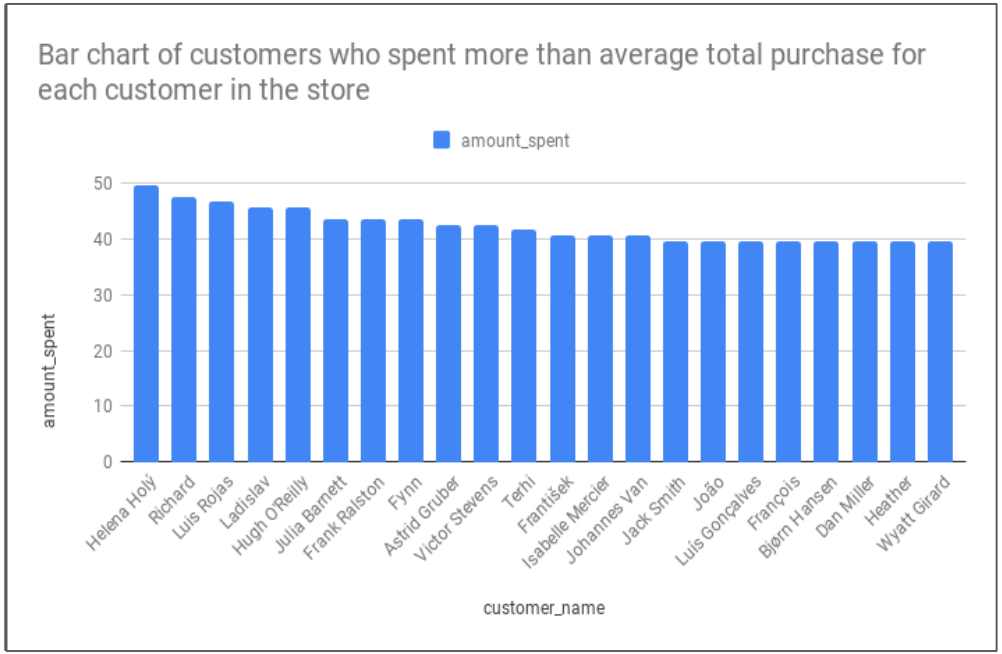
Analysis chinook database for the music store

The Music store would like to throw a promotional Music Festival. So, it needs some information like

- what artist to invite playing at the concert,
- what music genre the audience like and
- who are the best customer should send them a special invitation…

Best Customer Who Has Spent the Most Money

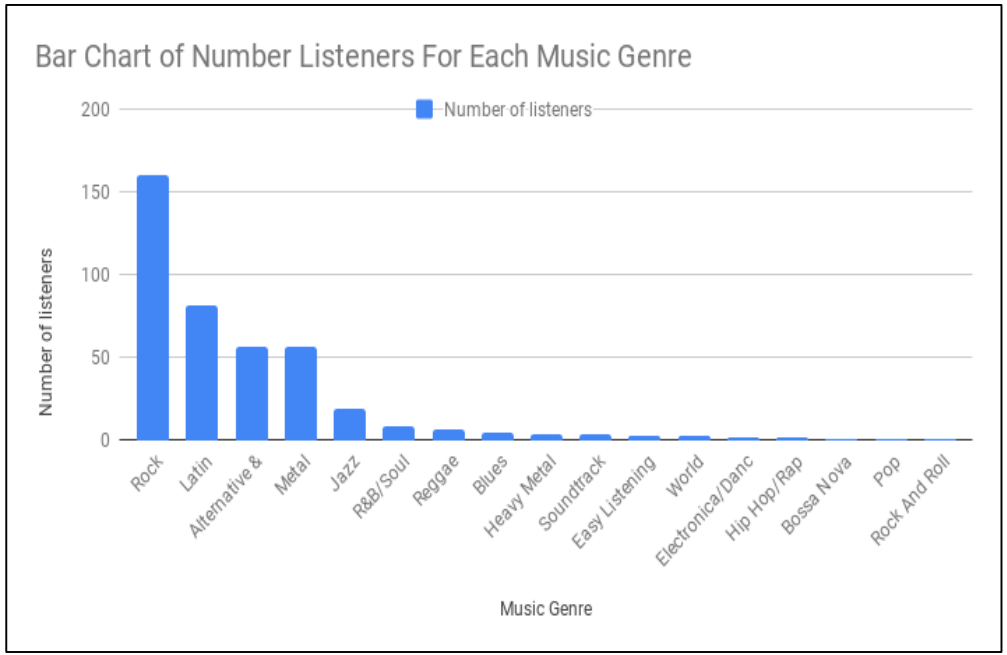


The best customers who spend the more than average total purchase for each customer in the store.

The best customers of the store their purchase between 40 to 50 $.

So, it would be nice send them a special invitation to attend the concert.

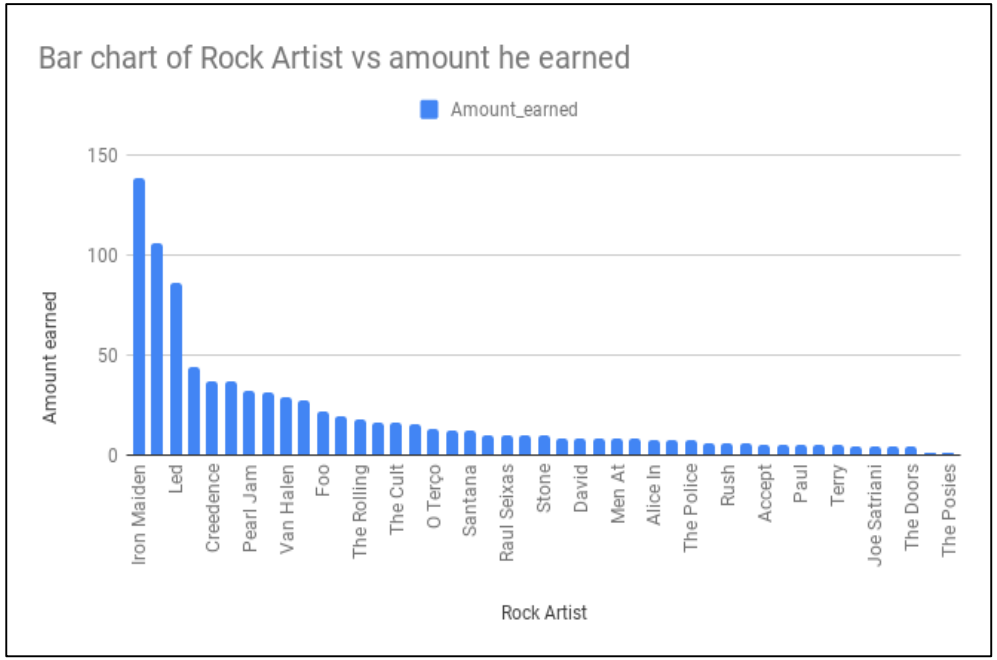
Music Genres Have the most listeners



The favorite music genre for customers is Rock.

So, it is the best to play in the promotional Music Festival.

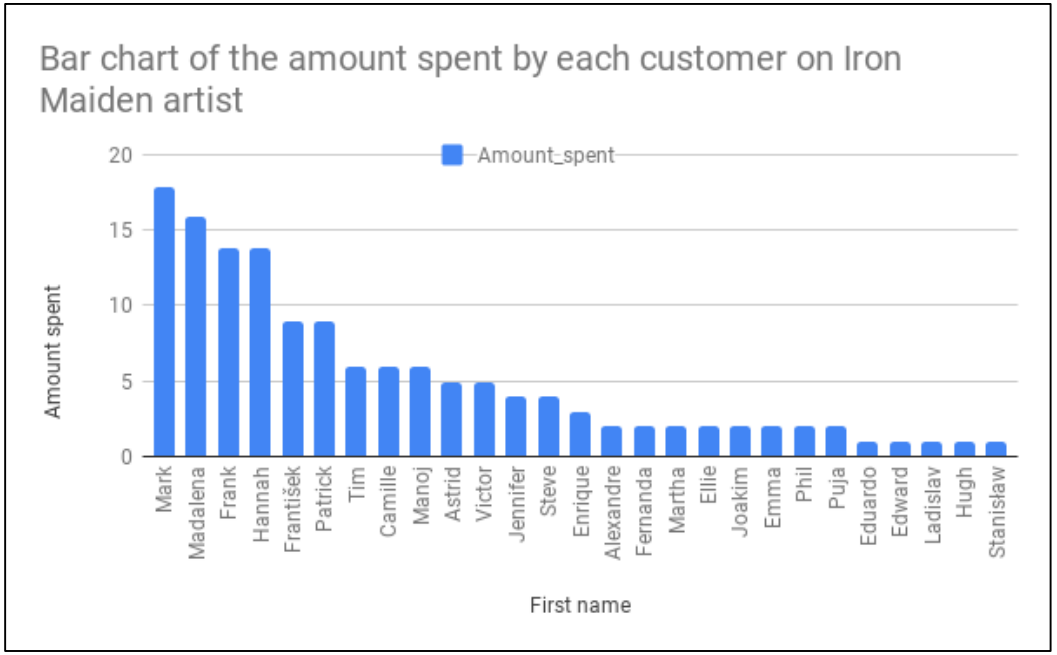
The Rock Artist has earned the most



The most beloved Rock artist to the customers is Iron Maiden. So, he is the best Rock artist to invite playing the concert and make it successful.

It may be the most expensive Rock artist is Iron Maiden.

Total spent per customer for artist has earned the most "Iron Maiden"



We find out which fan spend most on this artist and how much.

The top fans is Mark Taylor which spent the most $17.82 on Iron Maiden's songs.

It would be nice to send a special invitation to the Iron Maiden's fans.

Conclusion

After analysis the store’s data, I recommend throwing the promotional Music Festival in the city we made the most money which is **Prague** in Czech Republics. also,

- send a special invitation to the **best customers** whose spent the most money.
- We notice that our customers love **rock music**. So, we can decide which artist to invite playing at the concert.
- Let's invite the rock artist "**Iron Maiden**" who our customer spent the most on this artist.
- It would be nice to send a special invitation to the **Iron Maiden's fans**.