Project Title: SQL-Based Data Analysis for Digital Music Store Optimization

Objective:

To analyze the data of a digital music store using SQL in order to gain meaningful insights into customer behavior, music playlist trends, and sales performance. This project aims to apply data analytics techniques to support business decisions that drive growth and customer satisfaction.

Learning Goals:

- Develop SQL skills to extract, filter, join, and aggregate music store data.

- Learn how to analyze music playlists, user preferences, and genre popularity.

- Perform sales trend analysis across regions, time periods, and customer segments.

- Understand how to design and write queries that support KPIs like top-selling artists, most played songs, and customer lifetime value.

- Gain experience in building reports and dashboards using SQL query outputs.

ENTITY-RELATIONSHIP(ER) DIAGRAM