

Project 2

Database Project for the Stockton Symphony

This project involves creating a comprehensive database for the Stockton Symphony to analyze concert data and make data-driven decisions. The database will integrate information from two spreadsheets:

1. **Concert Data:** Includes series type (Pops or Classical), date, time, concert name, single ticket revenue and sales, subscription revenue and sales, total revenue, and total ticket sales. Some concert names represent combined totals of two performances.
2. **Music Performed Data:** Lists the individual pieces performed for each concert.

Your task is to combine these datasets into a unified database that supports predictive analysis. Key objectives include:

- Identifying trends, such as revenue differences between Saturday and Sunday concerts, to guide scheduling decisions.
- Predicting revenue for future concerts by analyzing data from similar past performances. For example, if planning a concert featuring Orff's *Carmina Burana*, use data from a similar concert like Beethoven's *9th Symphony*.
- Ranking the top revenue-generating concerts to inform future programming.
- Exploring relationships between subscription and single-ticket buyers to understand preferences and optimize offerings.

The final database should be user-friendly, flexible, and support multi-level analysis to help the Stockton Symphony maximize revenue and audience satisfaction.

Please submit a screenshot of the ERD and DDL i.e. script for creating the database.

Additional clarification:

Tix refers to tickets.

Single Tix \$ = Single Ticket Revenue

No. Single Tix = The number of single tickets purchased

Sub Tix \$ = Subscription tickets (a set of single tickets covering a season) revenue

No. Subs = Number of Subscription tickets purchased

Total Tix would be the combined total number of tickets (subscription and single)

Total \$ = Total single ticket revenue

They would like to store the following information about the individual music pieces:

Composer, Name of the piece, date performed. Refer to **Works.con PDF file**.