

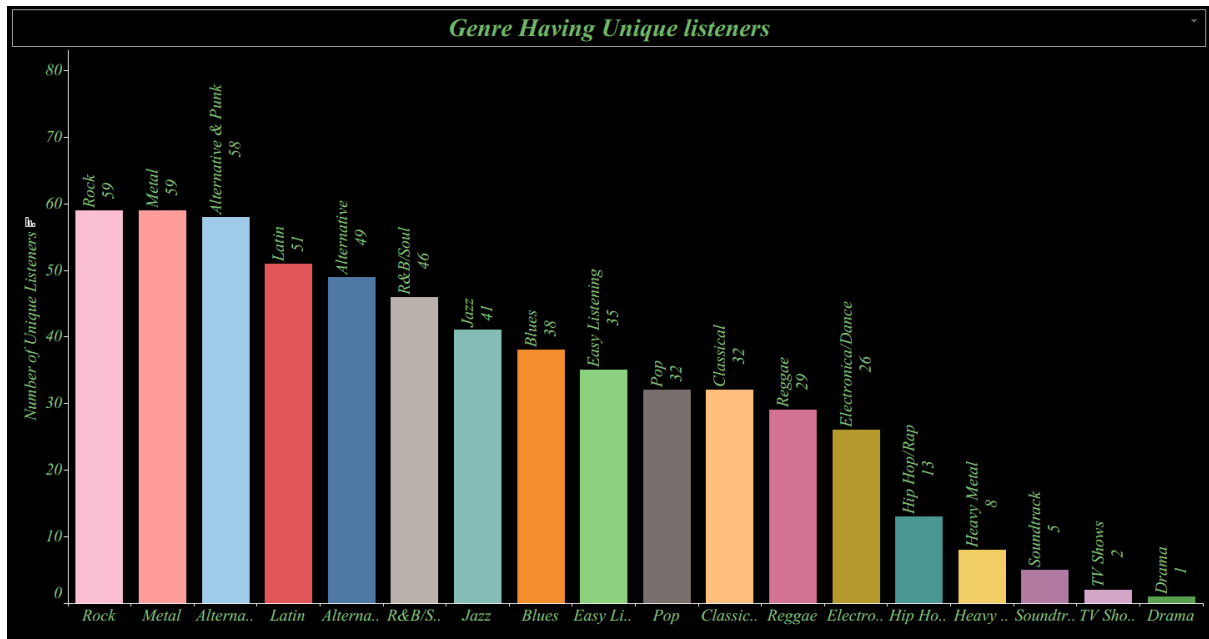
Data Analysis Report – Music Store Project

Analyze customer behavior and music sales using SQL and visualize insights with Tableau.

Insights:-

- ***The most senior employee(based on job title level) is Mohan Madan who is senior general manager.***
- ***USA is the country that generates the highest number of invoices indicates the strongest international market by transaction volume. This insight can help guide regional marketing or customer engagement strategies.***
- ***Prague is the city with the highest sum of invoice totals is the most profitable market. This city could be prioritized for premium offerings, customer loyalty programs, or even hosting promotional events like a music festival.***
- ***František Wichterlová is the top customer, based on total spend, is highly valuable and could be a prime candidate for retention campaigns, exclusive deals, or feedback loops to improve service.***

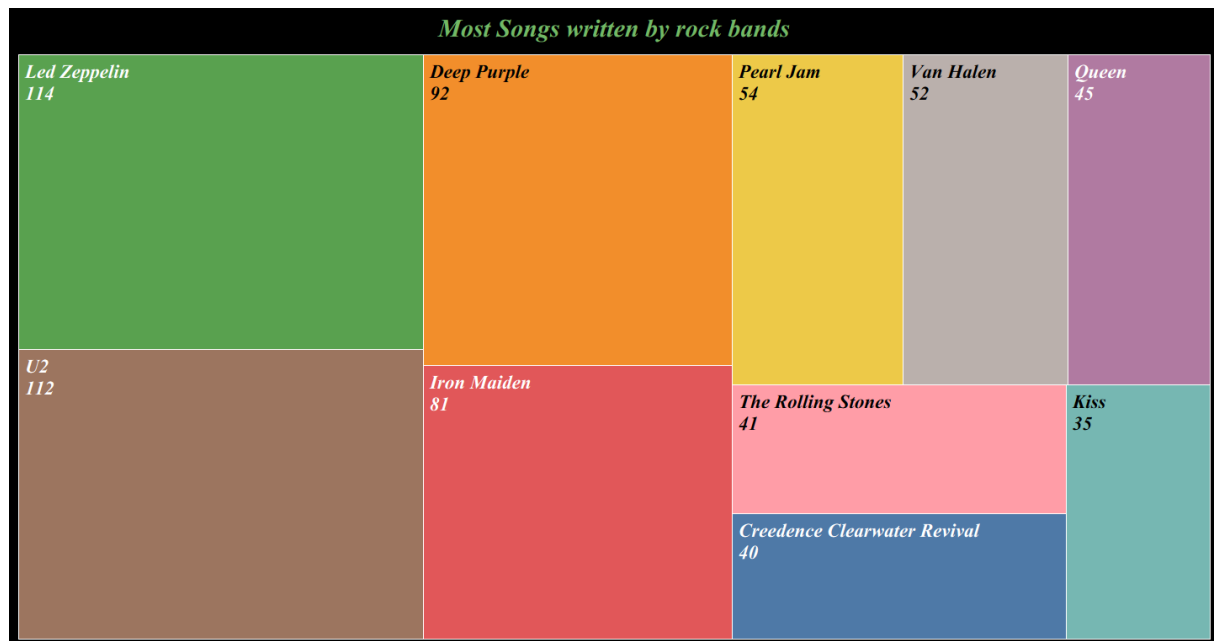
- **Genre with the Most Number of Unique Listeners**



Analysis:-

- **Rock, Metal, and Alternative & Punk genres have the highest number of unique listeners.**
- **These genres indicate a strong fan base and wider appeal across customers.**

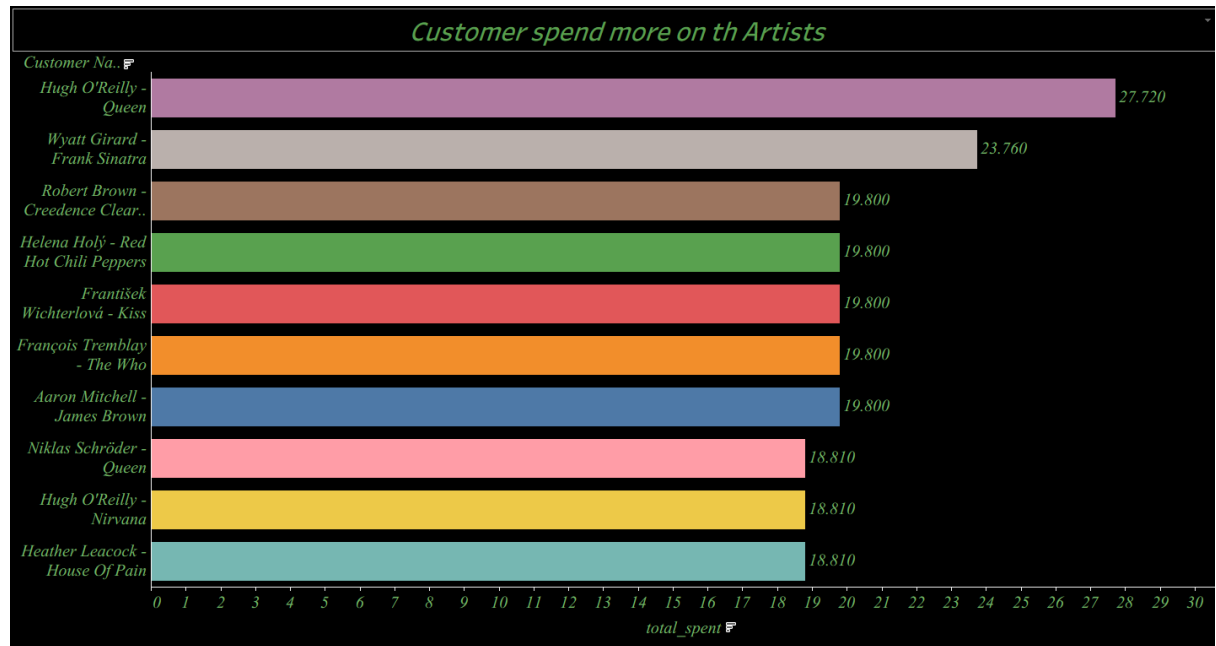
- **Rock Bands with the Most Number of Songs Written**



Analysis:-

- **Led Zeppelin and U2 are the rock bands that have written the most songs.**
- **This suggests both bands have a large music library, contributing to their popularity and influence.**

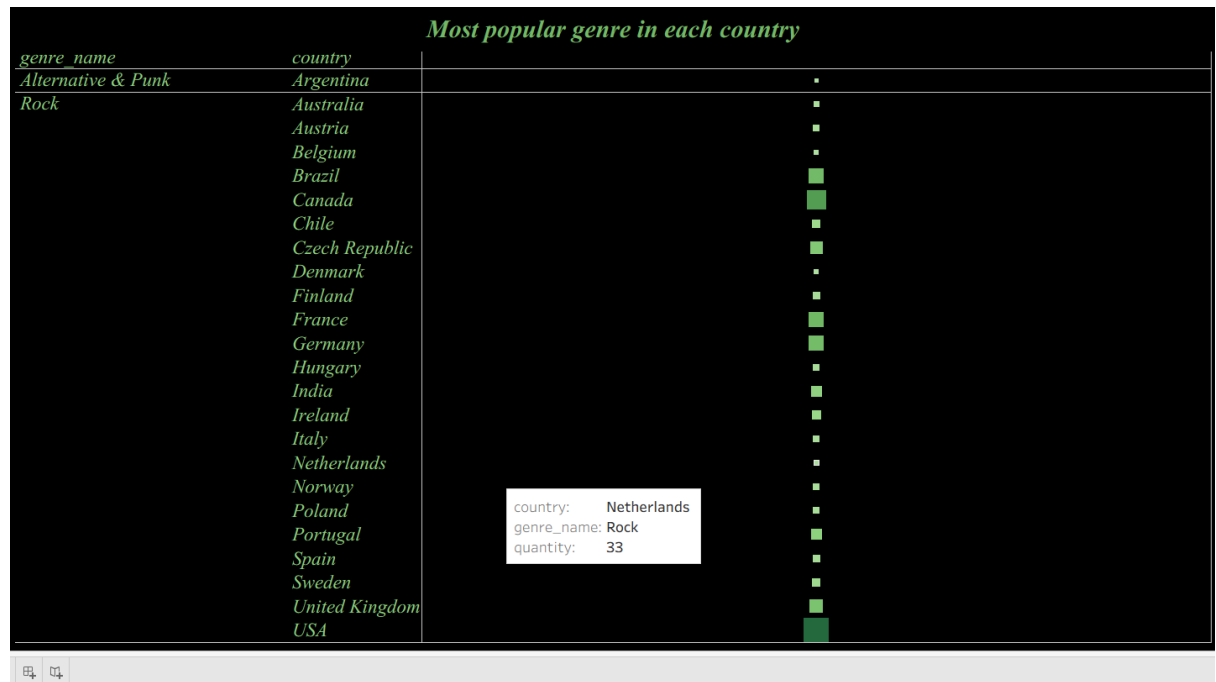
- **Customer Spending on Artists.**



Analysis:-

- **Hugh O'relley is the customer who has spent the most on music by the artist Queen.**
- **This highlights strong customer loyalty towards specific artists.**

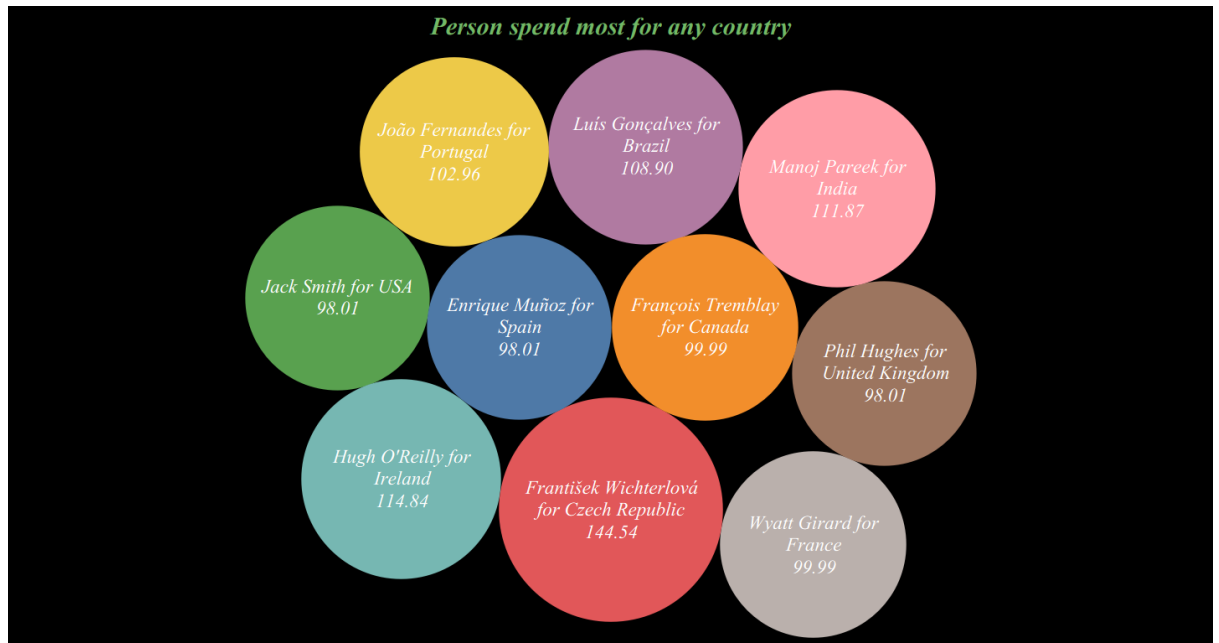
- *Most popular genre by country.*



Analysis:-

- *Except Argentina Rock genre is the most popular genre for any of the country.*
- *This showcases Rock's global reach, with regional variation in Argentina.*

- **The top customers by country.**



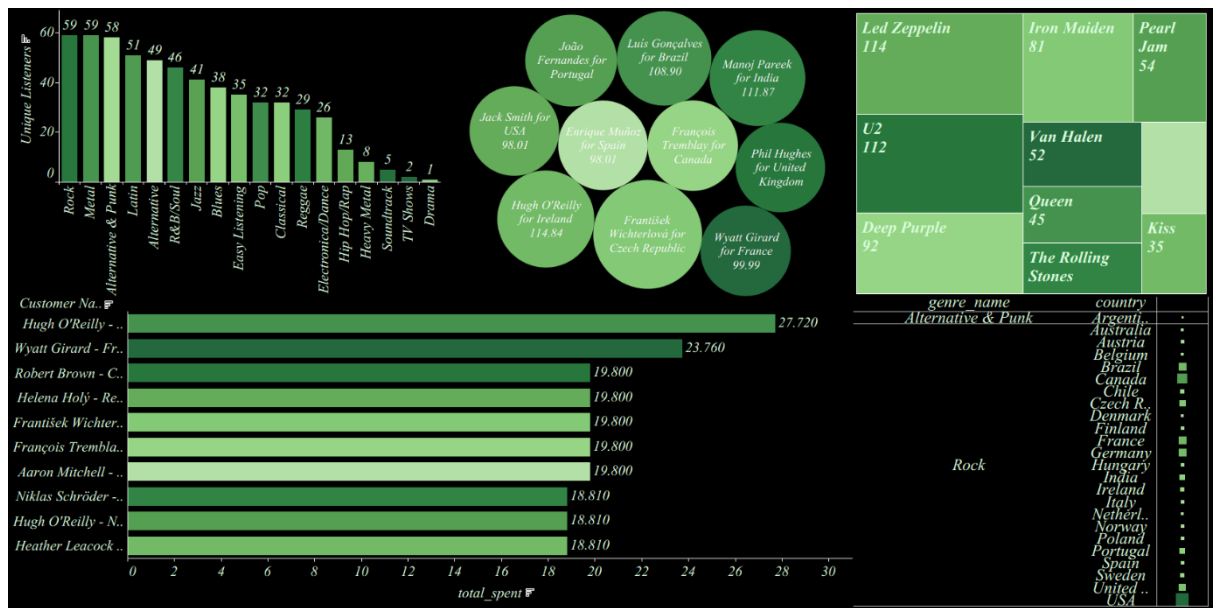
Analysis:-

- **František Wichterlová is the highest-spending customer in Czech Republic**
- **Identifying top spenders helps in targeting premium customers for marketing and promotions.**

Final Dashboard

The dashboard presents:

- Genre popularity across countries
- Artist performance metrics
- Customer spending distribution
- Top listeners and their preferences



Conclusion:-

- ***Rock music dominates in terms of both listeners and popularity worldwide.***
- ***Led Zeppelin and U2 are highly prolific artists in the Rock genre.***
- ***Customers like Hugh O'Reilly and František Wichterlová represent high-value segments for the business.***
- ***Insights from this analysis can support better marketing strategies, playlist curation, and targeted promotions based on listener behavior.***