

SQL Digital Music Store Project

Overview

This project explores the Chinook Digital Music Store database through SQL queries to analyze key aspects of the business, including media inventory, customer demographics, employee details, and invoice data. The goal is to provide actionable insights that can support business decision-making for the store.

Features

- **Database Used:** Chinook Database
- **Queries:** Four SQL queries were written to address specific business questions and analyze data efficiently.
- **Output Focus:** Understanding the store's media offerings, customer behaviors, and revenue trends.

Queries

1. What is the annual revenue of the top three genres?
2. What are the top 10 genres?
3. Where is Hip Hop the most popular?
4. What are the top non-music genres?

Project Structure

- **Database:** Chinook database
- **queries.txt:** Contains the SQL queries used in this project.
- **README:** Documentation for the project (this file).
- **Analysis Report:** data visualization and analysis report on query 1

Getting Started

1. Clone this repository to your local machine:
git clone <https://github.com/tmwilken/SQL-Projects-Portfolio/tree/149f52b11205d7673f48826a2ec14e0c56cfabd2/SQL-Digital-Music-Store-Project>
2. Open the queries.txt file to view the SQL queries.
3. Use a SQL client (e.g., SQLite, PostgreSQL) to load the Chinook database and run the queries.

Insights Gained

- Identified key trends in genres.
- Gained a deeper understanding of customer purchasing patterns.
- Discovered invoice trends and revenue opportunities.

Contact

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