Brief Insights on Question 3: Complex SQL Queries for Data Exploration

**1. Top 5 Most Popular Genres by Total Sales:**

- Insight: This query identifies the top 5 music genres by total revenue, combining unit price and quantity sold. Understanding the most popular genres can help the business allocate resources efficiently, promote best-selling tracks, and cater to customer preferences.

- Use Case: These insights are crucial for content curators and marketing teams to focus on popular genres for promotions or exclusive deals.

**2. Average Invoice Total by Country:**

- Insight: This query calculates the average total amount per invoice by country. It highlights purchasing patterns in different regions and can identify countries where customers tend to spend more per transaction.

- Use Case: Insights from this query help guide targeted marketing efforts, regional pricing strategies, and customer engagement plans based on higher or lower spending regions.

**3. Top 3 Most Valued Customers Based on the Total Sum of Invoices:**

- Insight: This query identifies the top 3 customers based on their total spending. Understanding the highest-spending customers helps the business prioritize VIP programs, personalized offers, and retention efforts to ensure these customers remain engaged.

- Use Case: Insights gained from this query can be used to offer loyalty programs, special discounts, or premium services to the most valuable customers.

**4. Employees Who Have Sold Over a Specified Amount:**

- Insight: This query generates a report listing employees whose sales exceed a specified amount (e.g., $1000). It measures employee performance based on sales and can be used for performance reviews, incentives, and bonus calculations.

- Use Case: This is valuable for the human resources and sales teams to identify top performers and reward employees who drive significant revenue for the company.