

# Amazon

As a Data Analyst on the Amazon Devices team, you are tasked with evaluating the usage patterns of Amazon services on devices like Echo, Fire TV, and Kindle....

**Question 1:** The team wants to identify the total usage duration of the services for each device type by extracting the primary device category from the device name for the period from July 1, 2024 to September 30, 2024. The primary device category is derived from the first word of the device name.

```
SELECT
```

```
    SPLIT_PART(d.device_name, ' ', 1) AS device_category,  
    s.service_name,  
    SUM(f.usage_duration_minutes) AS total_usage_duration_minute  
    s  
FROM fct_device_usage f  
JOIN dim_device d  
    ON f.device_id = d.device_id  
JOIN dim_service s  
    ON f.service_id = s.service_id  
WHERE f.usage_date >= '2024-07-01'  
    AND f.usage_date <= '2024-09-30'  
GROUP BY  
    SPLIT_PART(d.device_name, ' ', 1),  
    s.service_name  
ORDER BY  
    device_category,  
    total_usage_duration_minutes DESC;
```



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Question 2: The team also wants to label the usage of each device category into 'Low' or 'High' based on usage duration from July 1, 2024 to September 30, 2024. If the total usage time was less than 300 minutes, we'll category it as 'Low'. Otherwise, we'll categorize it as 'high'. Can you return a report with device ID, usage category and total usage time?

```
SELECT    device_id,
          SUM(usage_duration_minutes) AS usage_duration,
          CASE
            WHEN SUM(usage_duration_minutes) < 300 THEN 'Low'
            ELSE 'High' END AS usage_category
FROM fct_device_usage
WHERE usage_date >= '2024-07-01' AND usage_date <= '2024-09-30'
GROUP BY device_id
```



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Question 3: The team is considering bundling the Prime Video and Amazon Music subscription. They want to understand what percentage of total usage time comes from Prime Video and Amazon Music services respectively. Please use data from July 1, 2024 to September 30, 2024.

```
WITH totals AS (
    SELECT
        SUM(usage_duration_minutes) AS total_usage
    FROM fct_device_usage
    WHERE usage_date BETWEEN '2024-07-01' AND '2024-09-30'
),
service_usage AS (
    SELECT
        du.service_id,
        SUM(du.usage_duration_minutes) AS service_usage
    FROM fct_device_usage du
    WHERE du.usage_date BETWEEN '2024-07-01' AND '2024-09-30'
        AND du.service_id IN (1, 2)      -- 1=Prime Video, 2=Amazon
        Music (per your mapping)
    GROUP BY du.service_id
)
SELECT
    s.service_name,
    su.service_usage,
    (su.service_usage * 100.0 / t.total_usage) AS pct_of_total
    _usage
FROM service_usage su
JOIN totals t
    ON 1 = 1
JOIN dim_service s
    ON s.service_id = su.service_id
ORDER BY pct_of_total_usage DESC;
```

