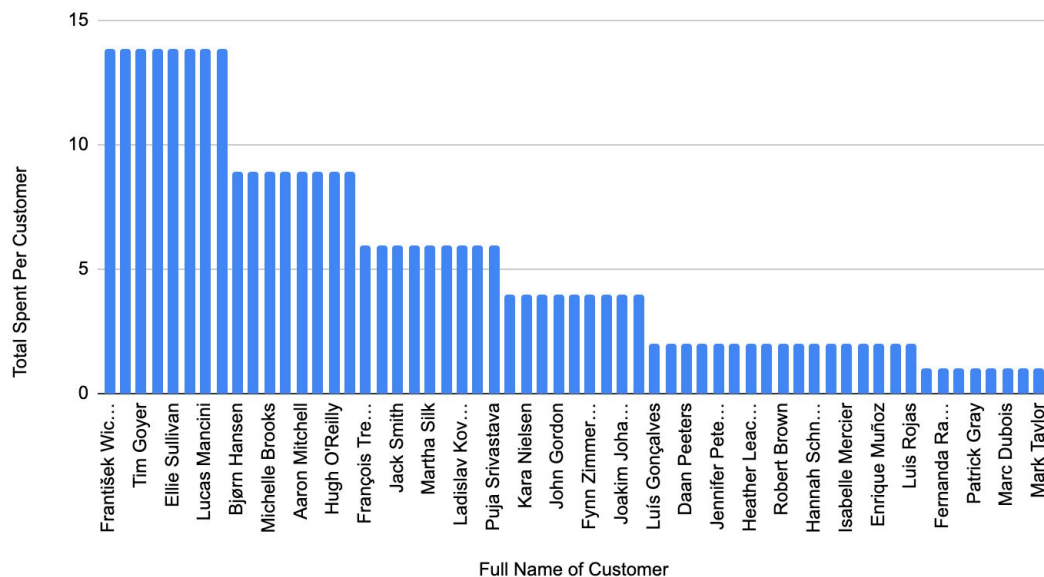


Total Sales Per Customer

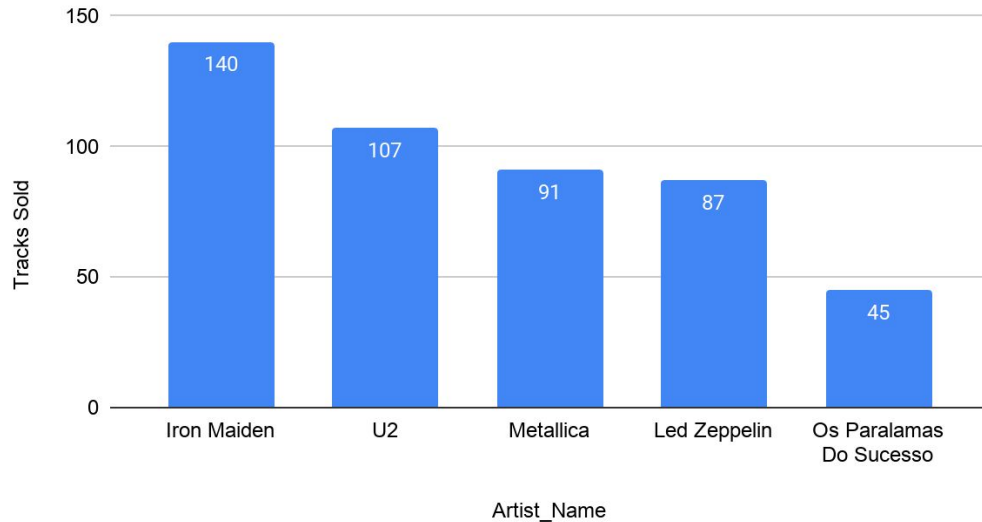
Total Spent Per Customer



The graph shows the total sales of each customer.

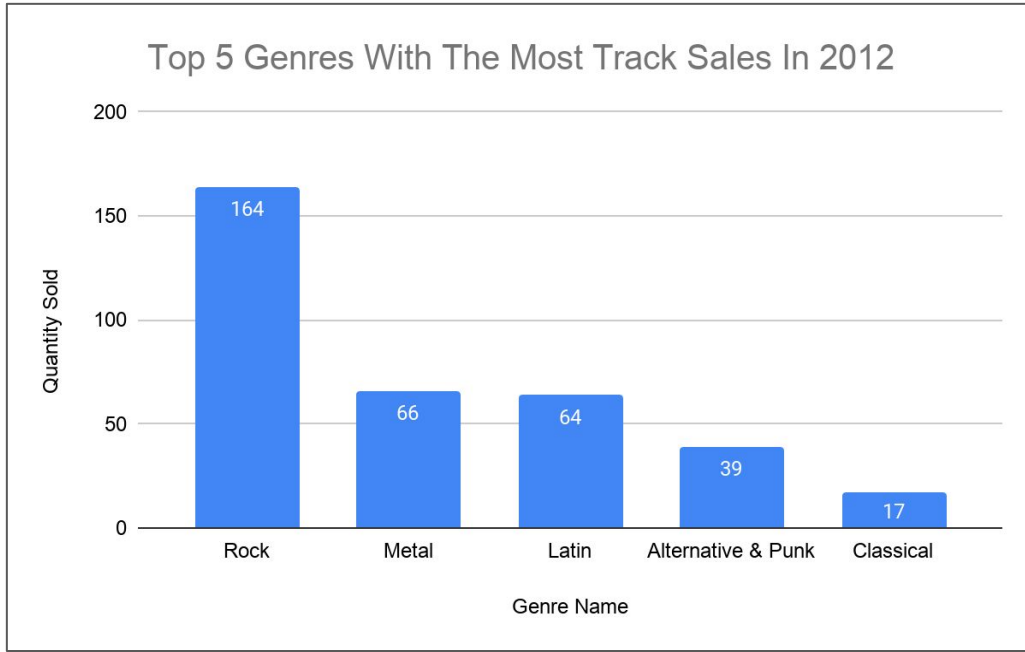
What are the top 5 artists with the most track sales?

Top 5 Artists With The Most Track Sales



According to the graph, the artist with the most track sales is Iron Maiden with a total of 140 tracks sold followed by U2 with a total of 107 tracks sold. Metallica comes in third with a total of 91 tracks sold, followed by Led Zeppelin (87 total tracks sold) and then Os Paralamas Do Sucesso (45 total tracks sold).

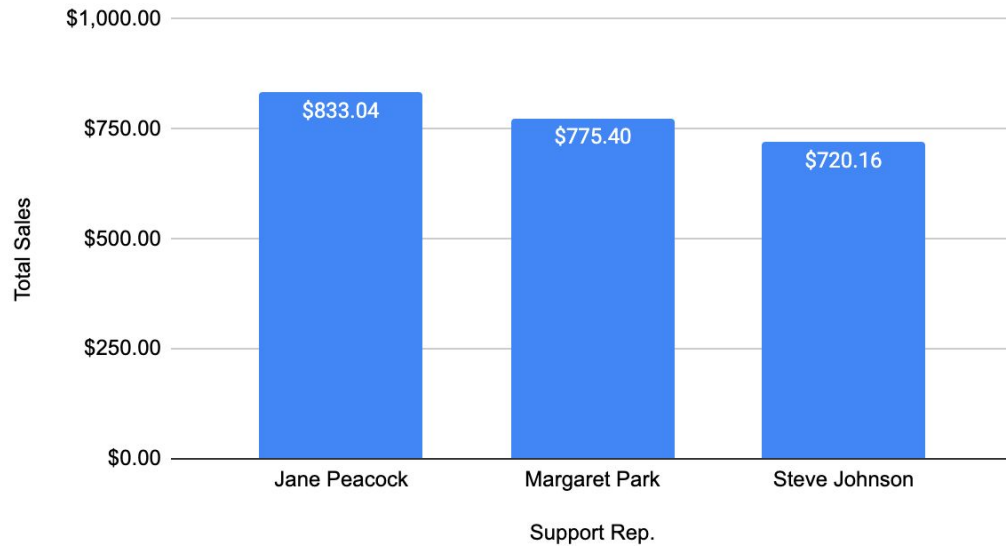
Which genre had the most track sales in 2012?



According to the graph, the genre with the most track sales in 2012 was "Rock".

Which Support Rep. has had the highest sales (in USD)?

Total Sales per Support Rep.



According to the graph, Customer Support Representative, Jane Peacock, had the highest sales at \$833.04.

SQL Queries

/*Query 1 - query used for first insight */

```
SELECT c.customerid Customer_id, c.Firstname Firstname, c.Lastname,
i.Total Total_Spent_Per_Customer
FROM Customer c
JOIN Invoice i
ON c.CustomerId=i.InvoiceId
GROUP BY c.customerid
ORDER BY i.Total DESC;
```

/*Query 2 - query used for second insight*/

```
SELECT a.name Artist_Name, SUM(i.quantity) Tracks_Sold
FROM Artist a
JOIN album al
ON a.artistid=al.ArtistId
JOIN Track t
ON al.albumid=t.AlbumId
JOIN InvoiceLine i
ON t.trackid=i.TrackId
GROUP BY a.Name
ORDER BY Tracks_Sold DESC
LIMIT 5;
```

/*Query 3 - query used for third insight*/

```
SELECT strftime('%Y', i.invoicedate) Invoice_Year, g.name Genre_Name,
SUM(il.quantity) Quantity_Sold
FROM Track t
JOIN Genre g
ON t.genreid=g.GenreId
JOIN InvoiceLine il
ON t.trackid=il.TrackId
JOIN Invoice i
ON il.invoiceid=i.InvoiceId
WHERE Invoice_Year='2012'
GROUP BY Genre_Name
ORDER BY Quantity_sold DESC
LIMIT 5;
```

/*Query 4 - query used for fourth insight*/

```
SELECT e.Employeeid, e.FirstName, e.LastName, SUM(i.total)
Total_Sales
FROM Employee e
JOIN Customer c
ON e.EmployeeId=c.SupportRepId
JOIN Invoice i
ON c.CustomerId=i.CustomerId
GROUP BY e.EmployeeId
ORDER BY Total_Sales DESC;
```