**Insights gained from every StakeHolder Question**

**2.Which countries have the most customers?**

**What:** Usa,Canada,Brazil,France,Germany are top 5 countries with most customers.

**So What**: These Five countries represents large portion in customer base.These countries where we get most of sales

**Now What:** Understanding the countrys with least customers

**3.Who is the top customer by total spending?**

**What:** HelenaHoly is the top customer by total spending(49.62$).

**So What**: Understanding her purchase behaviour could drive to insights to increase spending.

**Now What:** Identifying her transaction history to identify pattern that what others are missing.

**5.** **Find the top 5 selling tracks by revenue**

**What:** Eruption,Sweetest Thing,Untitled,Release ,Strinf Quartet are the top selling tracks by revenue.

**So What**: We can understand most customers listen to these top 5 tracks.

**Now What:** Recommending these top 5 tracks to new users,So that new users feel satisfied.

**6.** **What is the total sales per country?**

**What:** It gives total revenue per country in USD

**So What:** American Countries have most revenue among all

**Now What:** This information helps understand where most purchases are happening and can guide future data exploration.

**7. Show the employee (sales support agent) who made the highest sales**

**What:** It gives employee sorted by their total sales

**So What**: We can know which employee is performing best based on sales

**Now What:** This can be helpful for assigning for future clients to the employee

**8.What are the top 3 genres by total sales revenue?**

**What:** This gives top genres by total sales they have made.

**So What:** Understand most liked genre by customers

**Now What:** Can increase sales by increasing production

**9.Find the average invoice total for each country**

**What:** It gives average of customers purchase in a country.

**So What:** We can know which countries are most interested in music.

**Now What:** This helps to know what customers in least average countries

Prefer to.

**11.Find the most popular media type based on the number of tracks.**

**What:** Gives MPEG audio file is the most media type based on number of tracks

**So What**: This shows most tracks are in MPEG audio format

**Now What:** Ensuring Future tracks in this Format

**12.Which artist has the most albums in the database?**

**What:** Gives Artist with most albums among all

**So What:** It says Iron Maiden is the artist with more albums.  
**Now What:** Exploring in which genre of Iron Maiden albums are most listened,

Can help him for future releasing albums

**13.Calculate the average track length (milliseconds) for each genre?**

**What:** Gives average track length for each genre in milliseconds

**So What:** Based on this we can which genre have highest track length

**Now What:** We can group the playlist of different tack lengths ,so it makes

users easier to find based on their mood

**14.Show monthly total sales for each year**

**What:** Determines every month sales for each year.

**So What:** Can identify which month are maintaining consistent sales over a year.

**Now What**: Knowing why sales are less in that season,and reducing the production of music.

**15. Rank customers by spending within their country.**

**What:** This query ranks top customer by spending in their country.

**So What:** Understanding their behaviour can help the analysis.

**Now What:** Giving top customers some extra offers, extra services.

**16. Top 5 Artists by Total Track Sales Revenue**

**What:** Provides top 5 artists based on total track sales revenue.

**So What**: Getting top artists can help know who are more famous and being selled most.

**Now What**: Recommending these top artists to new users can boost experience of user.

**17.Monthly Sales Trend**

**What:** Gives mothly sales overall years.

**So What:** Describes which months have high sales and low sales,can identify patterns of sales in seasons

**Now What:** Based on the seasonal patterns, we can know what customers are listening on specific season.

**18.Top Genre per Country (by sales)**

**What:** Represents top genre in each country.

**So what:** Determines which genre is most listened in that country.

**Now What**: Recommending the top genre to new users

in that specific country

**19. Number of Unique Albums per Artist**

**What:** Give number of albums of a artist

**So What**: Can be used to categorize based on albums count

**Now what**: Classifying into categories and recommending

**20. Customer Lifetime Value**

**What:** Generates total revenue and average revenue done from a customer.

**So What:** This helps us understand customer purchase patterns.

**Now What**: Predicting future customer purchase patterns.

**22.Top 3 Most Popular Tracks in Each Genre**

**What:** It gives 3 popular tracks from each genre

**So What:** We can know what are the most listened track in each genre

**Now What:** Suggesting these tracks to users,Displaying these top tracks in each genre

**23.Employees and Total Revenue Generated by their customers**

**What:** Displays Employee Name and total revenue generated by their customers.

**So What:** We can understand how employee is performing**.**

**Now What:** Assigning the top employee to handle future clients.

**24.Genres That Never been Purchased**

**What:** This query gives genres that are never purchased.

**So What**: By knowing this we can understand in what genres ,customers are not

Interested in.

**Now What**: Stopping the production of that genre to avoid loss.

**25.Average Track Duration by Genre (only genres with more than 10 tracks)**

**What:** Gives average track duration of genre having more 10 tracks.

So What: It helps to understand specific trends based on genre.

Now What: Optimizing length of tracks to improve user experience