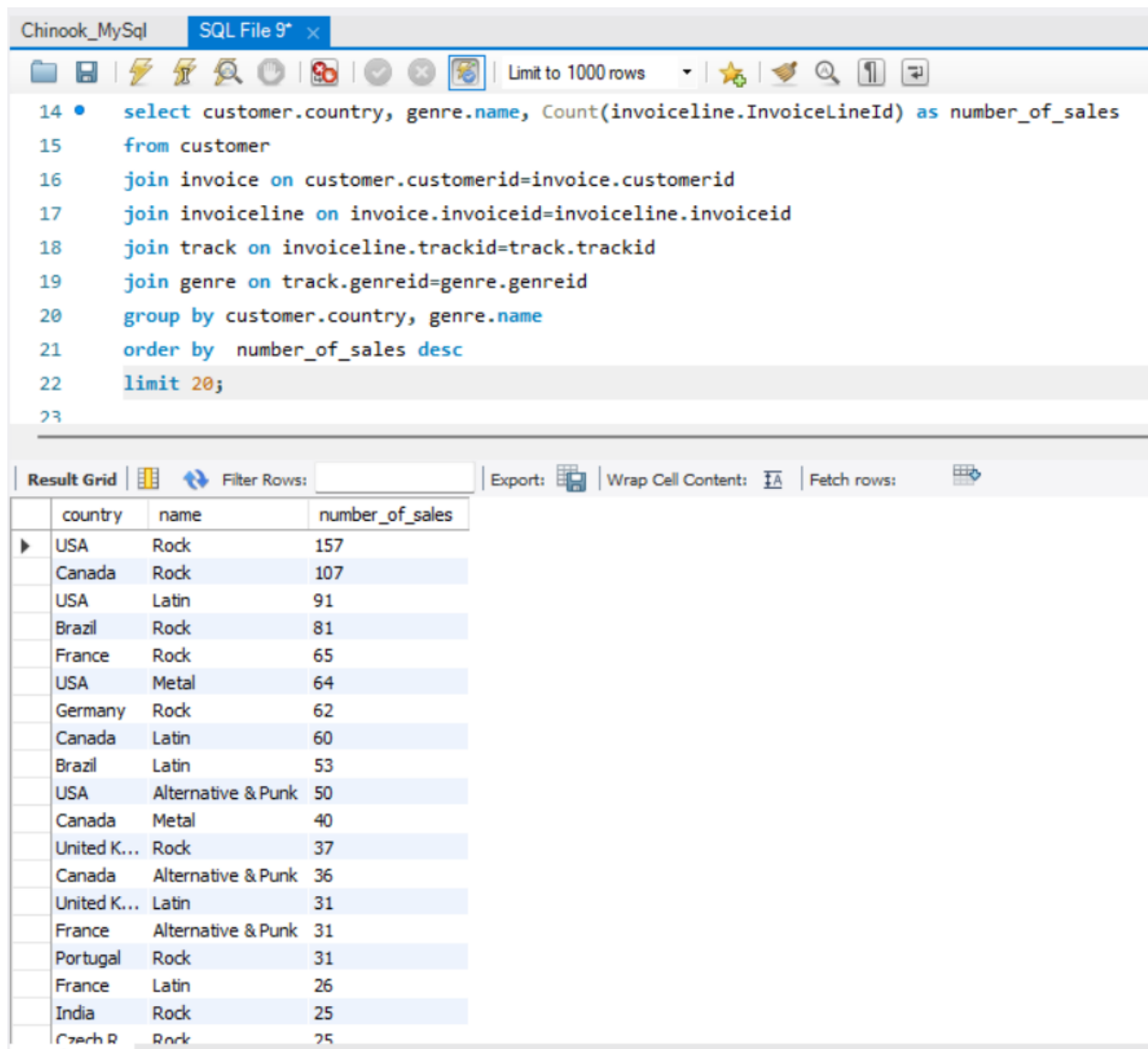


This portfolio showcases my SQL skills using the “Chinook Music Store dataset”, where I performed queries to analyze customer behavior, track performance, and sales trends.

**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 that 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.



The screenshot shows a MySQL IDE window titled "Chinook\_MySql" with a tab for "SQL File 9\* x". The SQL query is as follows:

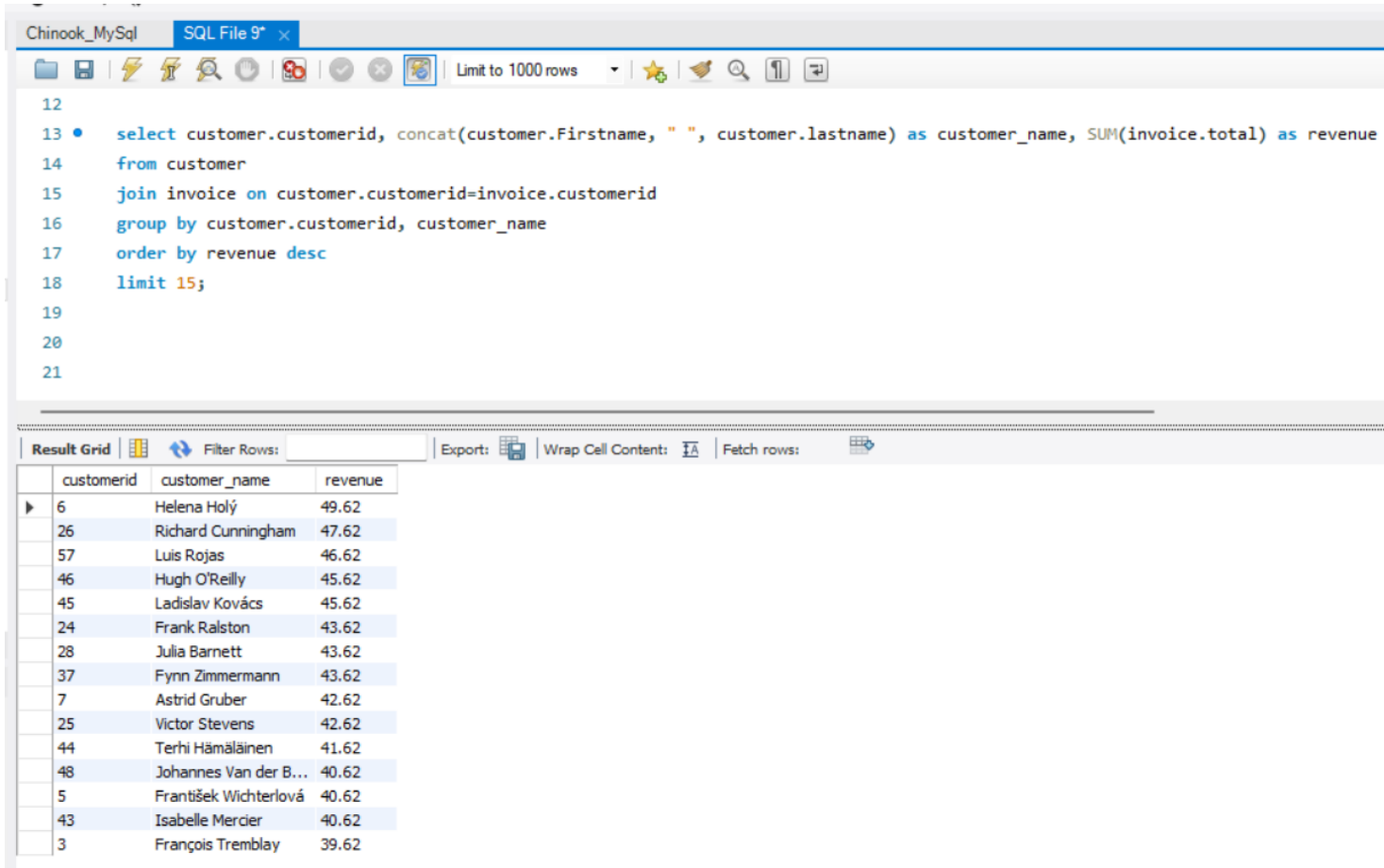
```
14 • select customer.country, genre.name, Count(invoiceline.InvoiceLineId) as number_of_sales
15 from customer
16 join invoice on customer.customerid=invoice.customerid
17 join invoiceline on invoice.invoiceid=invoiceline.invoiceid
18 join track on invoiceline.trackid=track.trackid
19 join genre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

Below the query editor, the "Result Grid" shows the results of the query. The columns are "country", "name", and "number\_of\_sales". The results are as follows:

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.



The screenshot shows a SQL IDE window titled 'Chinook\_MySql' with a tab for 'SQL File 9\*'. The query editor contains the following SQL code:

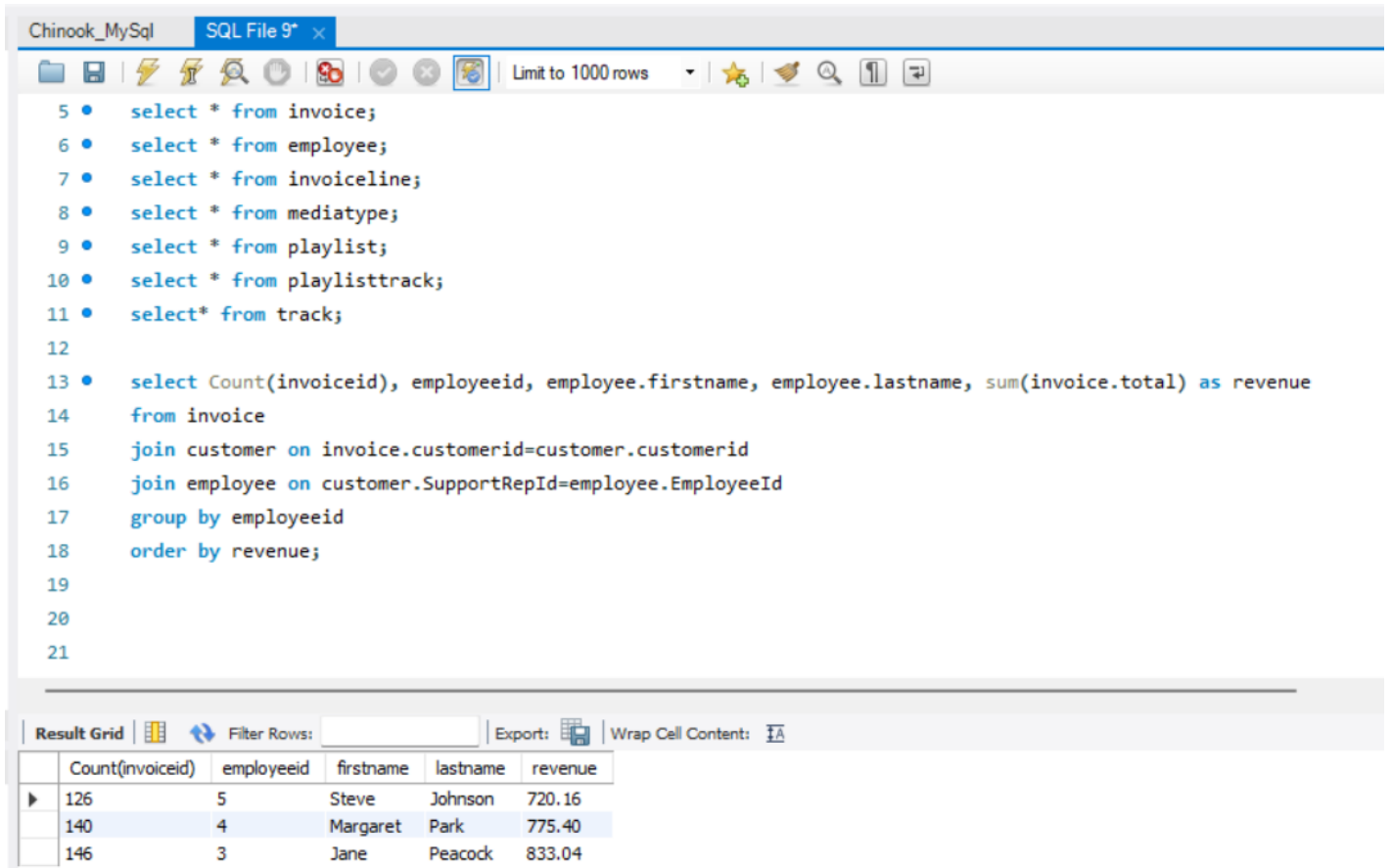
```
12
13 • select customer.customerid, concat(customer.Firstname, " ", customer.lastname) as customer_name, SUM(invoice.total) as revenue
14 from customer
15 join invoice on customer.customerid=invoice.customerid
16 group by customer.customerid, customer_name
17 order by revenue desc
18 limit 15;
19
20
21
```

Below the query editor is the 'Result Grid' showing the results of the query. The grid has columns for 'customerid', 'customer\_name', and 'revenue'. The results are ordered by revenue in descending order, with customer 6 having the highest revenue of 49.62.

customerid	customer_name	revenue
6	Helena Holý	49.62
26	Richard Cunningham	47.62
57	Luis Rojas	46.62
46	Hugh O'Reilly	45.62
45	Ladislav Kovács	45.62
24	Frank Ralston	43.62
28	Julia Barnett	43.62
37	Fynn Zimmermann	43.62
7	Astrid Gruber	42.62
25	Victor Stevens	42.62
44	Terhi Hämäläinen	41.62
48	Johannes Van der B...	40.62
5	František Wichterlová	40.62
43	Isabelle Mercier	40.62
3	François Tremblay	39.62

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.



The screenshot shows a SQL IDE window titled "Chinook\_MySql" with a tab for "SQL File 9". The query editor contains the following SQL code:

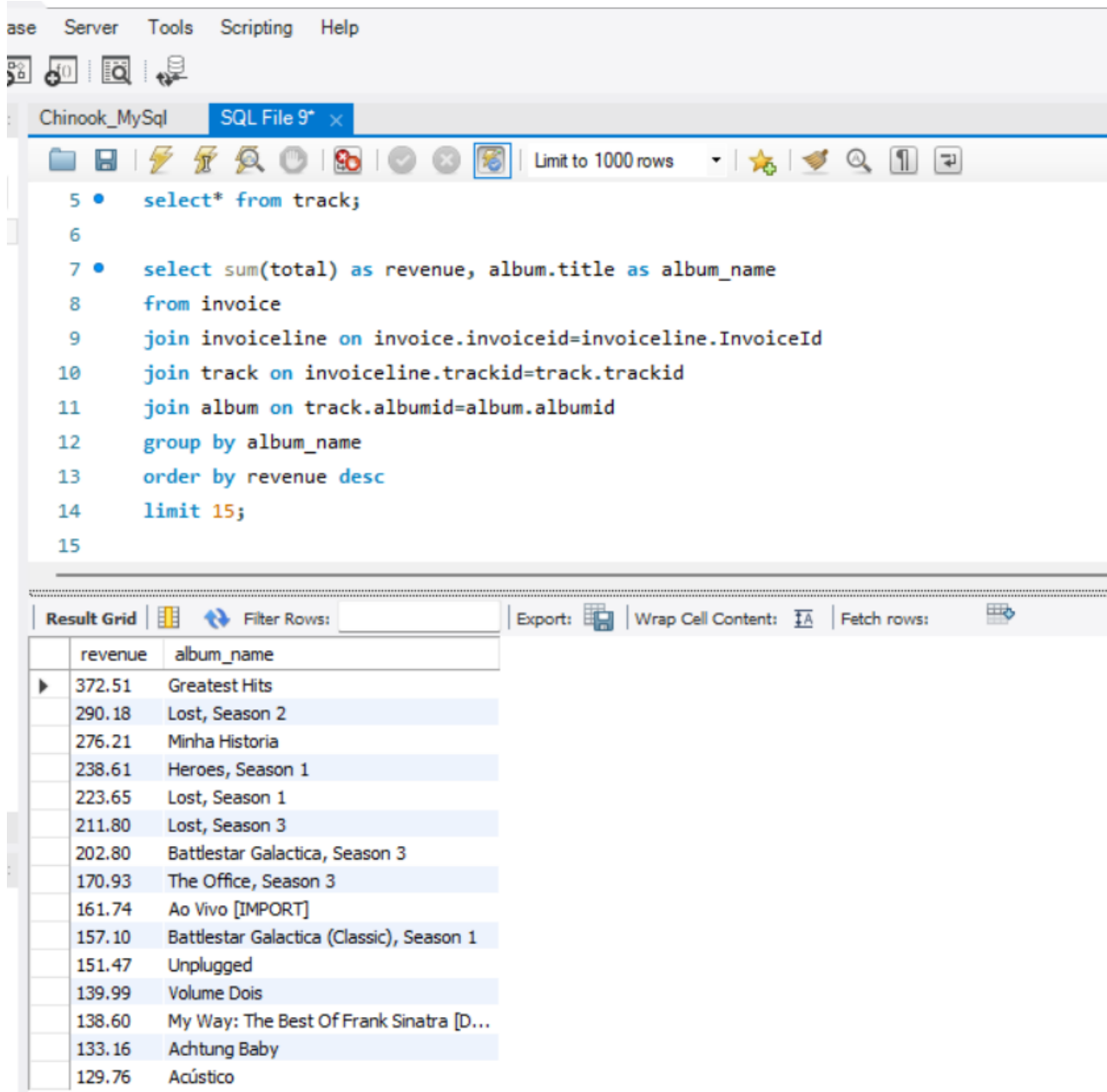
```
5 • select * from invoice;
6 • select * from employee;
7 • select * from invoiceline;
8 • select * from mediatype;
9 • select * from playlist;
10 • select * from playlisttrack;
11 • select* from track;
12
13 • select Count(invoiceid), employeeid, employee.firstname, employee.lastname, sum(invoice.total) as revenue
14 from invoice
15 join customer on invoice.customerid=customer.customerid
16 join employee on customer.SupportRepId=employee.EmployeeId
17 group by employeeid
18 order by revenue;
19
20
21
```

The results pane at the bottom shows a table with the following data:

	Count(invoiceid)	employeeid	firstname	lastname	revenue
▶	126	5	Steve	Johnson	720.16
	140	4	Margaret	Park	775.40
	146	3	Jane	Peacock	833.04

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.



The screenshot shows a SQL IDE interface with a menu bar (File, Server, Tools, Scripting, Help) and a toolbar. The main window displays a SQL query in a file named 'Chinook\_MySql SQL File 9\*'. The query is as follows:

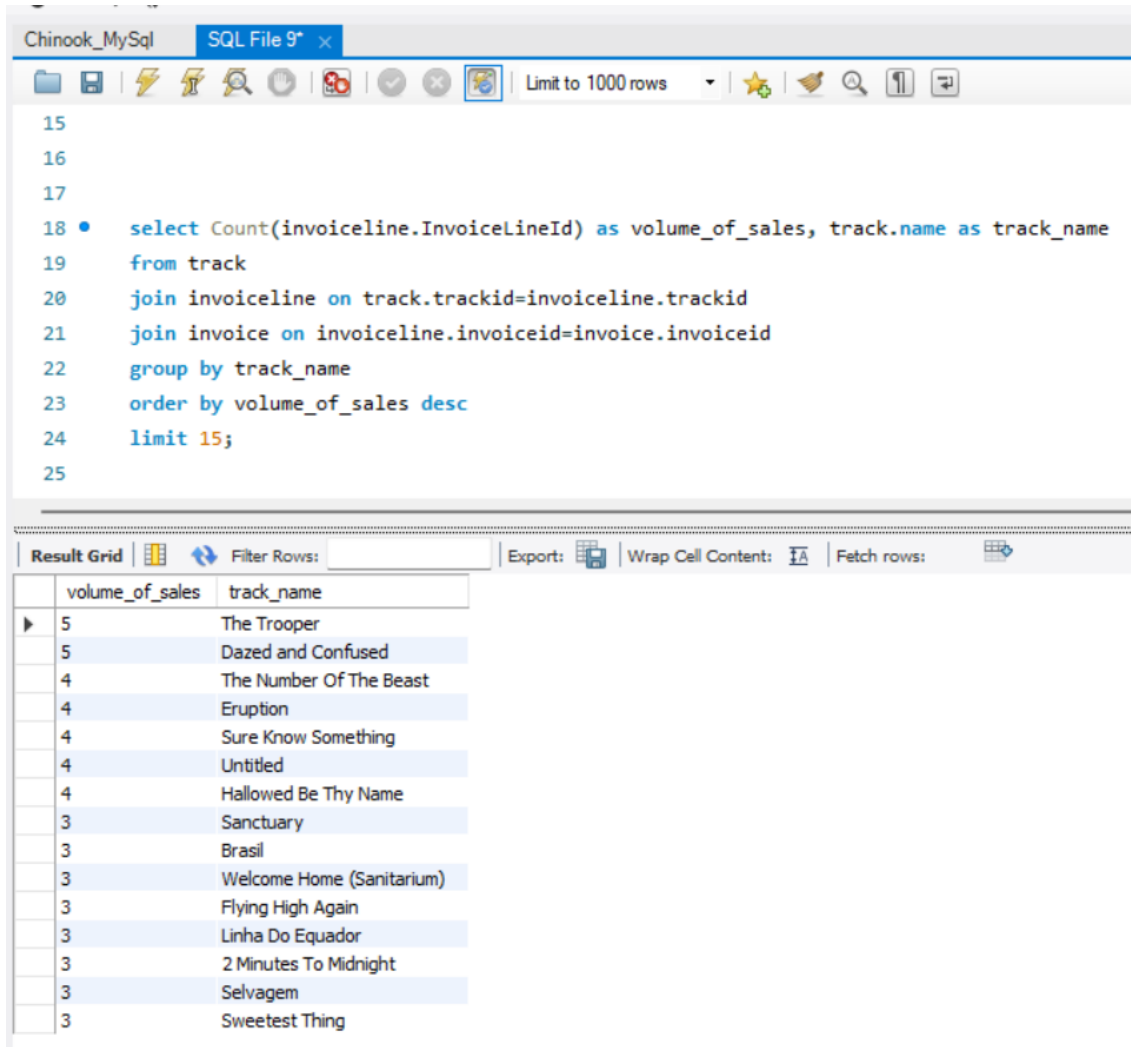
```
5 • select* from track;
6
7 • select sum(total) as revenue, album.title as album_name
8   from invoice
9   join invoiceline on invoice.invoiceid=invoiceline.InvoiceId
10  join track on invoiceline.trackid=track.trackid
11  join album on track.albumid=album.albumid
12  group by album_name
13  order by revenue desc
14  limit 15;
15
```

Below the query editor, the 'Result Grid' tab is active, showing the results of the query. The results are displayed in a table with two columns: 'revenue' and 'album\_name'. The top 15 rows are shown, with 'Greatest Hits' having the highest 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.



The screenshot shows a MySQL IDE window titled "Chinook\_MySql" with a tab for "SQL File 9\* x". The query editor contains the following SQL code:

```
15
16
17
18 • select Count(invoiceline.InvoiceLineId) as volume_of_sales, track.name as track_name
19 from track
20 join invoiceline on track.trackid=invoiceline.trackid
21 join invoice on invoiceline.invoiceid=invoice.invoiceid
22 group by track_name
23 order by volume_of_sales desc
24 limit 15;
25
```

Below the query editor is the "Result Grid" tab, which displays the results of the query. The results are as follows:

	volume_of_sales	track_name
▶	5	The Trooper
	5	Dazed and Confused
	4	The Number Of The Beast
	4	Eruption
	4	Sure Know Something
	4	Untitled
	4	Hallowed Be Thy Name
	3	Sanctuary
	3	Brasil
	3	Welcome Home (Sanitarium)
	3	Flying High Again
	3	Linha Do Equador
	3	2 Minutes To Midnight
	3	Selvagem
	3	Sweetest Thing