

Chinook Music Store — Data Analysis Project

Using SQL & Tableau to uncover revenue insights

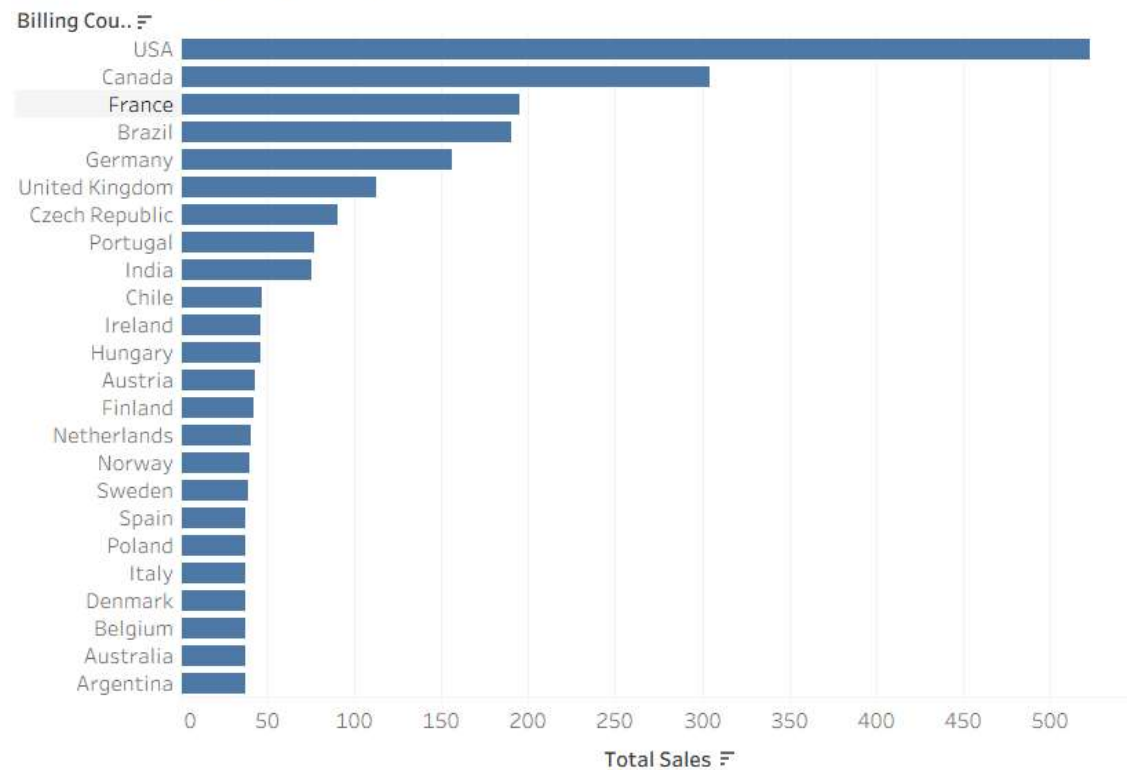
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Project Summary

- *Dataset:* Chinook sample music store database
- *Tools:* MySQL, Tableau Public
- *Goal:* Analyze customer spending, revenue by country & genre, and sales trends
- *Skills Demonstrated:* SQL queries, data aggregation, visualization, and business insights

Revenue by Country

Total Sales by Country

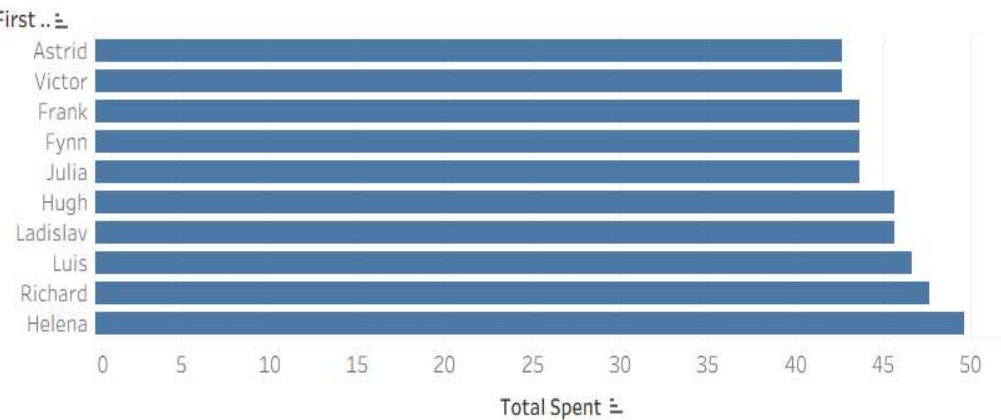


Top 5 countries generate over 80% of total sales — potential to expand into low-sales regions.

Top Customers by Total Spending & Revenue by Monthly Trend

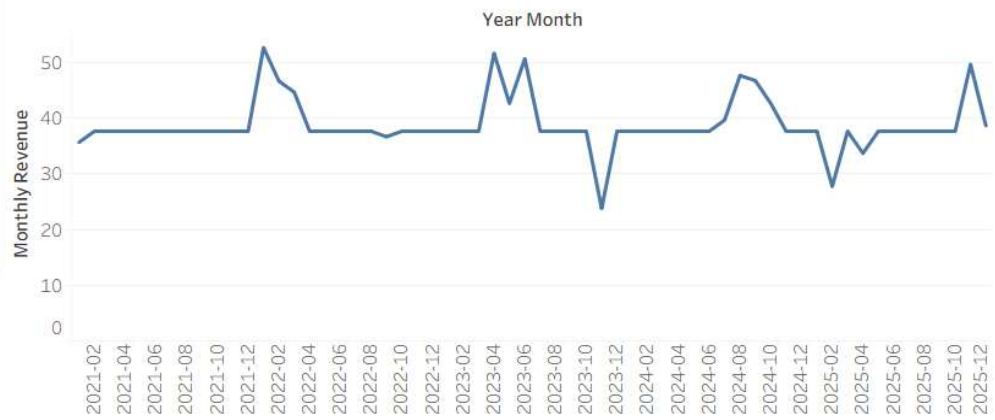
Top 10 customers contribute 60% of total revenue — focus on retention.

Top Customers by Spending



Revenue shows steady growth with seasonal peaks — useful for planning marketing campaigns.

Monthly Revenue



Key Takeaways

- Wrote clean SQL queries with JOINS, GROUP BY, aggregate functions.
- Visualized results in Tableau to tell a clear business story.
- Demonstrated ability to turn raw data into actionable insights.
- Project Repository:
https://github.com/rathwaj21/Chinook_SQL_Project
- Dashboard:
https://public.tableau.com/views/ChinookSQLAnalysisCustomerGenreRevenueTrends/Dashboard1?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link