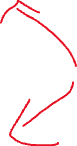
**Discussion Questions:**

**PURCHASES**

**ARTISTS**



**CUSTOMERS**

**SONGS**

**STREAMS**

1/

Having one single interaction table would be a disadvantage because it would not allow us to track customer purchases or their usage of the product properly , the purchases table allows us to track customer transaction and what songs did they purchase, but streams table allows us to efficiently track the customers usage of the product they bought it could allow us to make recommendations in order to increase purchases.

2/

A good question to ask would be what genre each customer listened to the most, so we can make recommendations to each customer with different artists from the same genre

3/

To answer the question from the example given we would add a column to the customer table named skips; it would count how many skips did each customer perform and the most skipped artist / genre this is to identify the most liked or disliked genre for each customer and we can start building a profile on them. But that would require more data collection

But to continue with my idea it would be easier because it can all be done with the data we have right now ; we would just add a column to the customer table named preferred genre , and we can figure that out just by selecting from the streams table for each unique c customer id , identify all the songs id he listened to and check in the songs table for those songs if there is a pattern forming aka a genre that this is customer is listening to the most.

4/

SELECT

s.song\_id,

s.title,

s.duration\_seconds,

s.popularity\_score

FROM songs AS s

WHERE s.duration\_seconds < 240 -- short songs

AND s.popularity\_score > 80 -- popular songs

AND s.artist\_id IN (

SELECT a.artist\_id

FROM artists AS a

WHERE a.artist\_name LIKE 'The %' -- artist name starts with "The"

)

ORDER BY s.popularity\_score DESC, s.duration\_seconds ASC;