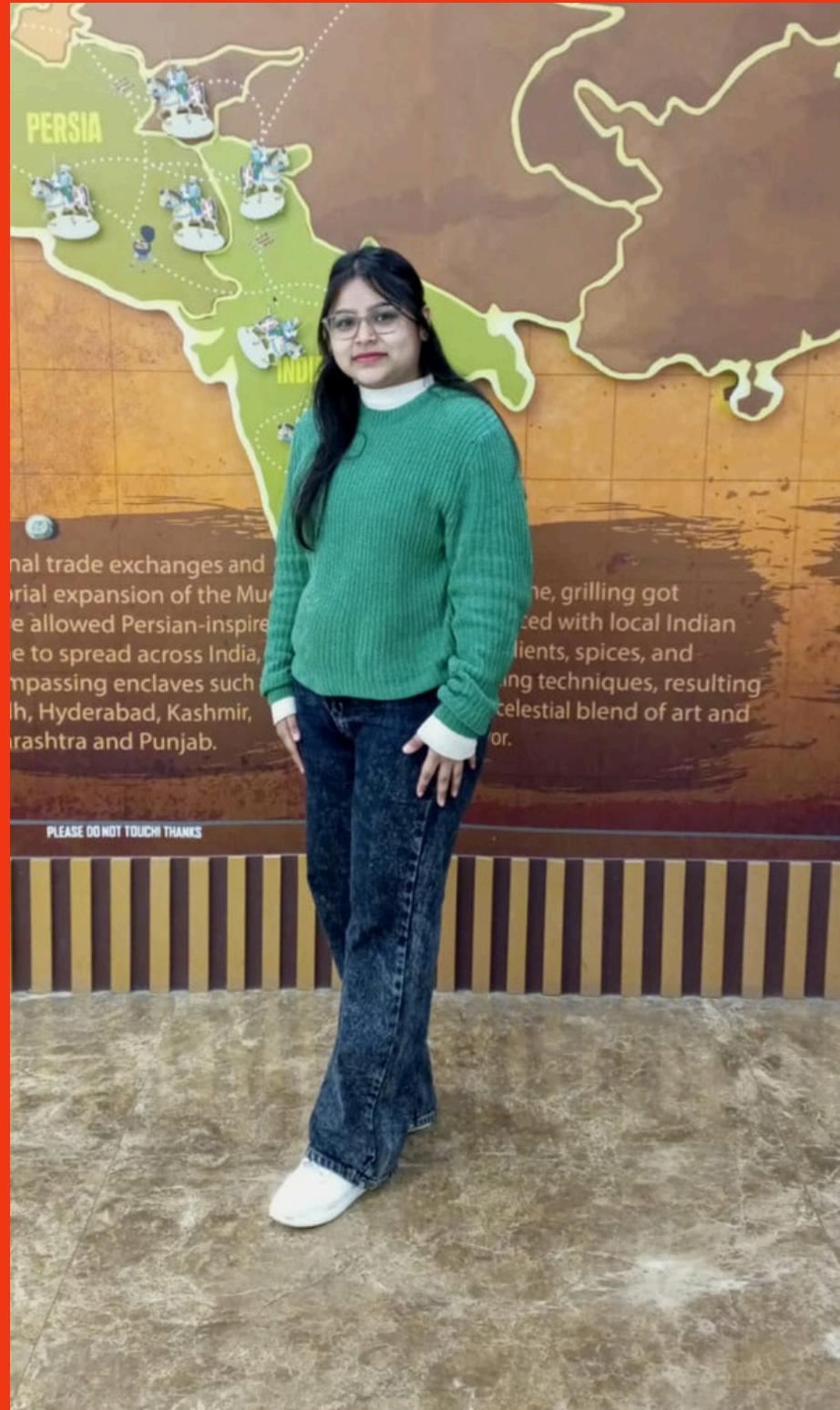




ANALYZING AMAZON DATA

SQL Queries for Key Insight



INTRODUCTION

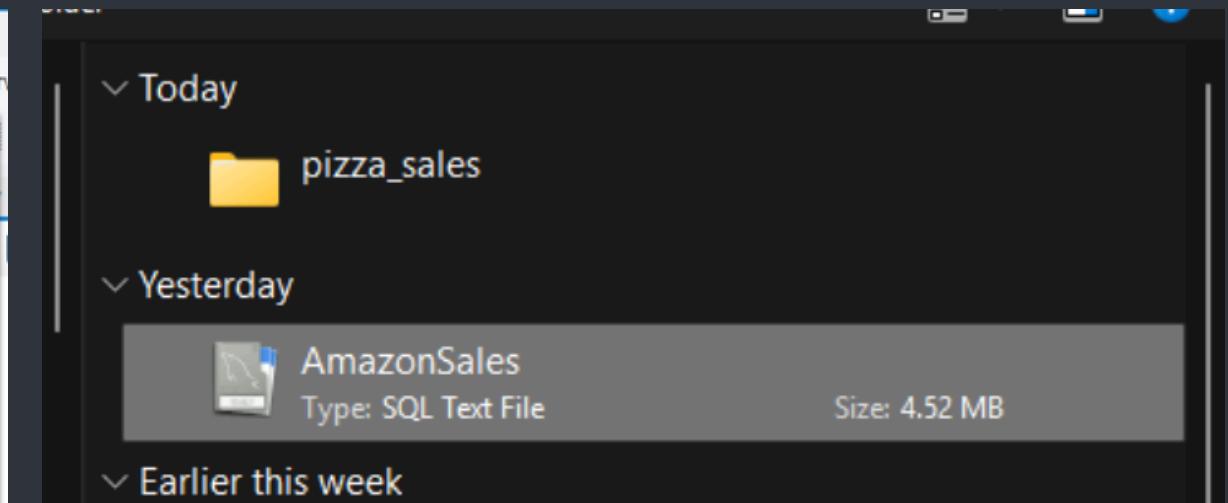
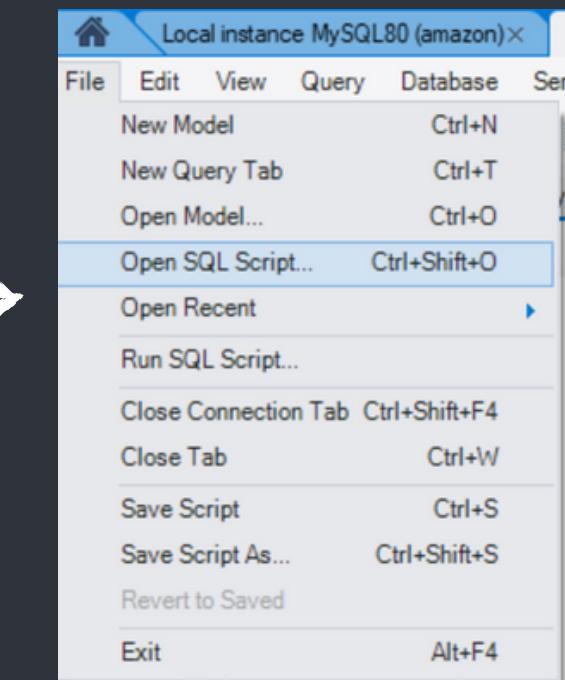
Hello, I'm Anchal Dayal, an aspiring data analyst, and I'm thrilled to announce my latest project! I'm diving into Amazon data, harnessing the power of SQL databases to tackle intriguing queries and uncover valuable insights.

Stay tuned as I embark on this data journey, exploring the depths of SQL and discovering new dimensions of information. I can't wait to share my progress and the fascinating discoveries along the way!

GET STARTED WITH THE PROJECT

```
create database amazon;  
  
use amazon;
```

IN WORKBENCH, CREATE A NEW DATABASE NAMED `AMAZON` AND THEN USE IT BY EXECUTING THE COMMAND `USE AMAZON;`



SINCE THE TABLES ARE EMPTY, IMPORT THE DATA BY CLICKING ON "FILE" AND SELECTING "OPEN SQL SCRIPT." UPLOAD YOUR DATASET FILE.



```
'B0B8CB7MHW','KNOWZA Electric Handheld Milk Wand Mixer Frother for Latte Coffee Hot Milk, Milk Frother  
'B07K19NYZ8','Usha Hc 812 T Thermo Fan Room Heater','Home&Kitchen|Heating,Cooling&AirQuality|RoomHeater  
'B08ZXZ362Z','akiara - Makes life easy Mini Sewing Machine for Home Tailoring use | Mini Silai Machine  
'B00GHL8VP2','USHA 1212 PTC with Adjustable Thermostat Fan Heater (Black/Brown, 1500-Watts).','Home&Kit  
'B0B9JZW1SQ','4 in 1 Handheld Electric Vegetable Cutter Set,Wireless Food Processor Electric Food Chopp  
'B00TI8E7BI','Philips HD9306/06 1.5-Litre Electric Kettle (Multicolor)','Home&Kitchen|Kitchen&HomeAppli  
'B07J9KXQCC','Libra Room Heater for Home, Room Heaters Home for Winter, Electric Heater with 2000 Watts  
'B0B3JSWG81','NGI Store 2 Pieces Pet Hair Removers for Your Laundry Catcher Lint Remover for Washing Ma  
'B08L7J3T31','Noir Aqua - 5pcs PP Spun Filter + 1 Spanner | for All Types of RO Water purifiers (5 Piec  
'B01M6453MB','Prestige Delight PRWO Electric Rice Cooker (1 L, White)','Home&Kitchen|Kitchen&HomeApplia  
'B009P2LIL4','Bajaj Majesty RX10 2000 Watts Heat Convector Room Heater (White, ISI Approved)','Home&Kit  
'B00J5DYCCA','Havells Ventil Air DSP 230mm Exhaust Fan (Pista Green)','Home&Kitchen|Heating,Cooling&Air  
'B01486F4G6','Borosil Jumbo 1000-Watt Grill Sandwich Maker (Black)','Home&Kitchen|Kitchen&HomeAppliance
```

Hello, sign in

Price-Based Queries

Products with Discounted Price < ₹500 >

Find products with >=50% Discount >

Find products with 20%-40% Discount >

Find products over ₹1,000 with 4+ stars >

Find Discounted prices ending in 9 >

Text-Based Queries

Retrieve products with "Cable" in name. >

Query reviews mentioning "fast charging" >

Display Negative Reviews: worst, waste,
not good, poor >

List products in "Accessories" category >

LIST ALL PRODUCTS WITH A DISCOUNTED PRICE BELOW ₹500

Syntax

```
SELECT *
FROM amazon.mytable
WHERE discounted_price < 500;
```

Purpose

This tool helps find budget-friendly products under ₹500, catering to price-sensitive customers.

The screenshot shows a database result grid with the following columns: product_id, product_name, category, discounted_price, and actual_price. The data includes various USB cables and charging accessories from brands like Wayona, Ambrane, Sounce, boAt, Portronics, pTron, and boAt, all listed at discounted prices below ₹500.

	product_id	product_name	category	discounted_price	actual_price
▶	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Ch...	Computers&Accessories Accessories&Peripheral...	399	1099
	B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging ...	Computers&Accessories Accessories&Peripheral...	199	349
	B096MSW6CT	Sounce Fast Phone Charging Cable & Data Sync...	Computers&Accessories Accessories&Peripheral...	199	1899
	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	Computers&Accessories Accessories&Peripheral...	329	699
	B08CF387N1	Portronics Konnect L 1.2M Fast Charging 3A 8 P...	Computers&Accessories Accessories&Peripheral...	154	399
	B08Y1TFSP6	pTron Solero TB301 3A Type-C Data and Fast C...	Computers&Accessories Accessories&Peripheral...	149	1000
	B08WRWPM22	boAt Micro USB 55 Tangle-free, Sturdy Micro US...	Computers&Accessories Accessories&Peripheral...	176.63	499
	B00NNNCWWT1	MT High Type-C Cable Smartphone (Black)	Computers&Accessories Accessories&Peripheral...	220	200

Hello, sign in

Price-Based Queries

Products with Discounted Price < ₹500 >

Find products with >=50% Discount

Find products with 20%-40% Discount >

Find products over ₹1,000 with 4+ stars >

Find Discounted prices ending in 9 >

Text-Based Queries

Retrieve products with "Cable" in name. >

Query reviews mentioning "fast charging" >

Display Negative Reviews: worst, waste,
not good, poor >

List products in "Accessories" category >

FIND PRODUCTS WITH A DISCOUNT PERCENTAGE OF 50% OR MORE.

Syntax

```
SELECT product_id, product_name, discount_percentage
FROM mytable.amazon
WHERE discount_percentage >= 0.50;
```

Purpose

Highlight items with a discount percentage of 50% or more for significant sales opportunities often featured in promotional campaigns, aiding in finding heavily discounted items.

	product_id	product_name	discount_percentage
▶	B07JW9H4J1	Wayona Nylon Bra...	0.64
	B096MSW6CT	Source Fast Phon...	0.9
	B08HDJ86NZ	boAt Deuce USB 3...	0.53
	B08CF3B7N1	Portronics Konne...	0.61
	B08Y1TFSP6	pTron Solero TB30...	0.85
	B08WRWPM22	boAt Micro USB 55...	0.65
	B008IFXQFU	TP-Link USB WiFi A...	0.5
	B08CF3D7QR	Portronics Konne...	0.55
	B0789LZTCJ	boAt Rugged v3 E...	0.63

Hello, sign in

Price-Based Queries

[Products with Discounted Price < ₹500](#) >[Find products with >=50% Discount](#) >[Find products with 20%-40% Discount](#)[Find products over ₹1,000 with 4+ stars](#) >[Find Discounted prices ending in 9](#) >

Text-Based Queries

[Retrieve products with "Cable" in name.](#) >[Query reviews mentioning "fast charging"](#) >[Display Negative Reviews: worst, waste,
not good, poor](#) >[List products in "Accessories" category](#) >

IDENTIFY PRODUCTS WITH A DISCOUNT PERCENTAGE BETWEEN 20% AND 40%

Syntax

```
SELECT product_id,  
       product_name,  
       discount_percentage  
  FROM amazon.mytable  
 WHERE discount_percentage  
   BETWEEN 0.20 AND 0.40;
```

Purpose

This query is used to find products with discounts between 20% and 40%, aiding in identifying products with moderate discounts, useful for sales analysis focusing on specific discount ranges.

	product_id	product_name	discount_percentage
▶	B08DDRGWTJ	MI Usb Type-C Ca...	0.23
	B082LZGK39	Ambrane Unbreak...	0.33
	B082LSVT4B	Ambrane Unbreak...	0.38
	B08DPLCM6T	LG 80 cm (32 inch...	0.39
	B08B42LWKN	OnePlus 80 cm (32...	0.25
	B094JNXNPV	Ambrane Unbreak...	0.25
	B0B3MMYHYW	OnePlus 126 cm (5...	0.28
	B07KRCW6LZ	TP-Link Nano AC6...	0.38
	B014I8SSD0	Amazon Basics Hig...	0.35
	B09Q5SWVBJ	OnePlus 80 cm (32...	0.27
	B0B15CPR37	Samsung 108 cm (...	0.31

Hello, sign in

Price-Based Queries

Products with Discounted Price < ₹500 >

Find products with >=50% Discount >

Find products with 20%-40% Discount >

Find products over ₹1,000 with 4+ stars >

Find Discounted prices ending in 9 >

Text-Based Queries

Retrieve products with "Cable" in name. >

Query reviews mentioning "fast charging" >

Display Negative Reviews: worst, waste,
not good, poor >

List products in "Accessories" category >

FIND PRODUCTS THAT HAVE AN ACTUAL PRICE ABOVE ₹1,000 AND ARE RATED 4 STARS OR ABOVE.

Syntax

```
SELECT product_id,  
       product_name,  
       actual_price,  
       rating  
FROM amazon.mytable  
WHERE actual_price > 1000 AND rating >= 4;
```

Purpose

This query provides insights for businesses on pricing analysis, promotional strategies, sales optimization, customer behavior insights, and inventory management related to prices ending in 9. It helps in identifying price patterns, tracking promotions, making price adjustment decisions, understanding consumer preferences, and reviewing stock for better pricing strategies and sales performance.

product_id	product_name	actual_price	rating
B07JW9H4J1	Wayona Nylon Bra...	1099	4.2
B0B6F7LX4C	MI 80 cm (32 inch...	24999	4.2
B08DPLCM6T	LG 80 cm (32 inch...	21990	4.3
B09C6HXFC1	Duracell USB Light...	1799	4.5
B09F6S8BT6	Samsung 80 cm (3...	22900	4.3
B0B1YVCJ2Y	Acer 80 cm (32 inc...	19990	4.3
B08B42LWKN	OnePlus 80 cm (32...	19999	4.2

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Price-Based Queries

[Products with Discounted Price < ₹500](#)[Find products with >=50% Discount](#)[Find products with 20%-40% Discount](#)[Find products over ₹1,000 with 4+ stars](#)[Find Discounted prices ending in 9](#)

Text-Based Queries

[Retrieve products with "Cable" in name.](#)[Query reviews mentioning "fast charging"](#)[Display Negative Reviews: worst, waste,
not good, poor](#)[List products in "Accessories" category](#)

FIND PRODUCTS WHERE THE DISCOUNTED PRICE ENDS WITH A 9.

Syntax

```
SELECT product_id,  
       product_name,  
       discounted_price  
FROM amazon.mytable  
WHERE discounted_price LIKE '%9';
```

product_id	product_name	discounted_price
B07JW9H4J1	Wayona Nylon Bra...	399
B098NS6PVG	Ambrane Unbreak...	199
B096MSW6CT	Source Fast Phon...	199
B08HDJ86NZ	boAt Deuce USB 3...	329
B08Y1TFSP6	pTron Solero TB30...	149
B08DDRGWTJ	MI Usb Type-C Ca...	229
B008IFXQFU	TP-Link USB WiFi A...	499
B082LZGK39	Ambrane Unbreak...	199
B0789LZTCJ	boAt Rugged v3 E...	299

Purpose

This query provides insights for businesses on pricing analysis, promotional strategies, sales optimization, customer behavior insights, and inventory management related to prices ending in 9. It helps in identifying price patterns, understanding consumer preferences, and reviewing stock for better pricing strategies and sales performance.

Hello, sign in

Price-Based Queries

[Products with Discounted Price < ₹500](#)[Find products with >=50% Discount](#)[Find products with 20%-40% Discount](#)[Find products over ₹1,000 with 4+ stars](#)[Find Discounted prices ending in 9](#)

Text-Based Queries

[Retrieve products with "Cable" in name.](#)[Query reviews mentioning "fast charging"](#)[Display Negative Reviews: worst, waste,
not good, poor](#)[List products in "Accessories" category](#)

RETRIEVE ALL PRODUCTS WHERE THE NAME CONTAINS THE WORD "CABLE"

Syntax

```
SELECT product_id,  
       product_name  
FROM amazon.mytable  
WHERE product_name LIKE '%Cable%'
```

Purpose

This query finds products with "Cable" in the name, aiding in:

- Product search for cables
- Inventory management and categorization
- Targeted marketing campaigns
- Customer support efficiency
- Sales analysis for cable products

Reporting on cable product performance, pricing, and availability.

product_id	product_name
B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable Compati...
B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Cable for Smart...
B096MSW6CT	Source Fast Phone Charging Cable & Data Sync USB Cable Compatible for iPhone 13,...
B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangle-Free, Sturd...
B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 Pin USB Cable with Charge & Sync Fun...
B08Y1TFSP6	pTron Solero TB301 3A Type-C Data and Fast Charging Cable, Made in India, 480Mb...

Hello, sign in

Price-Based Queries

Products with Discounted Price < ₹500 >

Find products with >=50% Discount >

Find products with 20%-40% Discount >

Find products over ₹1,000 with 4+ stars >

Find Discounted prices ending in 9 >

Text-Based Queries

Retrieve products with "Cable" in name. >

Query reviews mentioning "fast charging"

Display Negative Reviews: worst, waste,
not good, poor >

List products in "Accessories" category >

QUERY REVIEWS THAT MENTION "FAST CHARGING" IN THEIR CONTENT

Syntax

```
SELECT review_id,
       review_content
  FROM amazon.mytable
 WHERE review_content LIKE '%fast charging%';
```

Purpose

The query from the `amazon.mytable` dataset extracts reviews mentioning "fast charging" to gain insights for feature feedback, product enhancement, marketing, competitor analysis, customer service, and trend identification. This helps in understanding customer opinions, improving products, evaluating competition, addressing issues, and monitoring trends for strategic decisions.

review_id	review_content
RGIQEG07R9HS...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connection ports are really.
R3EEUZKKK9J36...	Good product,long wire,Charges good,Nice,I bought this cable for Rs.339 worthy product for this price, i tested it in various c..
RGIQEG07R9HS...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connection ports are really.
R11MQS7WD9C...	The cable is efficient in fast charging but in quick data transfer. Overall fine.,I like the usb c L shape. Nylon Shielded core wire.
R3EEUZKKK9J36...	Good product,long wire,Charges good,Nice,I bought this cable for Rs.339 worthy product for this price, i tested it in various c..
R1QETDIPRCX4S...	Definitely isn't as good as the original cord but works. Fast charging and pretty sturdy,Worth it,So I had a faulty cable. I was l..
R2JPQNKOE10...	I like it ⚡⚡,Best charging power . I used this cable on note 8 pro mi. Using 8month also fast working.,350 might be a little ex..
RGIQEG07R9HS...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connection ports are really.
R2PDRYEN1V11	Check for offers before buying. 1Row charging cable. Awesome cable!Charging, data transfer and durability is simply awesome.

Hello, sign in

Price-Based Queries

Products with Discounted Price < ₹500 >

Find products with >=50% Discount >

Find products with 20%-40% Discount >

Find products over ₹1,000 with 4+ stars >

Find Discounted prices ending in 9 >

Text-Based Queries

Retrieve products with "Cable" in name. >

Query reviews mentioning "fast charging"

Display Negative Reviews: worst, waste,
not good, poor

List products in "Accessories" category >

DISPLAY REVIEW CONTENTS THAT CONTAIN WORDS LIKE WORST, WASTE, POOR, OR NOT GOOD

Syntax

```
SELECT review_id, review_content
FROM amazon.mytable
WHERE review_content LIKE '%worst%'
    OR review_content LIKE '%waste%'
    OR review_content LIKE '%poor%'
    OR review_content LIKE '%not good%';
```

Purpose

This query retrieves reviews with negative keywords to analyze customer sentiment, improve products, address complaints, monitor trends, and conduct competitive analysis. It helps businesses enhance customer satisfaction and product quality by understanding and resolving negative feedback.

review_id	review_content
R2X090D1YHAC...	Worth for money - suitable for Android auto... my purpose served in car....got it for Rs. 150,Everything is Okay. But packagin.
R2BP8Y5OJXKJL...	Check for offera before buying, 18w charging cable,,Awesome cable!Charging, data transfer and durability is simply awesome..
R2PNR69G0BQG...	LG was always Good , correct delivery, good service but sound quality was poor. The speakers were fitted below the tv. No cl.
R1GYK05NN6747...	This connector has provided as a boon for my old Samsung LCD monitor and I am proactively using that monitor as the 2nd scr.
R1SN0D4DFBK...	Overall good.,TV picture ok smart betterSound very low another brand,Service provider refuse install my TV, bad service and .
R1EBS3566VCSC...	About the TV - Wonderful-----Probably the best TV in this price range (INR13..
R3COVWOP2R7Z...	This OnePlus TV is great if you want a affordable and middle range features TV. I got it in the offer and it was totally worth it...
R2Z9ENI1BK4EA...	Buy it,Received in good condition and is working properly,This price cabil not good, and also short,I am using from 2 months a.

Hello, sign in

Price-Based Queries

[Products with Discounted Price < ₹500](#)
[Find products with >=50% Discount](#)
[Find products with 20%-40% Discount](#)
[Find products over ₹1,000 with 4+ stars](#)
[Find Discounted prices ending in 9](#)

Text-Based Queries

[Retrieve products with "Cable" in name.](#)
[Query reviews mentioning "fast charging"](#)
[Display Negative Reviews: worst, waste,
not good, poor](#)
[List products in "Accessories" category](#)

LIST ALL PRODUCTS WHERE THE CATEGORY INCLUDES "ACCESSORIES"

Syntax

```
SELECT product_id,
       product_name,
       category
  FROM amazon.mytable
 WHERE category LIKE '%Accessories%';
```

Purpose

This query retrieves products in the "Accessories" category, useful for:

- Category analysis
- Inventory management
- Sales performance tracking
- Promotional strategies
- Product development

Beneficial for businesses focusing on accessories, aiding in inventory control, sales analysis, and marketing strategies.

product_id	product_name	category
B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable Compatible for iPhone 13, 12, 11, X, 8, 7, 6, 5, iPad Air, Pro, Mini (3 FT Pack of 1, Grey)	Computers&Accessories Accessories&Pe
B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Cable for Smartphones, Tablets, Laptops & other Type C devices, PD Technology, 480Mbps Data Sync, Quick Charge 3.0 (RCT15A, Black)	Computers&Accessories Accessories&Pe
B096MSW6CT	Sounce Fast Phone Charging Cable & Data Sync USB Cable Compatible for iPhone 13, 12, 11, X, 8, 7, 6, 5, iPad Air, Pro, Mini & iOS Devices	Computers&Accessories Accessories&Pe
B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangle-Free, Sturdy Cable with 3A Fast Charging & 480mbps Data Transmission, 10000+ Bends Lifespan and Extended 1.5m Length(Martian Red)	Computers&Accessories Accessories&Pe
B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 Pin USB Cable with Charge & Sync	Computers&Accessories Accessories&Pe

DISPLAY THE DIFFERENCE BETWEEN THE AVERAGE OF THE ACTUAL PRICE AND THE DISCOUNTED PRICE FOR EACH PRODUCT

PURPOSE

This query calculates the difference between the actual and discounted prices for each product. It helps understand customer savings, assess the effectiveness of pricing strategies, evaluate the impact of promotions, review profit margins, and compare price differences across products for better inventory and pricing decisions.

product_name	price_difference
Wayona Nylon Braided USB to Lightning Fast Cha...	700
Ambrane Unbreakable 60W / 3A Fast Charging 1....	150
Sounce Fast Phone Charging Cable & Data Sync ...	1700
boAt Deuce USB 300 2 in 1 Type-C & Micro USB S...	370
Portronics Konnect L 1.2M Fast Charging 3A 8 Pin...	245
pTron Salero TB301 3A Type-C Data and Fast Ch...	851
boAt Micro USB 55 Tangle-free, Sturdy Micro USB...	322.37
MI Usb Type-C Cable Smartphone (Black)	70

```
SELECT product_name,  
       (actual_price - discounted_price) AS price_difference  
FROM amazon.mytable;
```

MEET WHAT WE HAVE LEARNED

In this project, we advanced our SQL skills with complex filtering and aggregate functions, sharpening our ability to analyze product attributes and customer reviews. We applied these skills to real-world data, improving our data-driven decision-making and optimizing queries to uncover valuable insights.



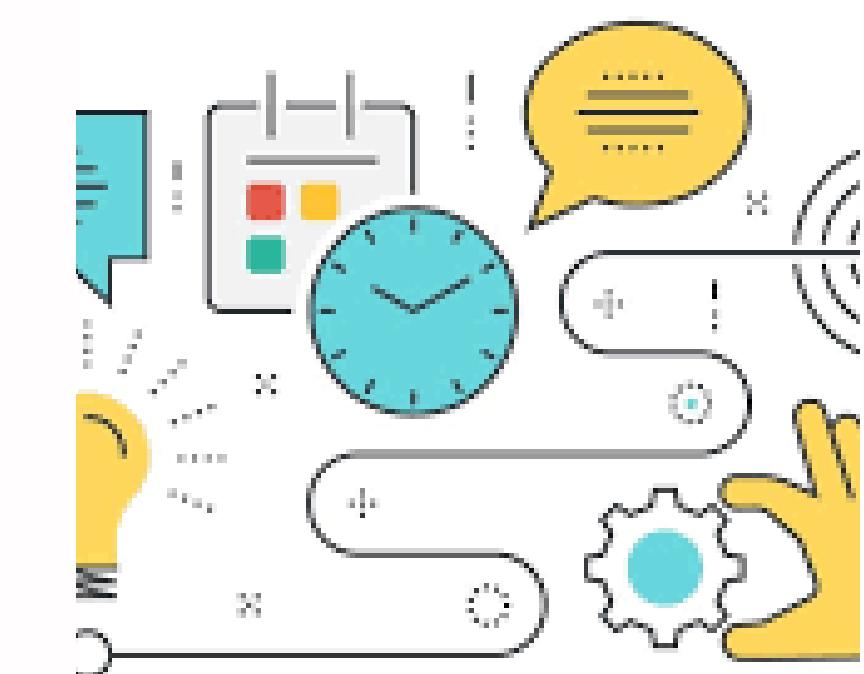
**Advanced SQL Query
Techniques**



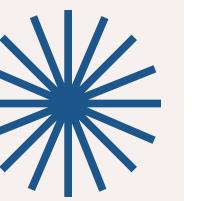
**Practical
Applications**



**Data Analysis
Skills**



**Enhanced Query
Optimization**



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post with your
friends.**

DONT FORGET TO SAVE THIS POST

Save

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