SQL Music Store Database Analysis Report

Project Overview

This report provides an analysis of a music store database using SQL queries. The objective is to extract meaningful insights regarding employee hierarchy, customer spending, sales trends, and music preferences. The findings are categorized into three levels of query complexity: easy, moderate, and advanced.

1. Basic Insights

1.1 Senior Most Employee

The senior-most employee based on job title was identified using a query that orders employees by their level.

1.2 Countries with Most Invoices

The top five countries generating the most invoices were determined using an aggregation query.

1.3 Top Invoice Values

The three highest invoice totals were extracted to understand the maximum transaction values.

1.4 Best Customer City

The city with the highest total invoice amount was identified as the best location for customer engagement.

1.5 Highest-Spending Customer

The customer with the highest total spending was identified using a JOIN operation between customers and invoices.

2. Moderate-Level Insights

2.1 Rock Music Listeners

Customers who listen to rock music were identified along with their email addresses.

2.2 Top Rock Music Artists

The top 10 artists who have contributed the most rock music tracks were determined.

2.3 Songs Longer Than Average

Tracks longer than the average song length was identified and sorted in descending order.

3. Advanced Insights

3.1 Customer Spending on Artists

The amount spent by each customer on a specific artist was calculated, helping to determine top revenue-generating artists.

3.2 Most Popular Music Genre by Country

The most popular music genre in each country was identified based on purchase volume.

3.3 Top Customer by Country

The highest-spending customer in each country was identified to analyze regional spending patterns.

Conclusion

This SQL analysis of the music store database provides insights into customer behavior, sales trends, and artist popularity. These insights can guide marketing strategies, promotions, and business decisions for optimizing sales performance.

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