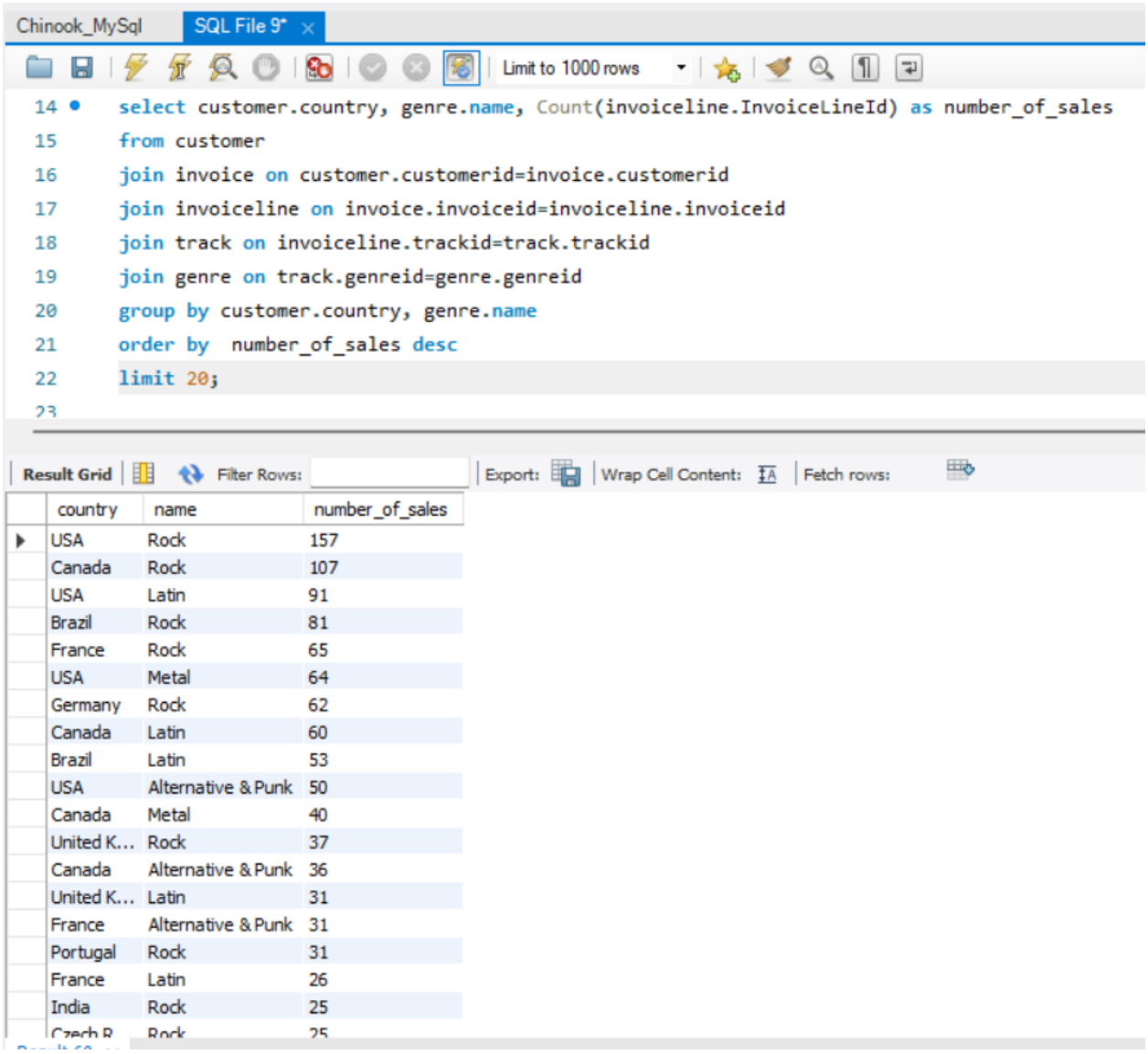
This portfolio showcases my SQL skills using the “Chinook Music Store dataset”, where I performed queries to analyze customer behavior, track performance, and sales trends.

Tool Used: MySQL.

1. The goal of this query is to analyze the most popular genre among customers depending on a country.

   We can observe than the most popular genres in USA are Rock and Latin. Also, Rock is the most popular music genre in Canada according to the number of sales.



Chinook_MySql | SQL File 9*

Limit to 1000 rows

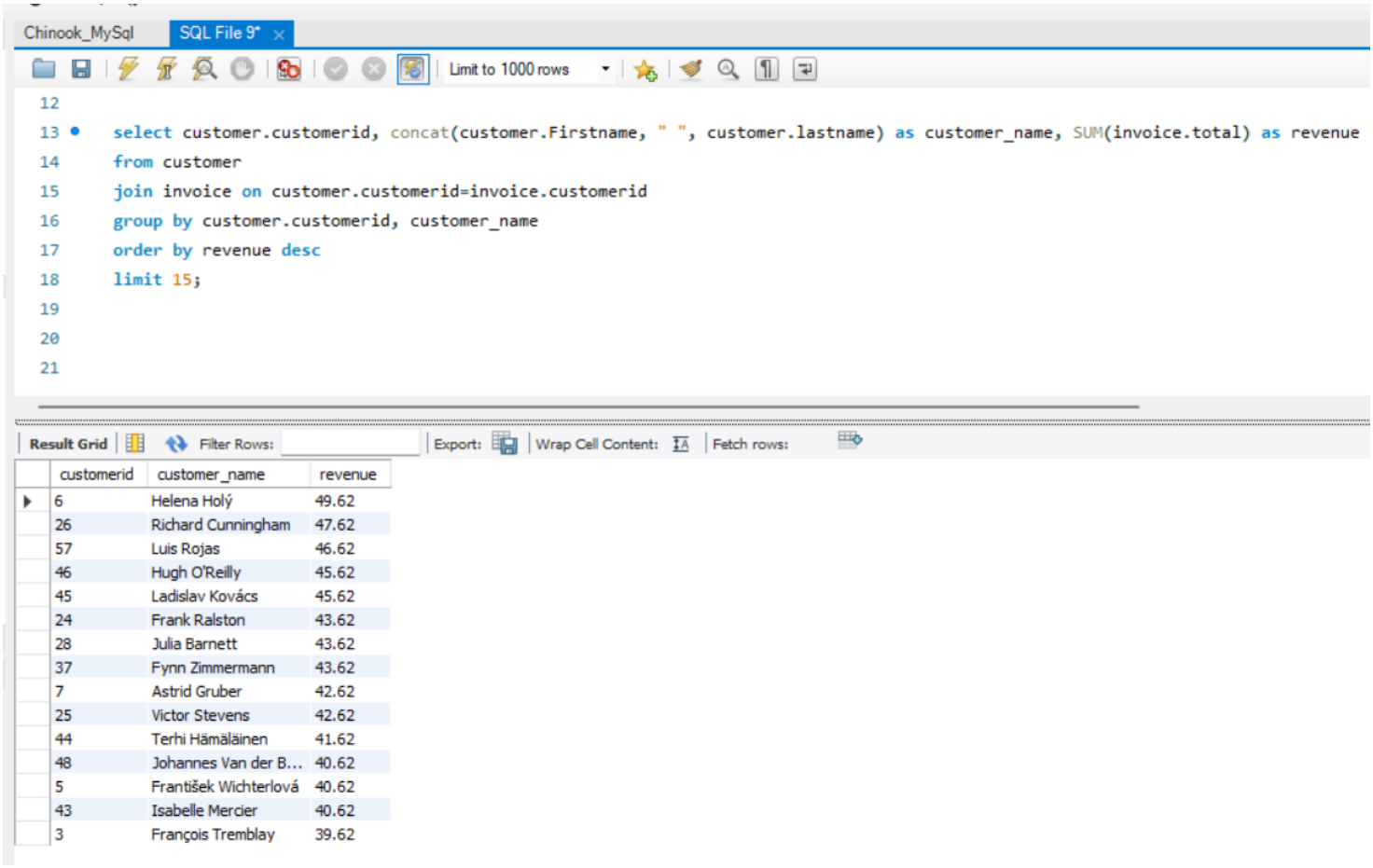
```
14  select customer.country, genre.name, Count(invoiceline.InvoiceLineId) as number_of_sales
15  from customer
16  join invoice on customer.customerid=invoice.customerid
17  join invoiceline on invoice.invoiceid=invoiceline.invoiceid
18  join track on invoiceline.trackid=track.trackid
19  join genre on track.genreid=genre.genreid
20  group by customer.country, genre.name
21  order by  number_of_sales desc
22  limit 20;
23
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

country	name	number_of_sales
USA	Rock	157
Canada	Rock	107
USA	Latin	91
Brazil	Rock	81
France	Rock	65
USA	Metal	64
Germany	Rock	62
Canada	Latin	60
Brazil	Latin	53
USA	Alternative & Punk	50
Canada	Metal	40
United K...	Rock	37
Canada	Alternative & Punk	36
United K...	Latin	31
France	Alternative & Punk	31
Portugal	Rock	31
France	Latin	26
India	Rock	25
Czech R	Rock	25

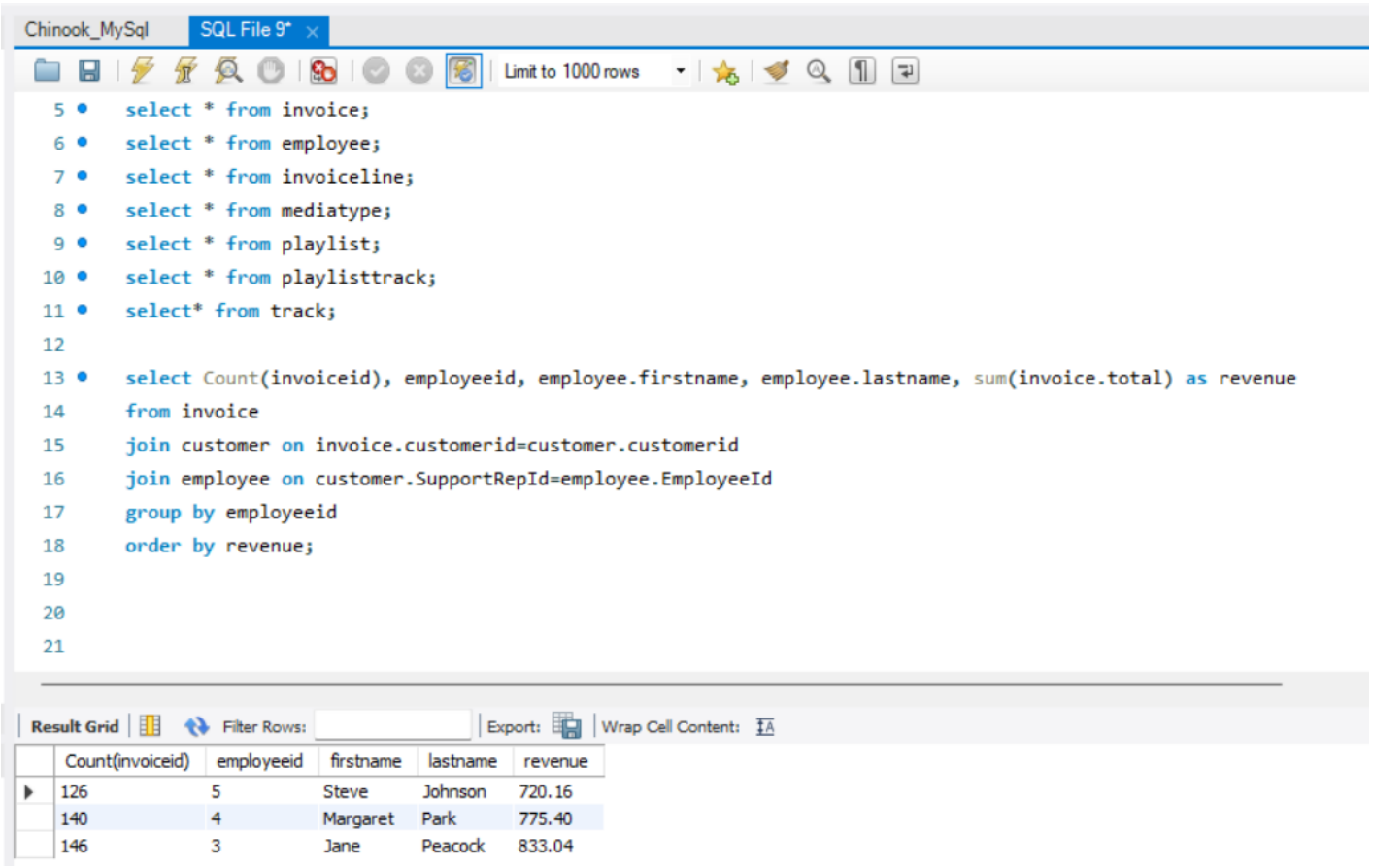
2. The goal of this query is to analyze customer purchase behavior and identify the customers who have generated the highest revenue.

This query shows the total revenue generated by each customer and orders them from highest to lowest revenue. As a conclusion, customer whose id is 6 made the most revenue.



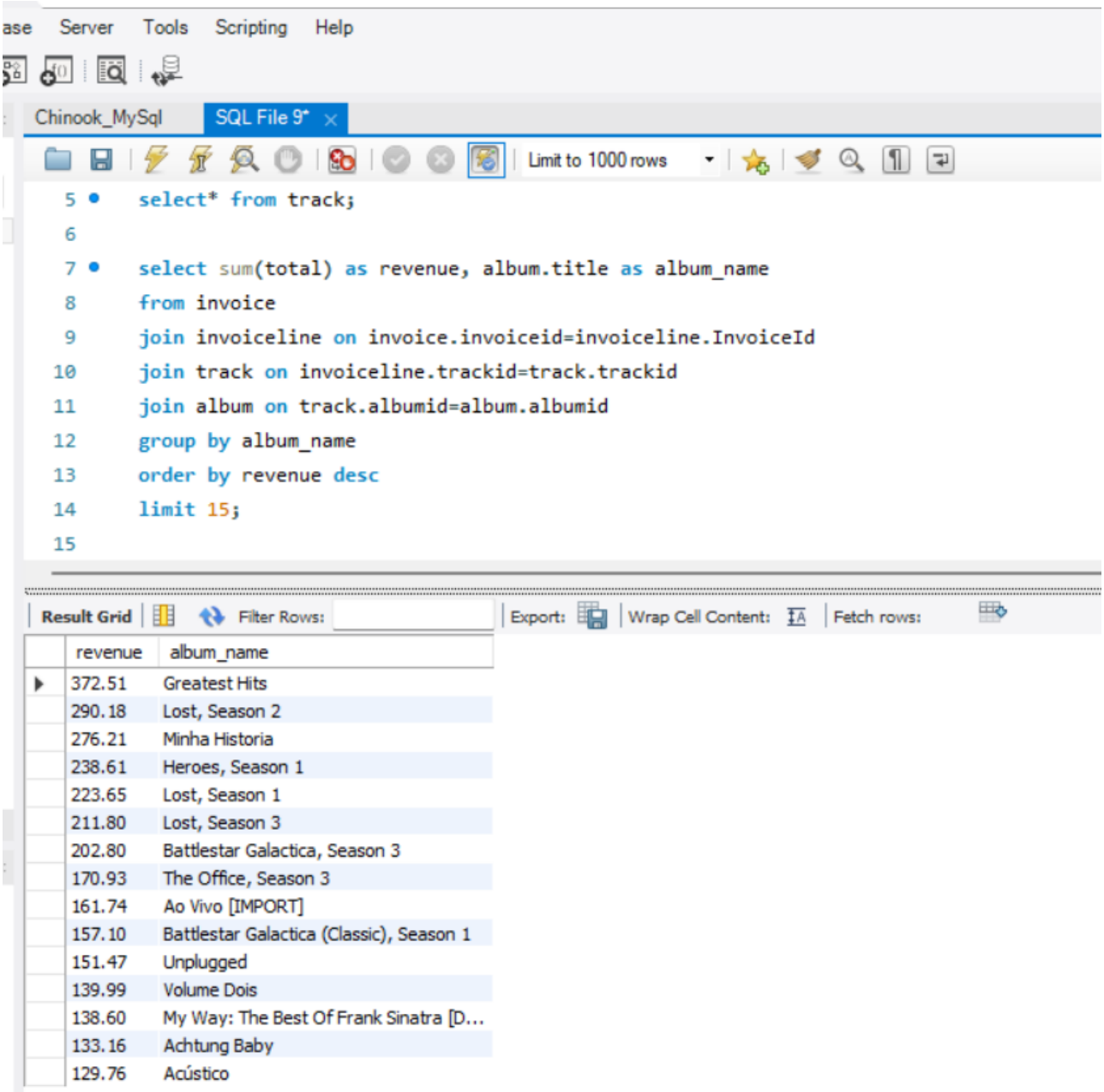
3. For the next query, the goal is to determine which sales support employee has generated the most revenue.

This query calculates the total revenue attributed to each employee who has supported customers. Jane Peacock is the top-performing employee, generating over $800 in revenue.



4. Goal: Identify which albums generate the most revenue in the Chinook Music Store.

This query calculates the total revenue generated by each album by summing the price of all tracks sold from that album. This allows us to rank albums based on total sales, helping the store understand which albums contribute the most to overall revenue. In result, “Greatest Hits” album has the highest total revenue.



revenue	album_name
372.51	Greatest Hits
290.18	Lost, Season 2
276.21	Minha Historia
238.61	Heroes, Season 1
223.65	Lost, Season 1
211.80	Lost, Season 3
202.80	Battlestar Galactica, Season 3
170.93	The Office, Season 3
161.74	Ao Vivo [IMPORT]
157.10	Battlestar Galactica (Classic), Season 1
151.47	Unplugged
139.99	Volume Dois
138.60	My Way: The Best Of Frank Sinatra [D...
133.16	Achtung Baby
129.76	Acústico

5. The last query helps to identify the most popular tracks in the Chinook Music Store by analyzing total sales volume.

This query calculates the total sales volume for each track based on the quantity sold. This allows us to rank the tracks by their popularity and sales volume, helping the store identify its best-performing music tracks.