT ON MUSIC PLATFORM BANDSINTOWN

- ITC 6000

- Presentation Slides by Sean McLean

Overview Of The Challenge

- The goal is to examine the platform's user features and enhance recommendation systems to personalize search histories, leading to optimal concert, artist, venue, and event suggestions.

- Addressing this business challenge involves analyzing user tracking system requirements and constructing a comprehensive one-stop experience for discovering and purchasing concert tickets.
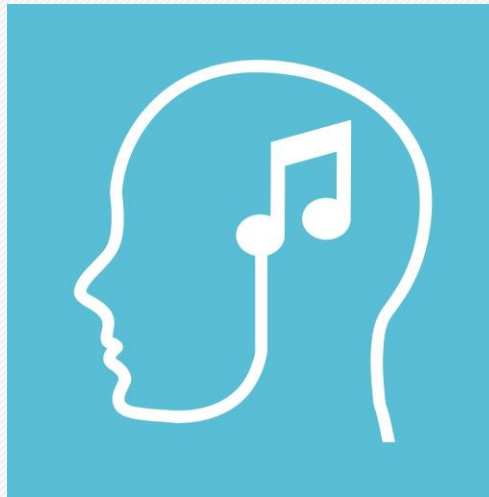
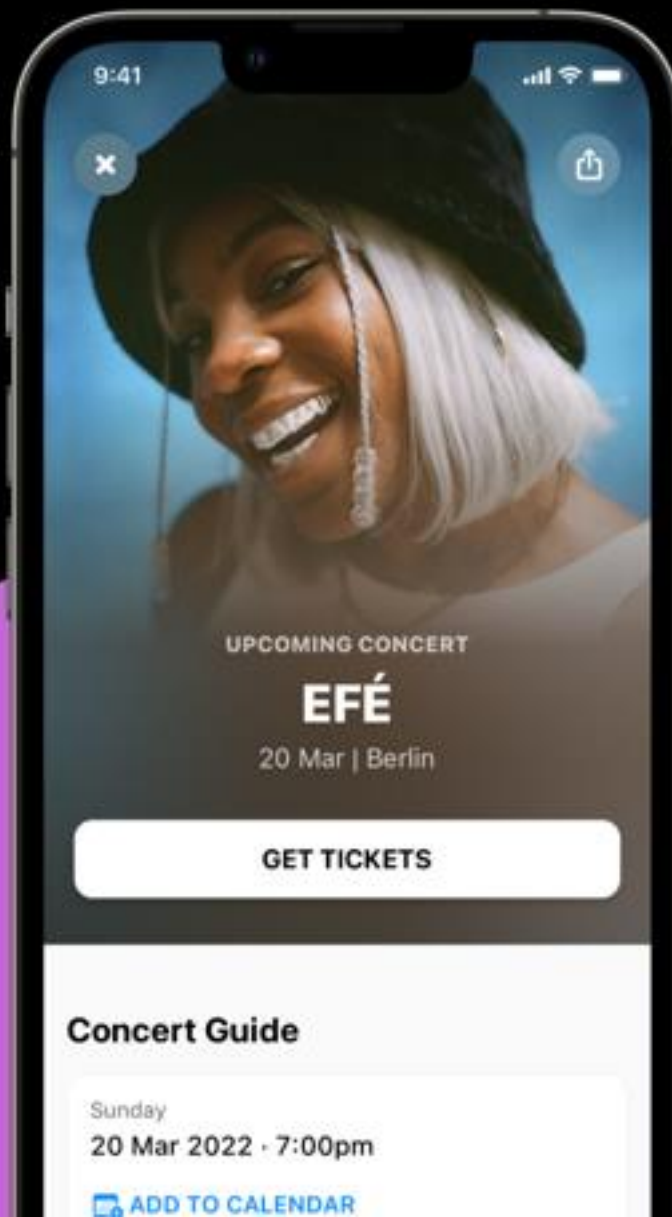# User Personna's of the Platform
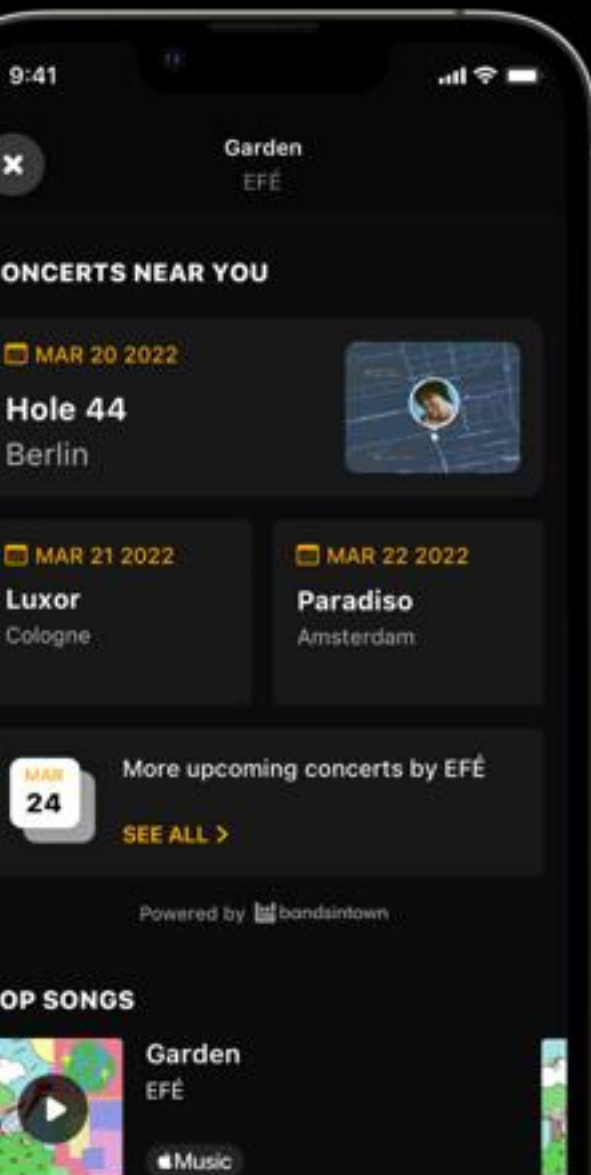
Music Streamers

Concert Goers

Artist Followers

BUSINESS RULES

- Required User Account
- User Experience
- Recommendation Systems
- Geographic Awareness
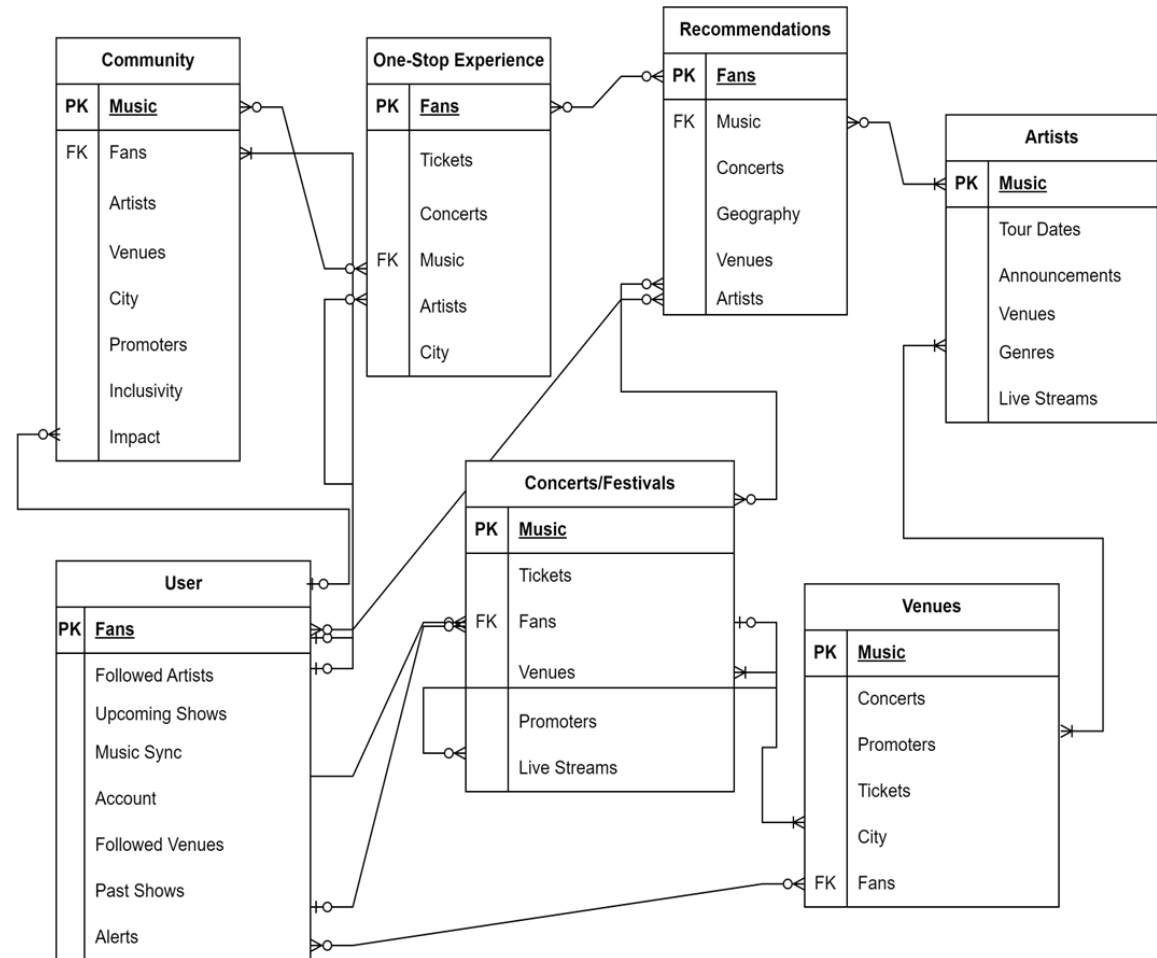- Community Values
- Inclusivity

User Is The Centerpiece

One-Stop Experience

Table of 50 Rows

ER Diagrams

```sql
-- Produce a list of all the shows that Scott McLean attended at the Xfinity Center
SELECT OneStopExperience.Fan,
OneStopExperience.City, OneStopExperience.Ticket,
Artists.Venue
FROM OneStopExperience
JOIN Artists
WHERE OneStopExperience.Music = Artists.Music
AND Fan = "Scott McLean"
AND Venue = "Xfinity Center";
```

	Fan	City	Ticket	Venue
11	Scott McLean	Boston, MA	Floor	Xfinity Center
12	Scott McLean	Boston, MA	Floor	Xfinity Center
13	Scott McLean	Boston, MA	Floor	Xfinity Center
14	Scott McLean	Boston, MA	Floor	Xfinity Center
15	Scott McLean	Boston, MA	Floor	Xfinity Center
16	Scott McLean	Boston, MA	Floor	Xfinity Center
17	Scott McLean	Boston, MA	Floor	Xfinity Center
18	Scott McLean	Boston, MA	Floor	Xfinity Center
19	Scott McLean	Boston, MA	Floor	Xfinity Center
20	Scott McLean	Boston, MA	Floor	Xfinity Center
21	Scott McLean	Boston, MA	Upper Level	Xfinity Center
22	Scott McLean	Boston, MA	Upper Level	Xfinity Center
23	Scott McLean	Boston, MA	Upper Level	Xfinity Center
24	Scott McLean	Boston, MA	Upper Level	Xfinity Center
25	Scott McLean	Boston, MA	Upper Level	Xfinity Center

MAJOR SQL EXAMPLES

- Code execution of all shows that fan Scott McLean attended at the Xfinity Center.

MAJOR SQL EXAMPLES (CONT.)

- Code execution of all upcoming shows that fan Sally Warner will be attending at the MGM Fenway and the alerts she receives.

Major SQL Examples (Cont.)

- Adjust model in response to changing music landscape.

- Ask questions that pertain to stakeholder goals.


```
21  -- Delete all alerts from the User table that say 'Popular Nearby Events: Discover trending concerts near you this week.'
22  DELETE FROM User
23  WHERE Alert = 'Popular Nearby Events: Discover trending concerts near you this week.';
24
```

	ID	Fan	FollowedArtist	UpcomingShow	MusicSync	Account	FollowedVenue	PastShow	Alert
1	1	John Smith	Rolling Stones	Beyonce	Facebook	Registered	Xfinity Center	Paul Simon	New Event Alert: [Band Name]...
2	2	Scott McLean	Black Sabbath	Bruce Springsteen	Spotify	Registered	TD Garden	Rolling Stones	Exclusive Presale: Get early ...
3	3	Sally Warner	Pearl Jam	Post Malone	Apple Music	Registered	Roadrunner	Black Sabbath	Ticket Sale Reminder: Don't ...
4	4	Raju Woodward	Red Hot Chili Peppers	Blink 182	Amazon	Registered	Lizard Lounge	Pearl Jam	Event Update: [Band Name] h...
5	6	Ben Kwan	Dropkick Murphys	Flogging Molly	Spotify	Registered	Bowery	NoFX	Reminder: Your favorite band ...
6	7	Donny Corliss	The Pixies	Primus	Apple Music	Registered	Paradise	Dropkick Murphys	Last-Minute Tickets: Limited ...
7	8	Andy Bernard	Sleater-Kinney	Paul McCartney	Amazon	Registered	MGM Fenway	The Pixies	Event Cancellation: ...
8	9	Kevin Malone	Sum 41	Paul Simon	Facebook	Registered	Wilbur Theater	Sleater-Kinney	Fan Club Exclusive: Join ...
9	10	Michael Scott	Pennywise	Rolling Stones	Spotify	Registered	Leader Bank Pavilion	Sum 41	New Tour Announcement: [Ba...
10	11	John Smith	Usher	Black Sabbath	Apple Music	Registered	Xfinity Center	Green Day	New Event Alert: [Band Name]...

ARCHITECTURE

- N-Tier Data Structure Implementation
- Cloud Service Benefits (AWS or Google Cloud)
- Scalability and Performance Considerations
- Structuring for Efficiency and Business Execution

RECOMMENDATIONS & NEXT STEPS

UNDERSTANDING THE ROLE OF DATABASES

EFFICIENT DATA RETRIEVAL WITH SQL

SCALABILITY FOR FUTURE GROWTH