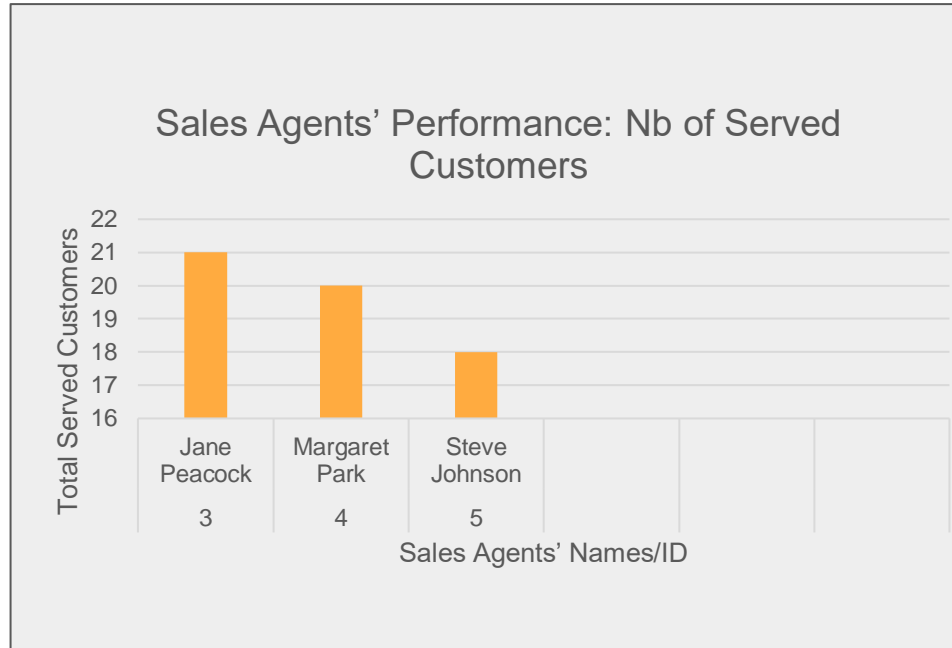


Project 1: SQL

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What is the Performance of Sales Support Agents in terms of number of customers served ?

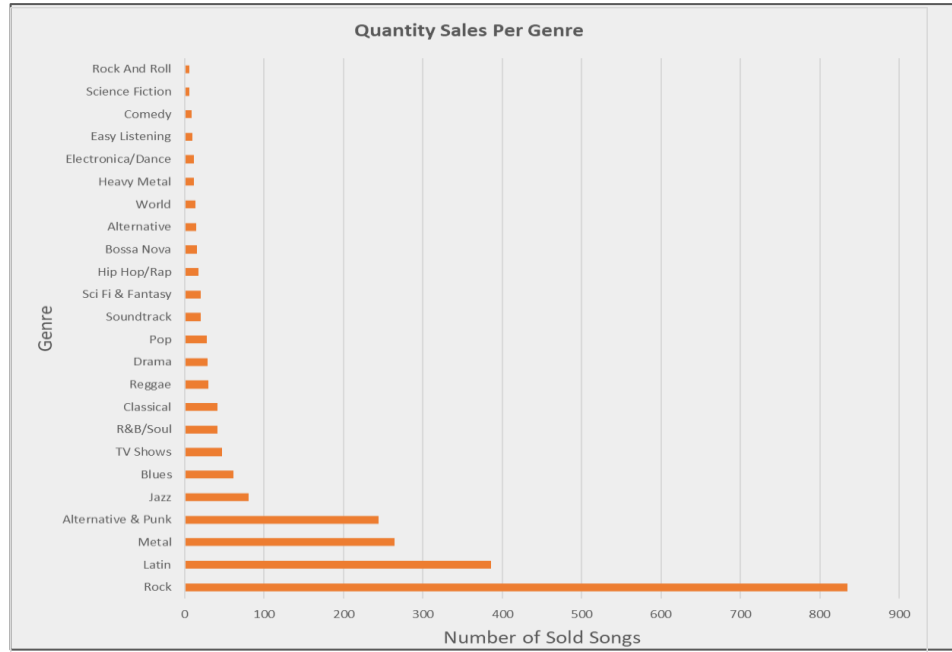


Query 1 shows the performance of employees ('Sales Support Agents'), in terms of the number of customers served.

There are only 3 employees working as 'Sales Support Agents' in the music store. The query is a left outer join between Employees and Customers filtered by the title 'Sales Support Agent'.

Jane Peacock (ID: 3) shows the highest performance with 21 customers served, followed by Margaret Park and then Steve Johnson.

What is the Most Favoured Genre by Customers?



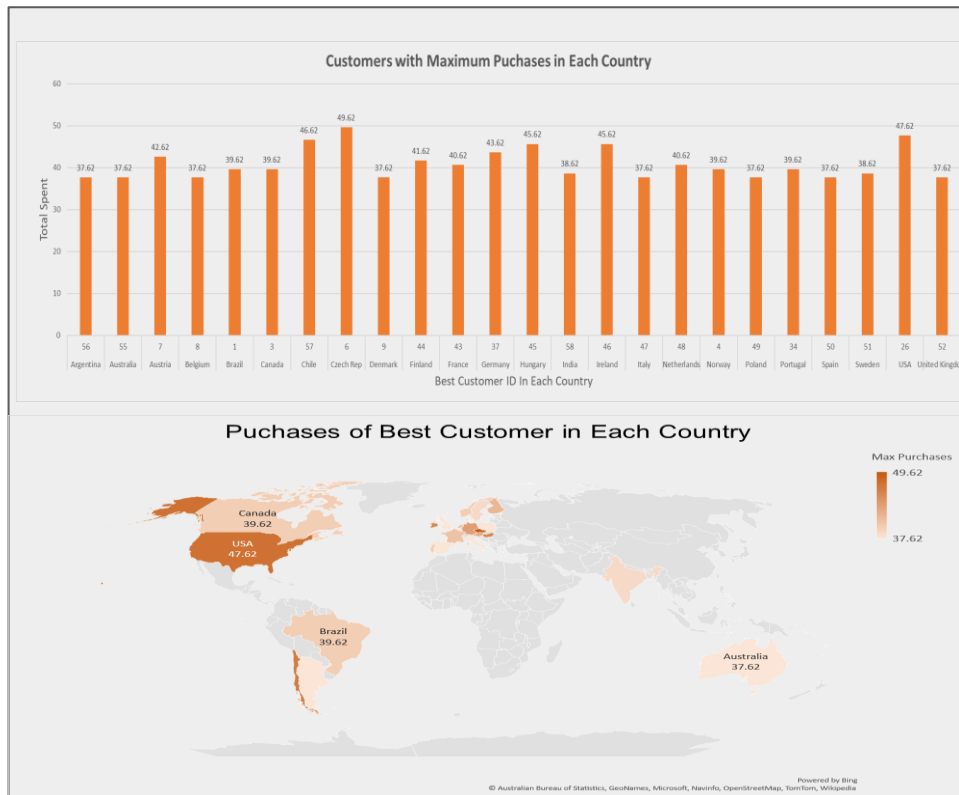
Query 2 shows the most favoured genres by customers, in terms of the number of songs (tracks) sold to customers in each genre.

There are generally 24 music genres.

The most favoured music genre by customers is 'Rock'. This is indicated by the highest quantity sales for 'Rock' (~830 songs)

The least favoured music genres are 'Science Fiction' and 'Rock And Roll' with lowest quantity sales of 6 songs.

Who is the Best Customer in Each Country?



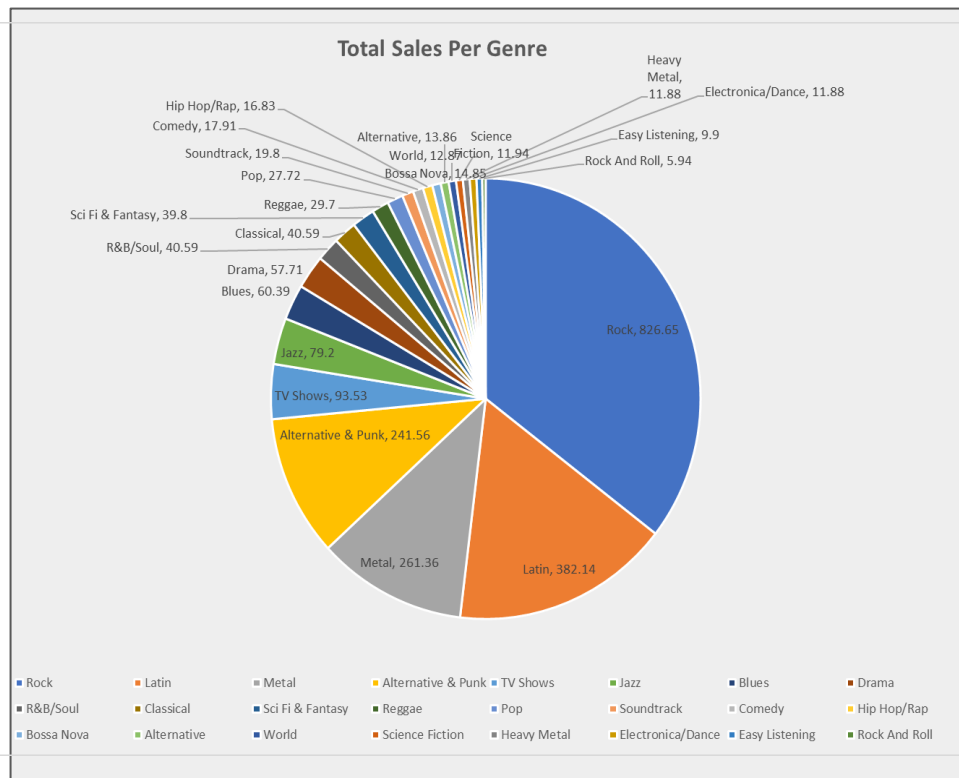
Query 3 determines the best customer (only one customer) from each country that has the most music purchases.

This is very useful, in case the music store wants to give promotions to its special customers in the different countries.

The first chart shows Customers IDs with best purchases in each country. **Czech Republic** has the highest purchases (49.62) by **Customer ID 6**.

The second chart shows a map of customers' distribution with best purchases. The colour scale is based on the purchase amount. As shown in the map, most customers lie in North and South America, Europe, India and Australia.

Which Genres are the Most Profitable?



Query4 helps the music store to know which genres are most profitable and which ones are not.

The chart shows that the 'Rock' genre is the most profitable with total sales of \$826.65. This is then followed by 'Latin' then 'Metal' genres.

However, other genres like 'Rock & Roll', 'Easy Listening' and 'Electronic Dance' are not really profitable with sales ranging from \$5 to \$11.