

MINH NGUYEN

UDACITY SQL PROJECT

DIGITAL MUSIC STORE DATABASE

2022

Build a portfolio or you will not
get an interview.

– Abraham Lincoln

AGENDA

01

MOST POPULAR GENRE(S)

02

MARKET FOR LATIN

03

ROCK DOMINATION

04

MEDIA TYPES

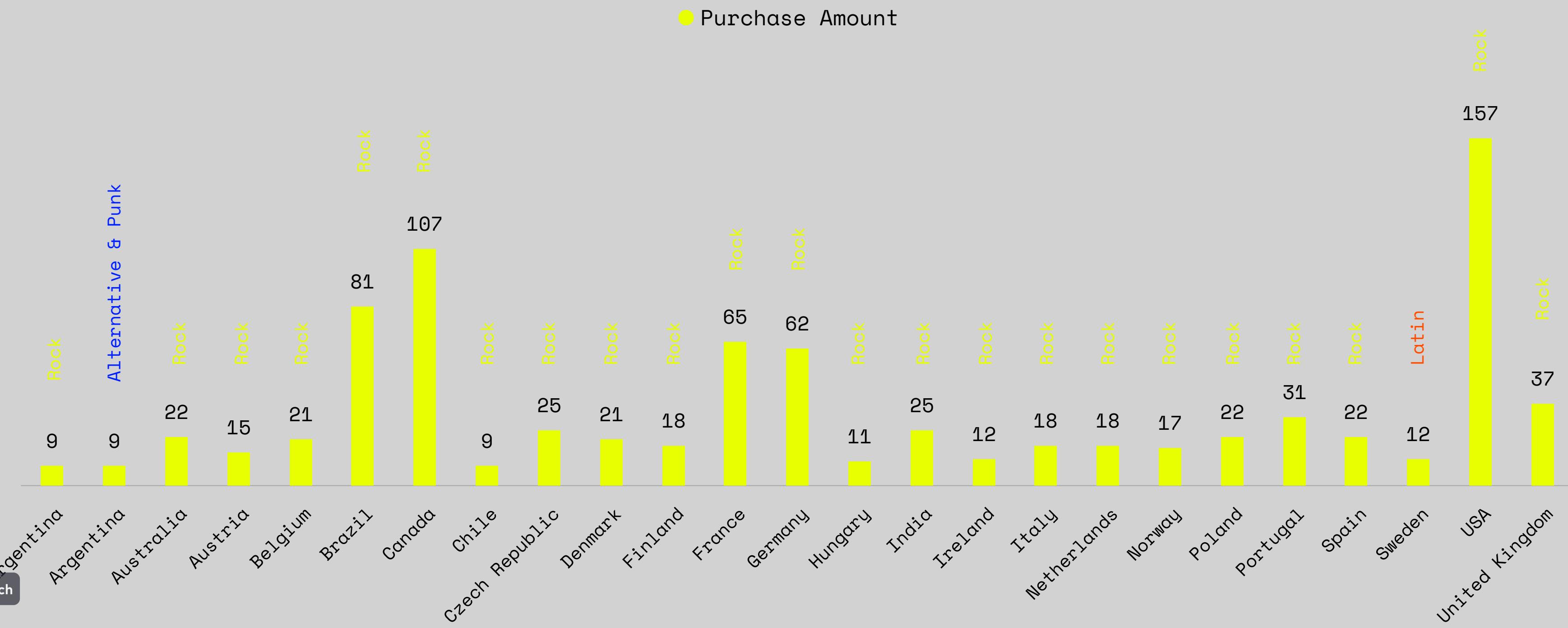
01

MOST POPULAR GENRE(S)

All countries with their most popular music Genre(s) based on amount of purchases.

MOST POPULAR GENRE(S)

In contrast to popular belief, music taste is not as diverse as people's background. Rock is dominating all other genres by a wide margin, with North American countries on topping the amount of purchases in Rock. Interestingly, the one country who likes Latin the most is Sweden and not one of the Latin countries.



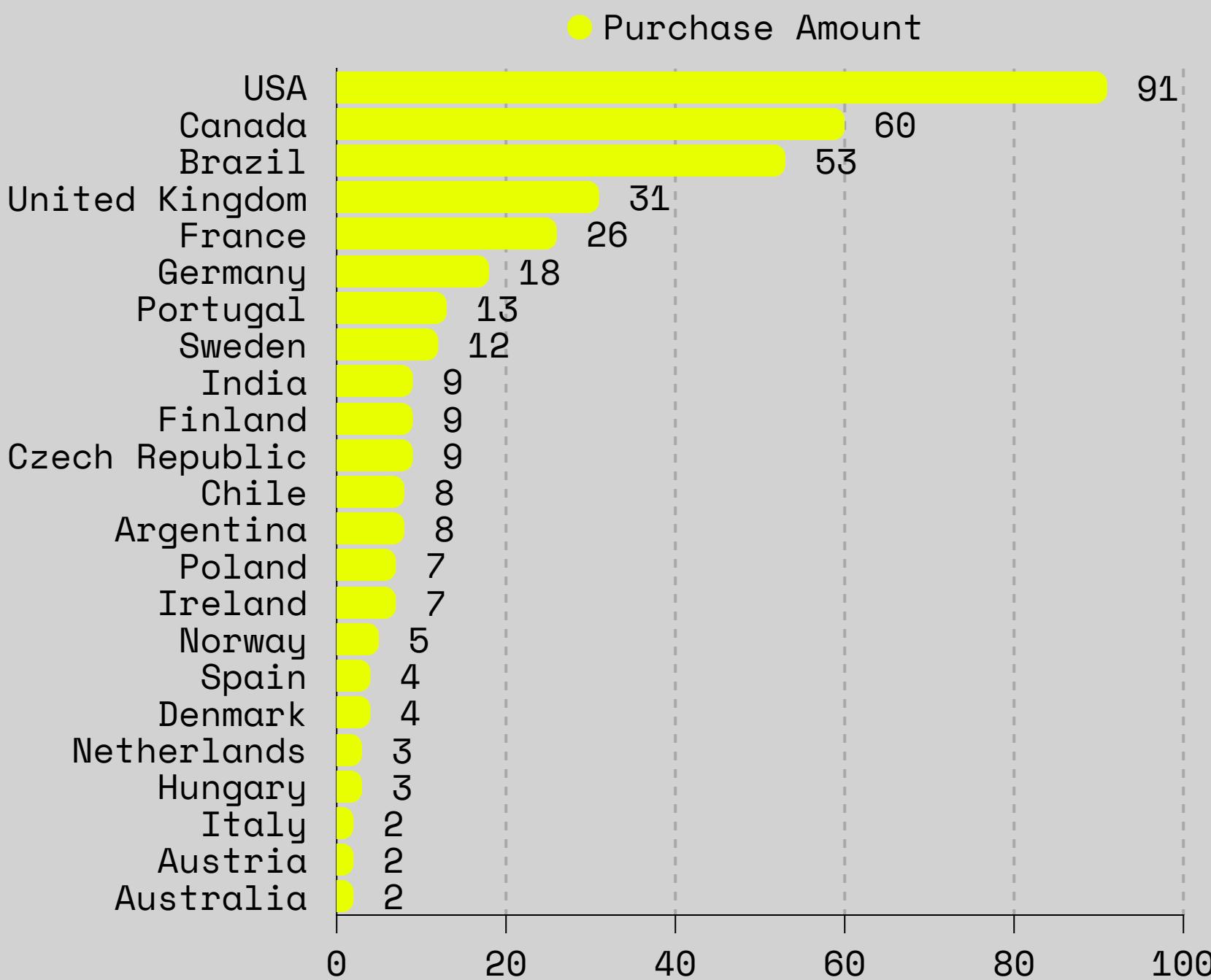
02

MARKET FOR LATIN

All the countries and their
consumption of LATIN

Market for LATIN

(Un)Surprisingly, USA and Canada consume LATIN music more than any other country. Although Brazil is in TOP 3, all other LATIN countries such as Chile and Argentina are all in the middle of the list, behind several European countries. Regional population is not the reason for this phenomenon since Brazil has much bigger population than Canada, plus Portugal and Sweden are all ahead of countries with much bigger population such as India and Argentina



03

ROCK DOMINATION

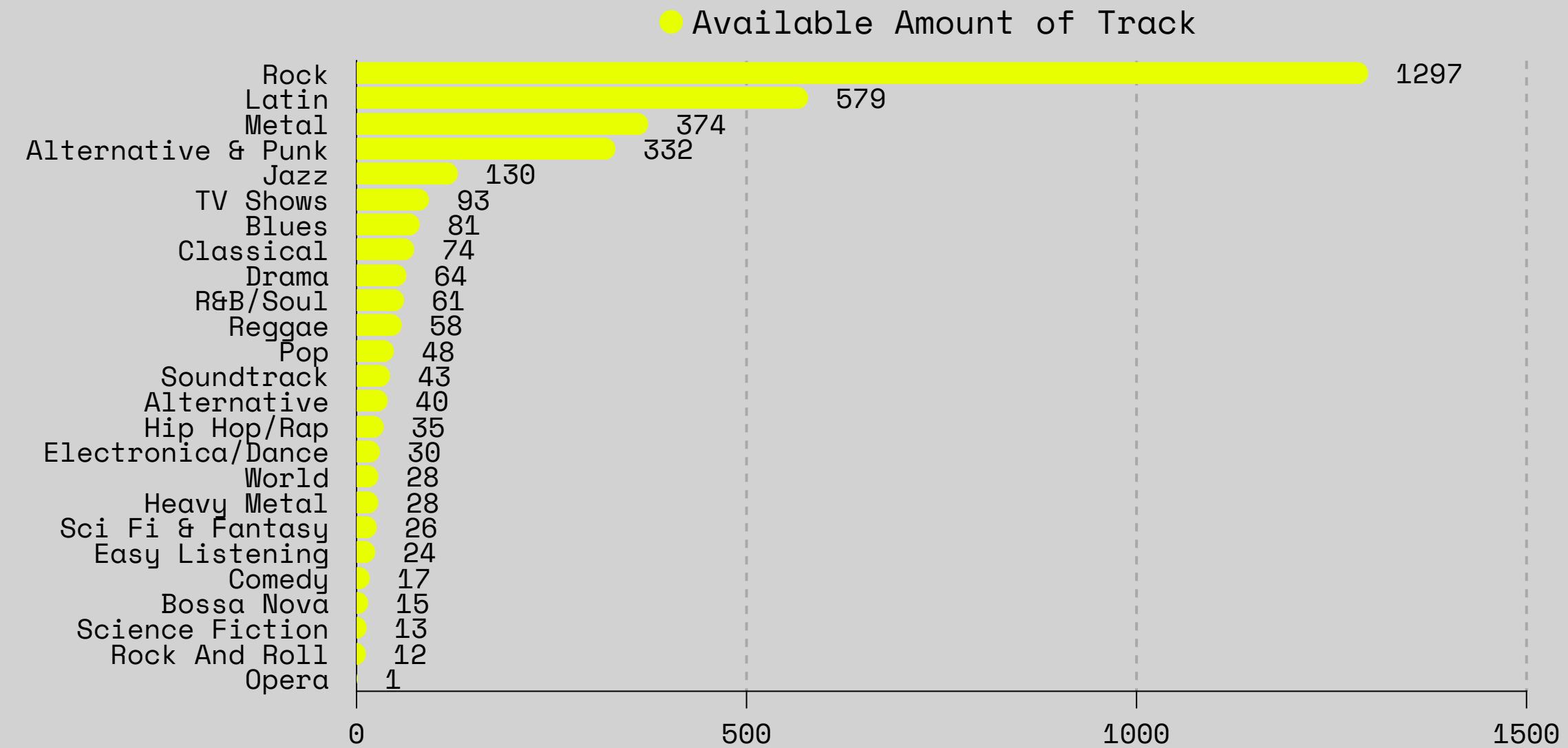
Why Rock stays on top of the game





ROCK DOMINATION

Although rock is dominating in both invoice num and revenue, one of the reason is there are so much more rock content for consumer to choose from in compare to other genres. For example, it's peculiar that Brazil is the only LATIN country that's big on LATIN music.



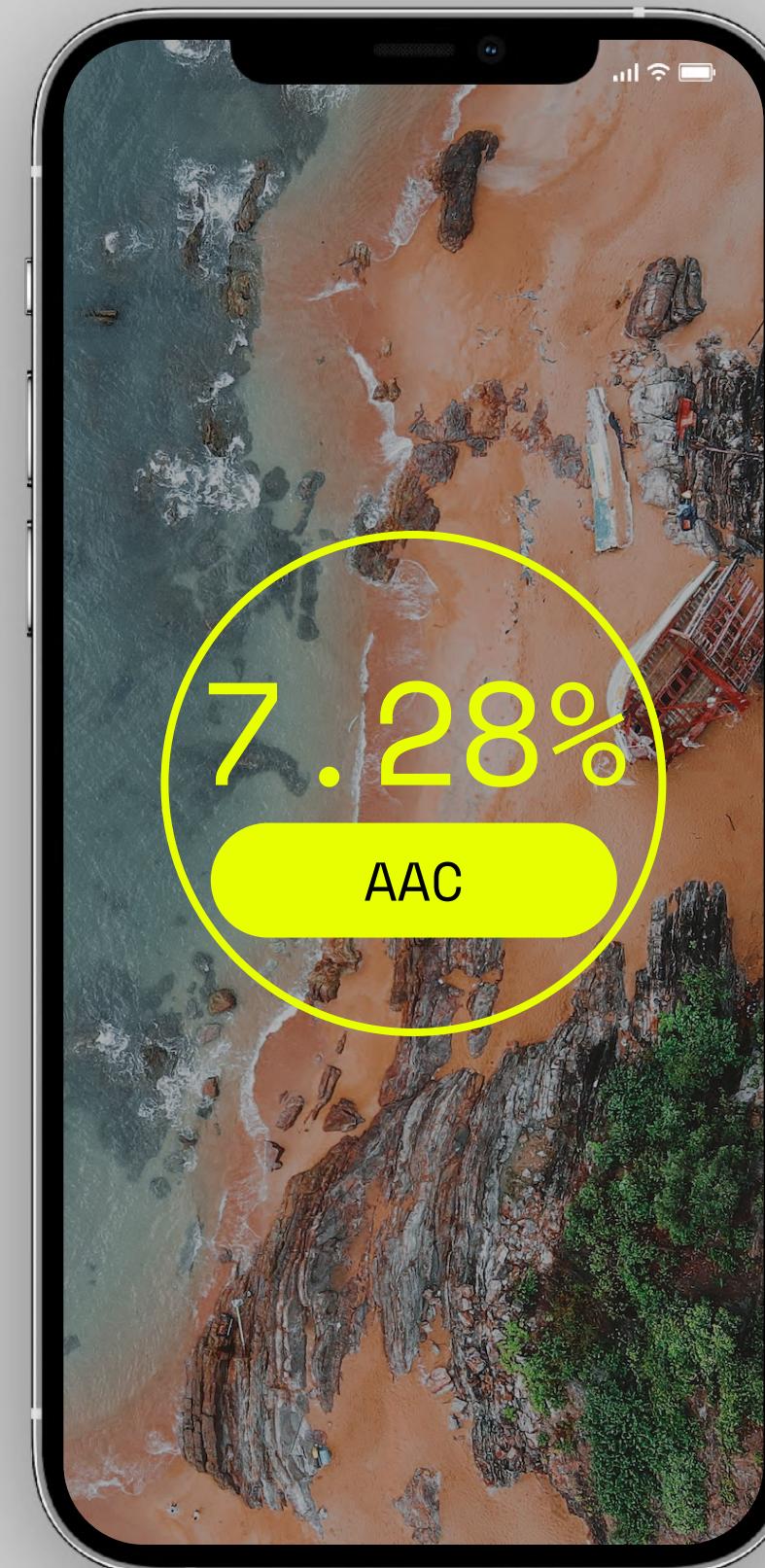
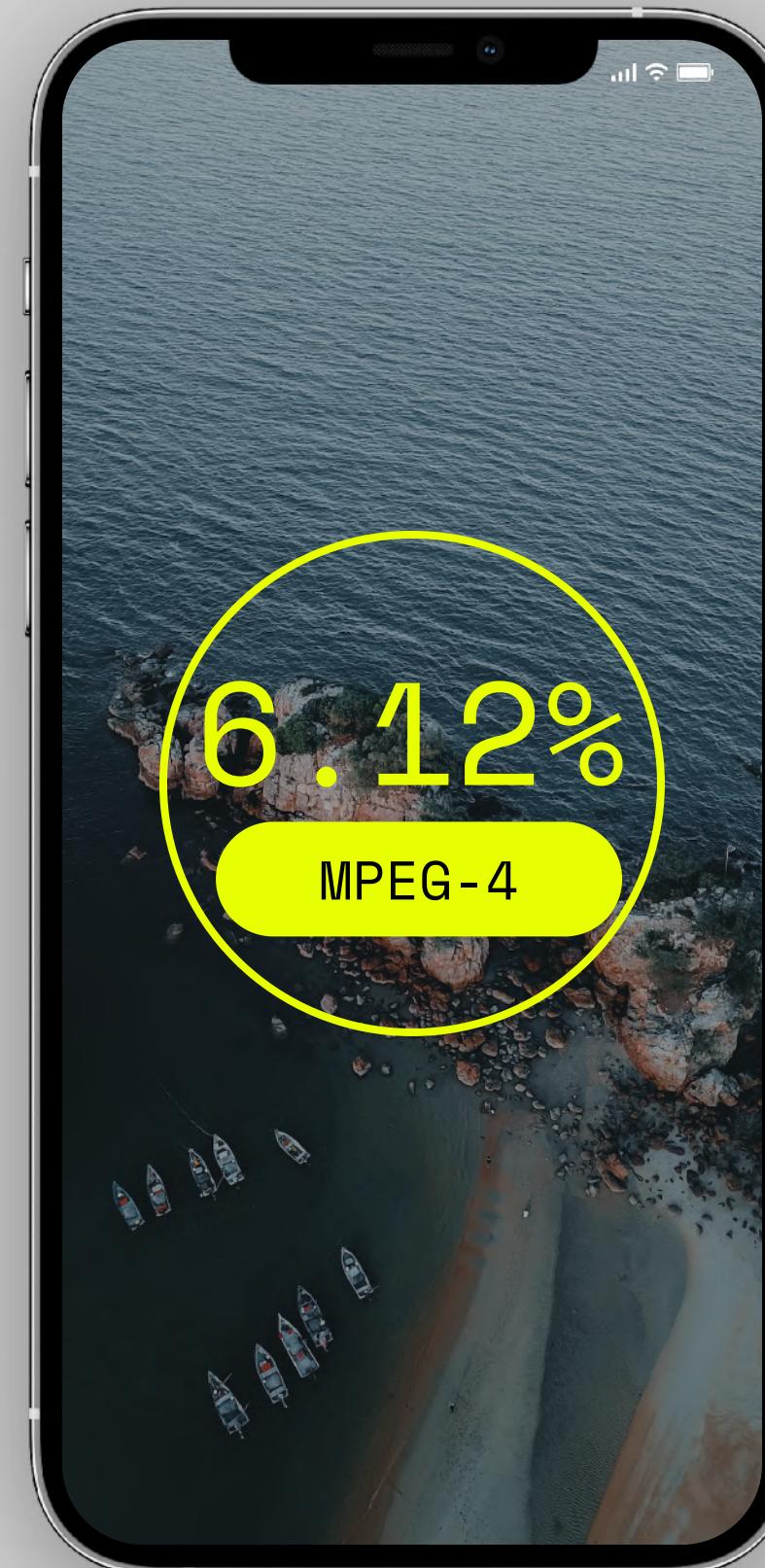
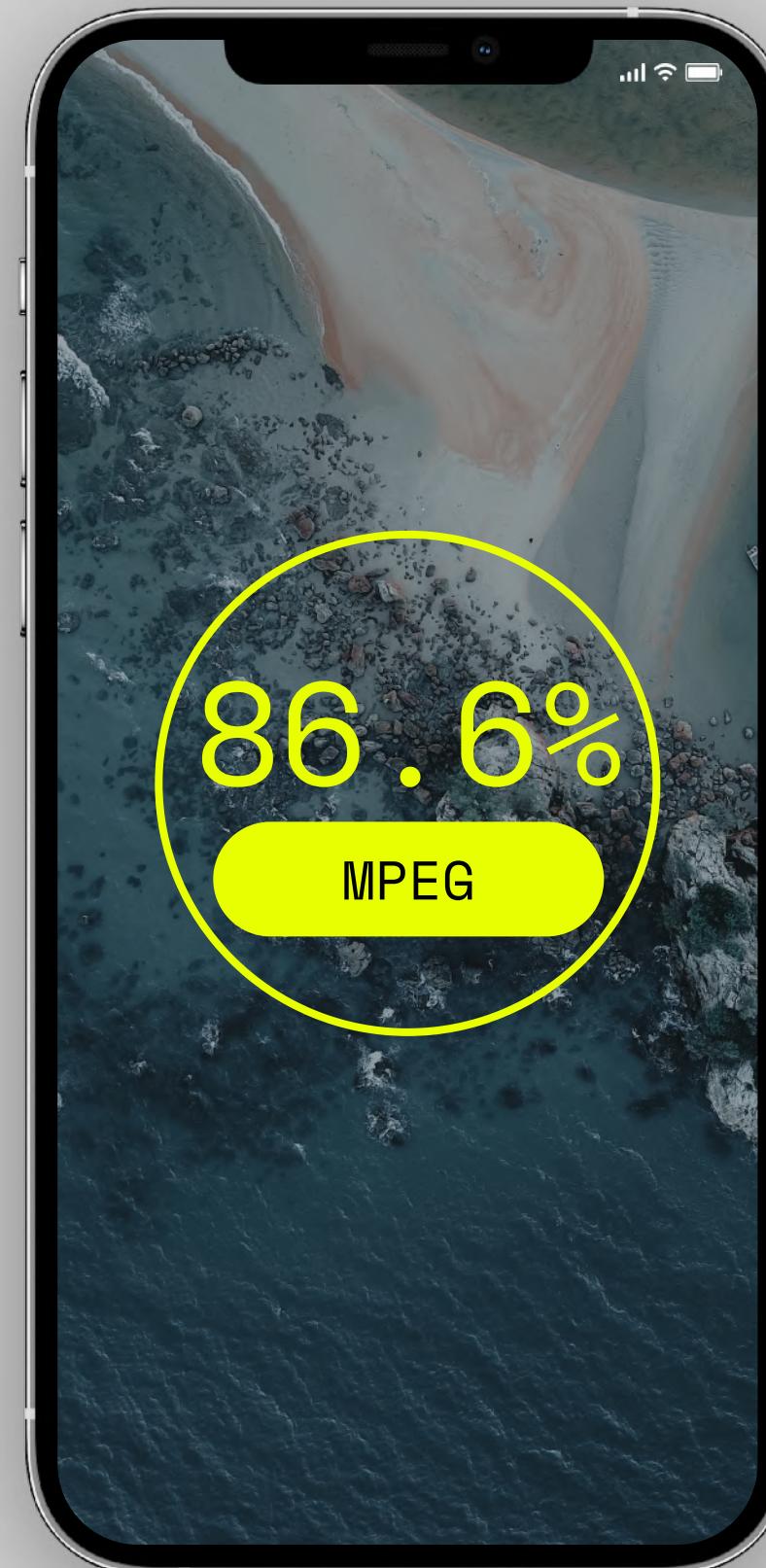
04

MEDIA TYPES

Preferred forms of Digital content

MEDIA TYPES

- At this point in time, MPEG is still the preferred format with over 90% when combined both audio and video files
- Look out for AAC since it's the native format for Apple devices, which will be owned by a huge amount of future customer, so expect a shift in the market toward AAC



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THANK YOU

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