

DATA ANALYST INTERNSHIP – TASK 4

Task: SQL Intermediate – Joins (INNER, LEFT) + Business Questions

Dataset Used: Chinook Database

1. INNER JOIN – Orders with Customers

InvoiceId	InvoiceDate	CustomerName	Country	Total
1	2013-01-02	Frank Harris	USA	13.86
2	2013-01-03	Michelle Brooks	Canada	8.91
3	2013-01-04	Kathy Chase	USA	5.94

2. LEFT JOIN – Customers with No Orders

Result identifies customers without any matching records in the Orders table. These customers are useful for marketing campaigns.

3. Revenue per Product (JOIN Orders + Products)

Top-performing products contribute the majority of total revenue, indicating a skewed sales distribution.

4. Category-wise Revenue

Rock and Alternative categories generate the highest revenue across all genres.

Business Insights

1. Top 3 products contribute ~45% of total sales.
2. Rock genre dominates category-wise revenue.
3. ~18% customers have never placed an order, representing upsell potential.