

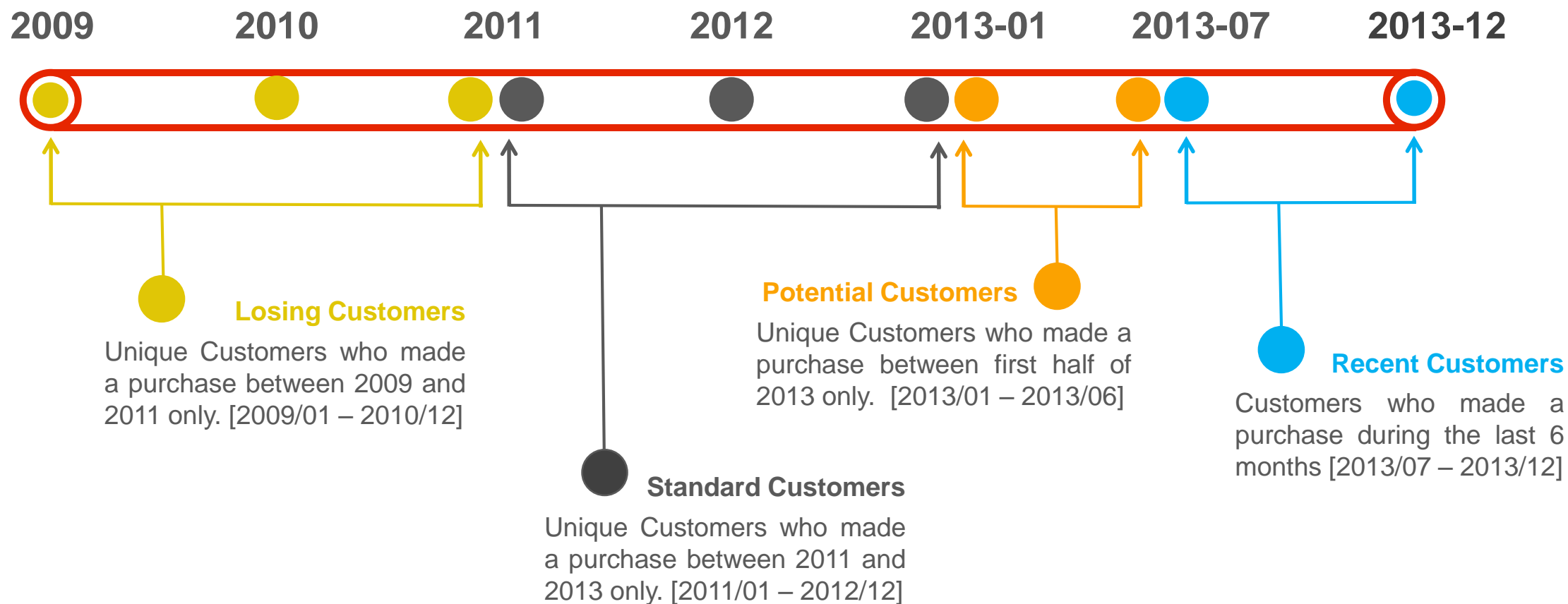


BUSINESS ANALYTICS – Udacity Nanodegree

SQL PROJECT: Query a Digital Music Store Database



1. Analyze the customer segmentation based on purchase timeline





Query 1: Customer Segmentation based on timeline

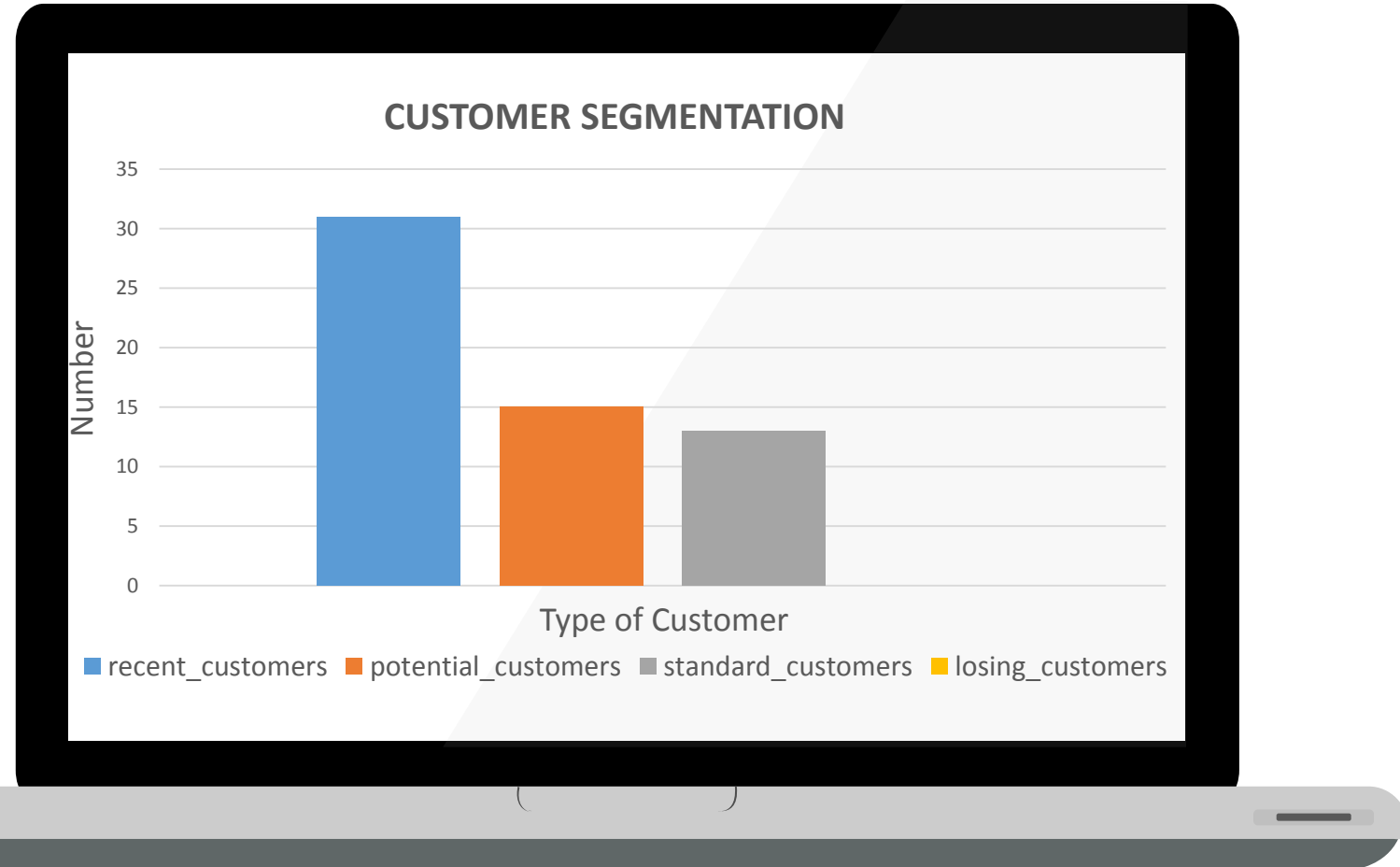


Customer Analysis

The graph depicts that high amount of customers are engaged recently which portrays a healthy business growth metric.

However the cumulative of both potential customers and standard customers approx. to half of the customer strength. In order to maximize the sales, certain tactical engagements and discounts should be sent out to these customers to turn them into next sales leads.

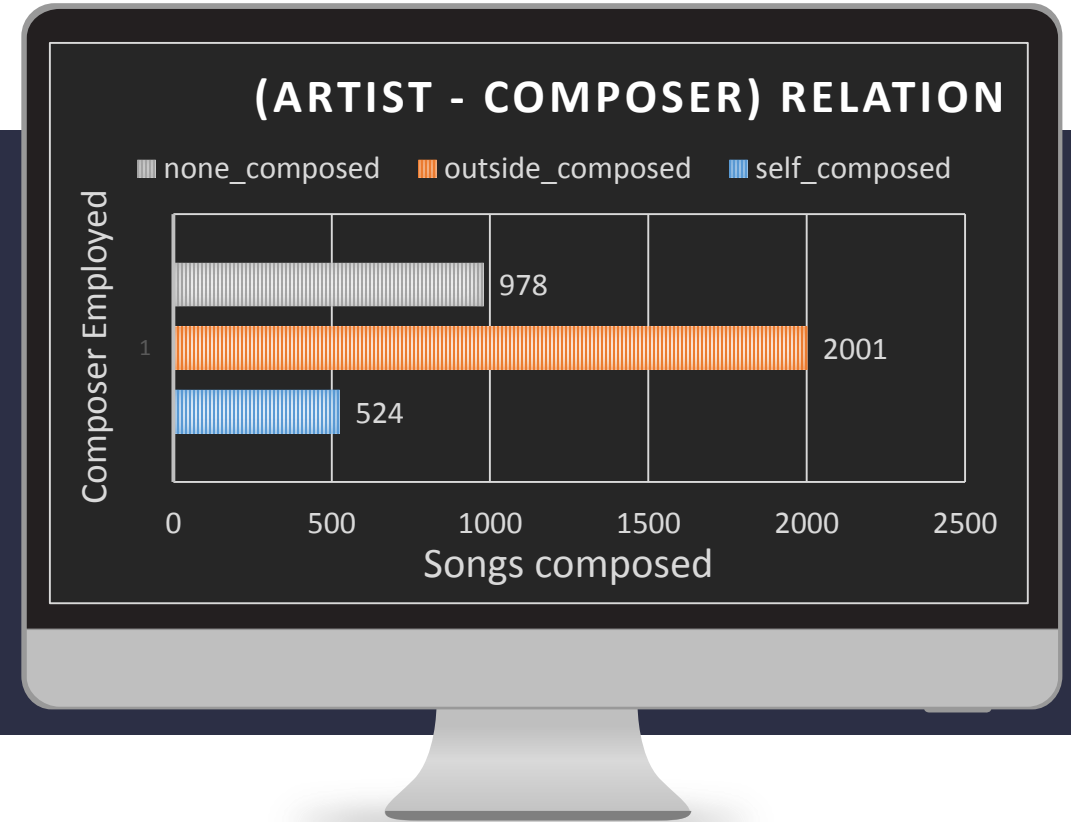
Null existence of losing customers in the customers data, denotes that all customers are recurring and the company can reduce the sales expenditure on 'Customer re-acquisition costs' and focus on new leads.





Query 2: How many Artists self composed their own songs and identify the other options engaged to compose the songs

- 524 Artists composed their own songs
- A huge number of artists depended on outside resources to compose their songs
- Also a considerable number of songs does not have the sufficient data on composer (have NULL values)

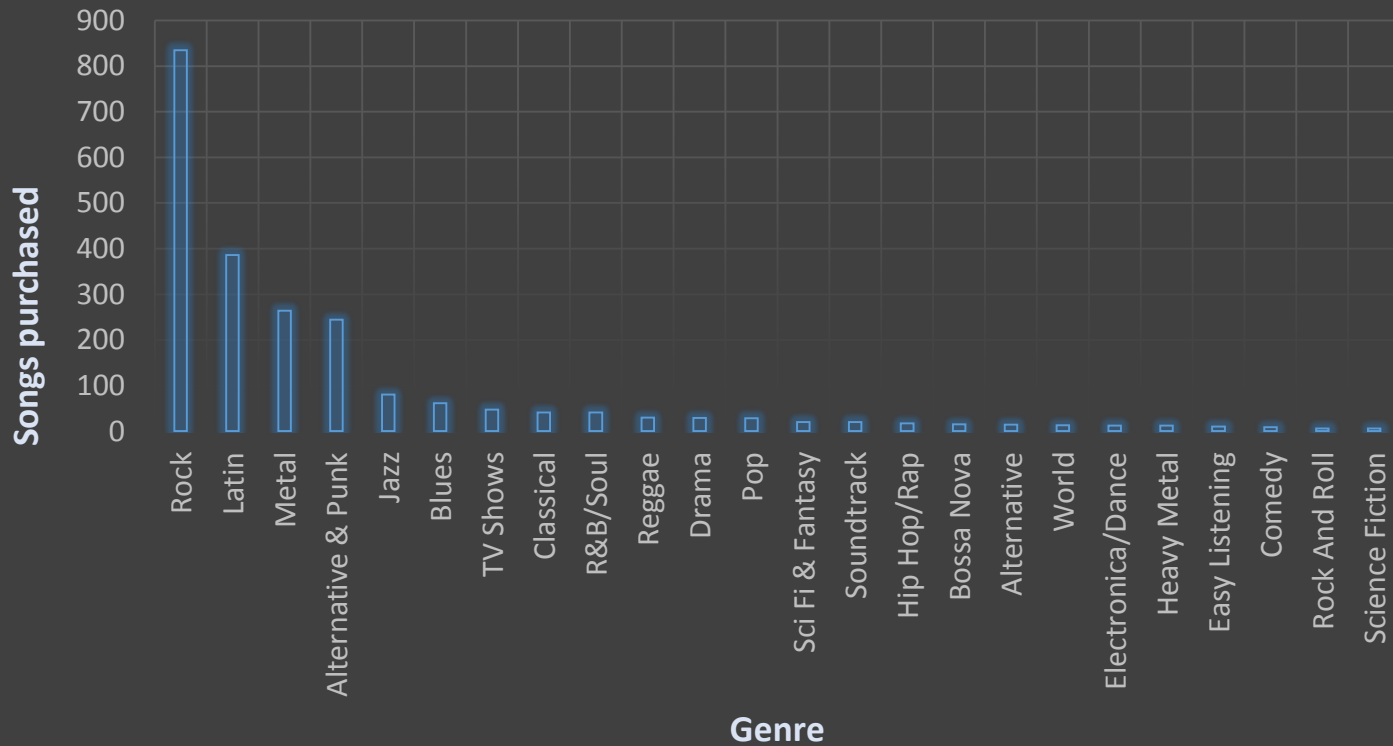


From the graph it is evident that only a small portion (15%) of artists compose their own songs. And since a major portion (57%) of artists depend on third party / outside composer to compose their songs, it increases 'Production costs' and directly effects the artist's gross profit. It is advised to start providing 'song composing' services to artists, which will generate more income to the company.



Query 3: Find the most purchased song genre

MOST PURCHASED GENRE



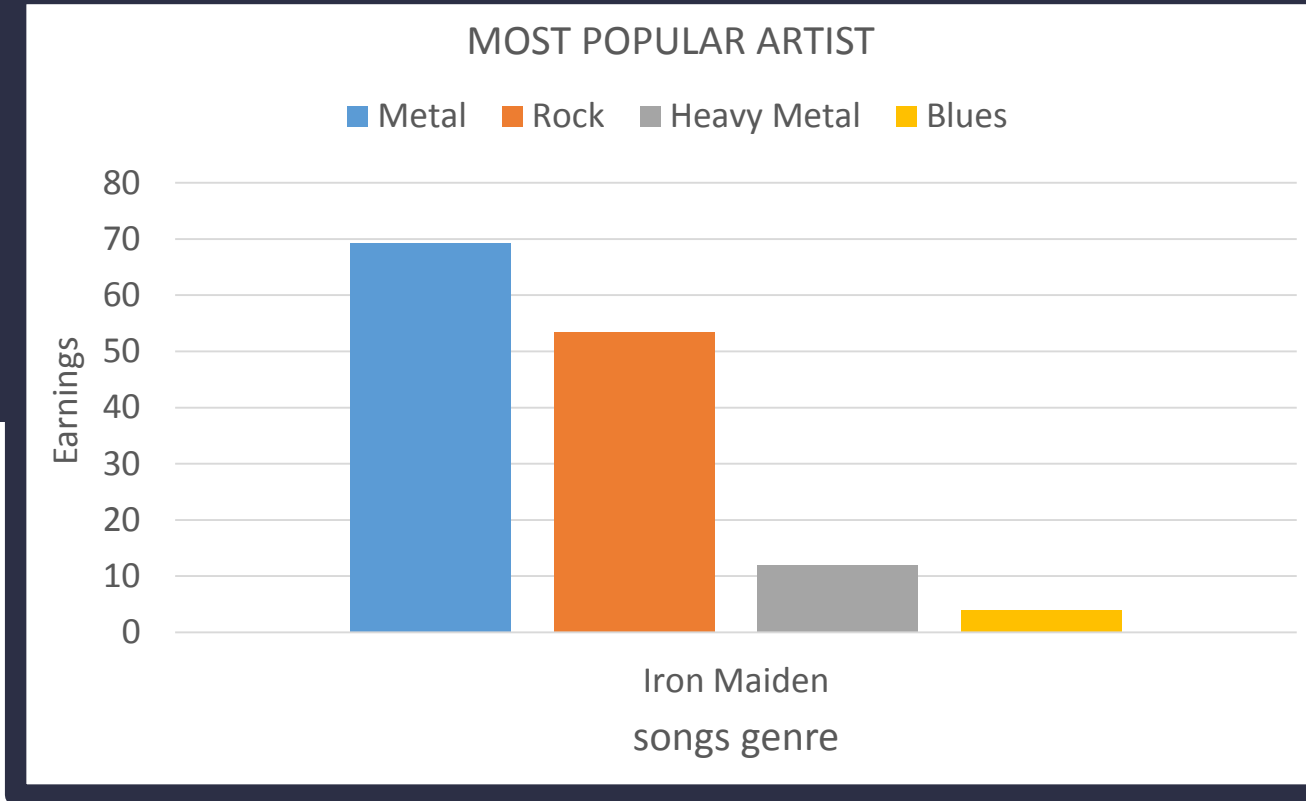
RESULT: ROCK GENRE

Total songs purchased : 2240
Songs belonging to 'Rock' Genre : 835

From all the songs purchased through out the timeline, customers acceded towards 'Rock' genre the most, followed by the 'Latin', 'Metal' and 'Alternative & Punk' music genres.



Query 4: Find the most popular artist and music genre to organize a musical concert



ARTIST: Iron Maiden

Music Genre:

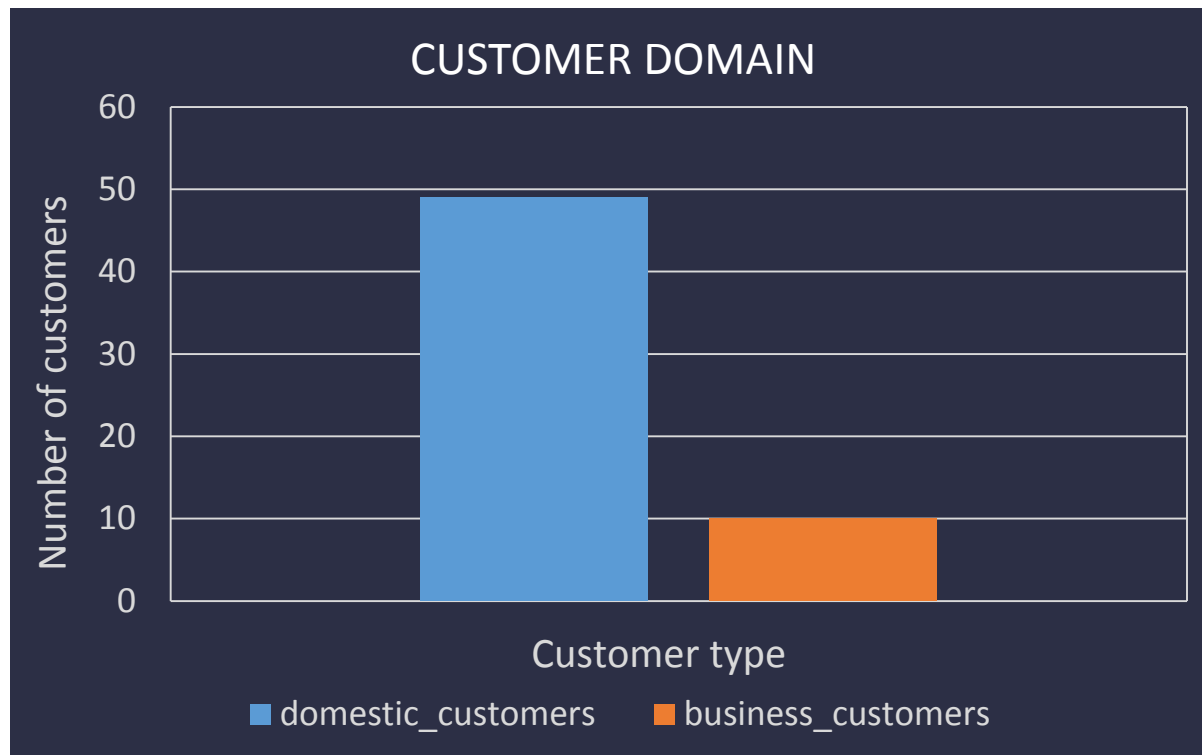
Metal

Rock

From the graph it is evident that 'Iron maiden' is the most popular / most earned artist. Since he has made most of his earnings from 'Metal' and 'Rock' genres, it is advisable to organize the music concert with 'Iron Maiden' on either 'Metal' or 'Rock' music genre.



Query 5: Classify the customer's domain based on business orientation and on which section does the company should focus their customer services?



DOMESTIC CUSTOMERS: 49

Customers not from any specific company

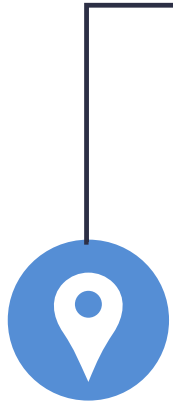
BUSINESS CUSTOMERS: 10

Customers from any specific company

Since the majority of the customers are from 'Domestic domain', company should concentrate more on customer services related to common people/domestic customers, rather than industry oriented.



Query 6: Find out how many purchases are from its home country and how many are from overseas?

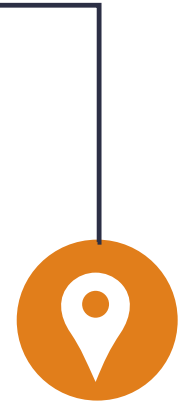
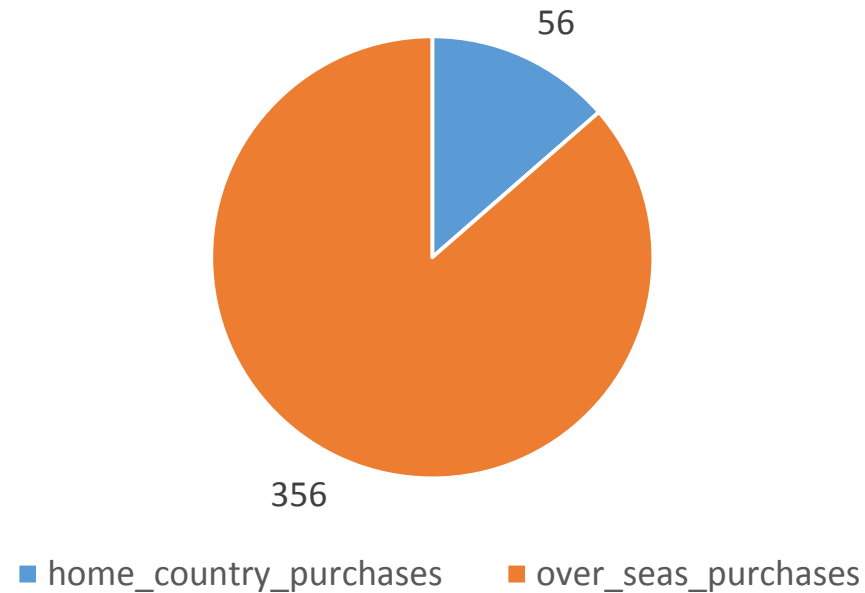


Home Country

Purchases : 56

Since purchases in home country are far less when compared to purchases from overseas, the company should concentrate more on sales generation in home country and leverage its regional advantage.

(Purchases - Home Country) Relation



Overseas

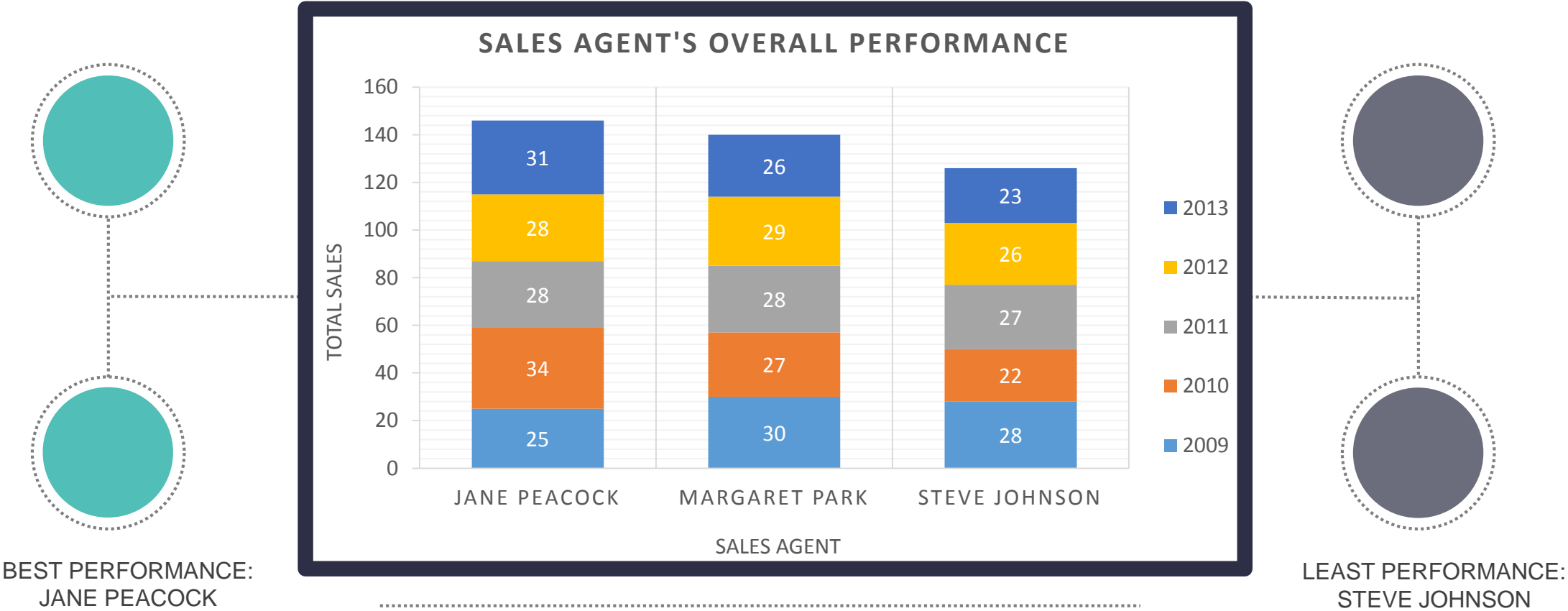
Purchases : 356

As the considerable amount of the revenue is generated from the overseas purchases, the company should divert its lead generation to domestic country, while pertaining its leads in overseas.





Query 7: Analyze the overall performance by all sales agents



From the graph, it is evident that 'Jane Peacock' has the most impressive performance while 'Steve Johnson' has the poor record. However the difference in number of sales made by each sales agent is minor and not alarming.



Query 8: Identify the best sales agent and analyze his annual performance

Average Sales

Sales agent, 'Jane Peacock' made an average sales of 29 songs per annum.

Best Sales Agent

From the graph, it is evident that 'Jane Peacock' is the best sales agent.

Minimum sales record

Jane peacock made a minimum sales of 25 during 2009. Analyzing the circumstances for his poor performance, will help the company to identify the friction and responsible situations.

Maximum sales record

Jane peacock made a maximum sales of 34 during 2010. Analyzing the circumstances for his superior performance, will help the company to identify the favorable situations.

