amazon

sales Report by SQL

Let's dive ➡️

Introduction:

This Amazon Sales Report is a data-driven project aimed at analyzing and generating insightful information from Amazon's product sales and reviews data. Using SQL, this project extracts valuable insights to help stakeholders understand product performance, customer preferences, and trends in sales and reviews. The goal is to leverage structured queries to address specific client requirements and assist in data-driven decision-making.
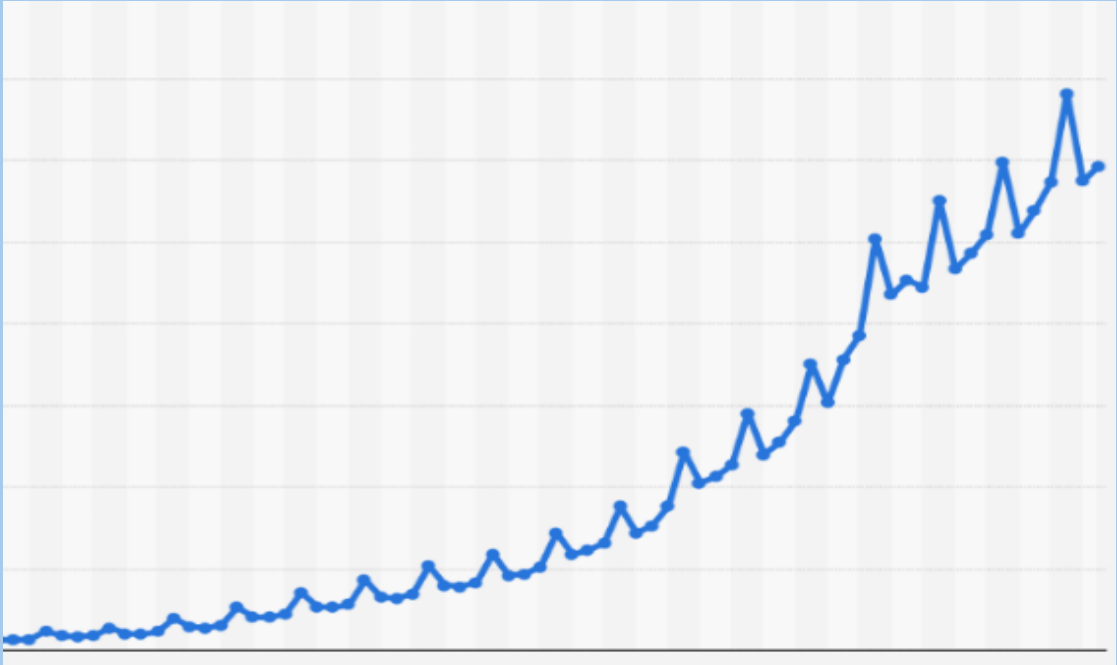

Project Description

This project involves designing and executing SQL queries to fulfill a set of client requirements centered around sales data, product reviews, and customer feedback. The queries are structured to extract meaningful insights, identify trends, and provide actionable information on products and categories.

➤ Identify the Product with the highest Total Revenue?

```sql
SELECT
    product_id,
    product_name,
    rating_count,
    (discounted_price * rating_count) AS total_revenue
FROM
    amazonsalesdata
ORDER BY total_revenue DESC
LIMIT 1;
```

It gives the product that generates the maximum revenue by calculating the product of the actual price and the quantity sold.

product_id	product_name	rating_count	total_revenue
B09GFPVD9Y	Redmi 9 Activ (Carbon Black, 4GB RAM, 64GB Storage) | Octa-core Helio G35 | 5000 mAh B...	313836	2667292164

➤ *Extract all products with review title containing the word Excellent ?*

```sql
SELECT
    product_name, review_title
FROM
    amazonsalesdata
WHERE
    review_title LIKE '%Excellent%'
```

Identifies positively reviewed products based on specific keywords in the review titles.

product_name	review_title
TP-Link Nano A...	Dual Bandwidth,It's good,Simple and effective,Easy plug and play,Only 200mbps support,Great Device for Old Laptops,Good device but be careful for a defective one.,Excellent Spee...
Amazonbasics M...	Using it with my QC 3 Charger .So far- So good.A Quality cable with a sturdy construction & troublefree performance.,Awesome product go for buy it ⚱,Execellent,Sturdy micro USB ...
AmazonBasics M...	Using it with my QC 3 Charger .So far- So good.A Quality cable with a sturdy construction & troublefree performance.,Awesome product go for buy it ⚱,Execellent,Sturdy micro USB ...
Wecool Unbreak...	Nice,Awesome,Quick not charger 😕,Expensive at this price,Multiple mobile can't be charged at a time,THIS IS FAST CHARGING ON BOTH MY SAMSUNG PHONES AND IPHONE TOO. Go...
Acer 80 cm (32 i...	Value for Money,Good product,Great excellent picture quality,value for money,Worth for the money,Good,100% Value for money,Value for money
boAt Type C A7...	Better..!!,Charging speed is not guaranteed!,Exactly as advertised,Excellent warp charge cable,Nice,Amazing cable,Best fast charging cable,Really a good cable, Recommend
Lapster 65W co...	Super charger in lapster,Best among the rest,Classy product and authentic one,Excellent product,Worked fine ,thank you,Stylish and flexible cable,Amazing,Value for money product
TP-Link UE300 U...	Easy to use,Working fine - but errors while using USB and Ethernet adapter together.,Speed is just awesome go for it,Best price to buy,Awesome product,Overall good,Drains batter...
Wayona Type C...	Good,I don't like this product,Awesome product,Best cable for iphone xs .. works well with fast charging brick,Low quality pin but wire is fine,Excellent quality,Awesome quality and fa...
Dealfreez Case ...	Nice cover,Good quality,Dealfreez Full Wrap Silicone Remote Cover Case is an excellent product,Remote Cover,Loved it!,Soft,Best product for the price,Look's good

➤ *Find all the products with the rating of 4.2 ?*

```sql
SELECT
    *
FROM
    amazonsalesdata
WHERE
    rating = 4.2
```

Determines the products with consistent customer satisfaction as indicated by specific ratings.

product_id	product_name	category	discounted_price	actual_price	discount_percentage	rating	rating_count	about_produ	user_id	user_name	review_id	review_title
B07JW9H4J1	Wayona Nylon ...	Comput...	399	1099	0.64	4.2	24269	High Comp...	AG3D6...	Manav,Ad...	R3HXWT...	Satisfied,...
B08HDJ86NZ	boAt Deuce USB...	Comput...	329	699	0.53	4.2	94363	The boAt ...	AEWAZ...	Omkar dha...	R3EEUZK...	Good prod...
B08CF3B7N1	Portronics Konn...	Comput...	154	399	0.61	4.2	16905	[CHARGE ...	AE3Q6K...	rahuls609...	R1BP4L2...	As good a...
B008IFXQFU	TP-Link USB WiF...	Comput...	499	999	0.5	4.2	179691	USB WiFi ...	AGV3IE...	Azhar JuM...	R1LW6N...	Works on l...
B0789LZTCJ	boAt Rugged v3...	Comput...	299	799	0.63	4.2	94363	The boAt r...	AEWAZ...	Omkar dha...	R3EEUZK...	Good prod...
B085DTN6R2	Portronics Konn...	Comput...	350	899	0.61	4.2	2262	[20W PD F...	AGUAY...	Priya,Man...	R1QETDI...	Works,Nic...
B0B6F7LX4C	MI 80 cm (32 inc...	Electron...	13999	24999	0.44	4.2	32840	Note : The...	AHEVO...	Manoj mad...	R13UTIA...	It is the b...
B01M4GGIVU	Tizum High Spee...	Electron...	199	699	0.72	4.2	12153	Latest Sta...	AGVUE2...	Yashpreet ...	R2DIHM...	Cheap pro...
B08B42LWKN	OnePlus 80 cm (...	Electron...	14999	19999	0.25	4.2	34899	Resolution...	AFUT7A...	ATHARVA ...	R3COVV...	Worthy an...
B0B3MMYHYW	OnePlus 126 cm...	Electron...	32999	45999	0.28	4.2	7298	Resolution...	AGDOV...	Abhishek K...	R2J3Q3B...	Decent pr...
B00CCLIWC10	...	Comput...	070	1000	0.51	4.2	463	Up To 10	AUDUM	Kaushal K	R321764	Product is

➤ *Retrieve all the products having discount price above 500 ?*

```
SELECT
    product_name, discounted_price
FROM
    amazonsalesdata
WHERE
    discounted_price > 500
```

It collects discounted products that surpass a price threshold.

AMAZON > 500 Discount

BUY

product_name	discounted_price
MI 80 cm (32 inc...	13999
LG 80 cm (32 inc...	13490
Duracell USB Lig...	970
Samsung 80 cm ...	13490
Acer 80 cm (32 i...	11499
OnePlus 80 cm (...	14999
Duracell USB C ...	970
Samsung Origin...	599
Amazonbasics N...	899
OnePlus 126 cm...	32999
Duracell Type C ...	970
Mi 108 cm (43 in...	19999
TP-Link Nano A...	999
D-Link DWA-131...	507
TP-Link AC600 6...	1199
AmazonBasics N...	799
VW 80 cm (32 in...	6999
TP-LINK WiFi Do...	649
OnePlus 80 cm (...	15999
Samsung 108 c...	32990
Redmi 80 cm (3...	13999
Acer 80 cm (32 i...	7999

➤ Retrieve the products with discount percentage of 50% or above?

```sql
SELECT
    product_id, product_name, discount_percentage
FROM
    amazonsalesdata
WHERE
    discount_percentage >= 0.50;
```

It pulls the high-discount products that are likely to attract more customers.

product_id	product_name	discount_percentage
B07JW9H4J1	Wayona Nylon ...	0.64
B096MSW6CT	Sounce Fast Ph...	0.9
B08HDJ86NZ	boAt Deuce USB...	0.53
B08CF3B7N1	Portronics Konn...	0.61
B08Y1TFSP6	pTron Solero TB...	0.85
B08WRWPM22	boAt Micro USB ...	0.65
B008IFXQFU	TP-Link USB WiF...	0.5
B08CF3D7QR	Portronics Konn...	0.55
B0789LZTCJ	boAt Rugged v3...	0.63
B07KSMBL2H	AmazonBasics Fl...	0.69
B085DTN6R2	Portronics Konn...	0.61
B09KLVMZ3B	Portronics Konn...	0.6
B08WRBG3XW	boAt Type C A3...	0.6
B00NLLVCLISO	Fliv Mirco Llch C	0.7

➤ *Extract all the products which the name contains the word Cable?*

```sql
SELECT
    product_id, product_name
FROM
    amazonsalesdata
WHERE
    product_name LIKE '%Cable%'
```

Focus on products related to cables.

product_id	product_name
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)
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, Q...
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
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 ...
B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 Pin USB Cable with Charge & Sync Function for iPhone, iPad (Grey)
B08Y1TFSP6	pTron Solero TB301 3A Type-C Data and Fast Charging Cable, Made in India, 480Mbps Data Sync, Strong and Durable 1.5-Meter Nylon Braided USB Cable for Type-C Devices ...
B08WRWPM22	boAt Micro USB 55 Tangle-free, Sturdy Micro USB Cable with 3A Fast Charging & 480mbps Data Transmission (Black)
B08DDRGWTJ	MI Usb Type-C Cable Smartphone (Black)
B082LZGK39	Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable for Smartphones, Tablets, Laptops & Other Micro USB Devices, 480Mbps Data Sync, Quick Charg...
B08CF3D7QR	Portronics Konnect L POR-1081 Fast Charging 3A Type-C Cable 1.2Meter with Charge & Sync Function for All Type-C Devices (Grey)
B0789LZTCJ	boAt Rugged v3 Extra Tough Unbreakable Braided Micro USB Cable 1.5 Meter (Black)
B07KSMBL2H	AmazonBasics Flexible Premium HDMI Cable (Black, 4K@60Hz, 18Gbps), 3-Foot
B085DTN6R2	Portronics Konnect CL 20W POR-1067 Type-C to 8 Pin USB 1.2M Cable with Power Delivery & 3A Quick Charge Support, Nylon Braided for All Type-C and 8 Pin Devices, Green
B00KLVM72P	Portronics Konnect L 1.2M POR-1401 Fast Charging 3A 8 Pin USB Cable with Charge & Sync Function (White)

➤ *Display the difference between the average of actual price and the discounted price for each product?*

```sql
SELECT
    product_name,
    AVG(actual_price) - AVG(discounted_price) AS Difference
FROM
    amazonsalesdata
GROUP BY product_name
```

It delivers and highlight price savings for customers.

product_name	Difference
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, M...	700
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Cable for Smartphones, Tablets, Laptops & other Type C devices, PD ...	150
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	1100
boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangle-Free, Sturdy Cable with 3A Fast Charging & 480mbps Data Trans...	370
Portronics Konnect L 1.2M Fast Charging 3A 8 Pin USB Cable with Charge & Sync Function for iPhone, iPad (Grey)	245
pTron Solero TB301 3A Type-C Data and Fast Charging Cable, Made in India, 480Mbps Data Sync, Strong and Durable 1.5-Meter Nylon Br...	851
boAt Micro USB 55 Tangle-free, Sturdy Micro USB Cable with 3A Fast Charging & 480mbps Data Transmission (Black)	322.37
MI Usb Type-C Cable Smartphone (Black)	70
TP-Link USB WiFi Adapter for PC(TL-WN725N), N150 Wireless Network Adapter for Desktop - Nano Size WiFi Dongle Compatible with Windo...	500
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable for Smartphones, Tablets, Laptops & Other Micro USB Device...	100
Portronics Konnect L POR-1081 Fast Charging 3A Type-C Cable 1.2Meter with Charge & Sync Function for All Type-C Devices (Grey)	185
boAt Rugged v3 Extra Tough Unbreakable Braided Micro USB Cable 1.5 Meter (Black)	500
AmazonBasics Flexible Premium HDMI Cable (Black, 4K@60Hz, 18Gbps), 3-Foot	481
Portronics Konnect CL 20W POR-1067 Type-C to 8 Pin USB 1.2M Cable with Power Delivery & 3A Quick Charge Support, Nylon Braided for ...	549
Portronics Konnect L 1.2M POR-1401 Fast Charging 3A 8 Pin USB Cable with Charge & Sync Function (White)	240
MI Braided USB Type-C Cable for Charging Adapter (Red)	50
MI 80 cm (32 inches) 5A Series HD Ready Smart Android LED TV L 32M7-5AIN (Black)	11000

➤ *Find the difference between the actual price and the discounted price for each product?*

```sql
SELECT
    product_name,
    actual_price,
    discounted_price,
    (actual_price - discounted_price) AS price_difference
FROM
    amazonsalesdata
ORDER BY price_difference DESC;
```

Highlights the individual product-level savings for customer reference.

product_name	actual_price	discounted_price	price_difference
Sony Bravia 164 cm (65 inches) 4K Ultra HD Smart LED Goo...	139900	77990	61910
Coway Professional Air Purifier for Home, Longest Filter Life...	59900	14400	45500
Samsung Galaxy S20 FE 5G (Cloud Navy, 8GB RAM, 128GB ...	74999	37990	37009
VU 138 cm (55 inches) Premium Series 4K Ultra HD Smart IP...	65000	29990	35010
LG 1.5 Ton 5 Star AI DUAL Inverter Split AC (Copper, Supe...	75990	42990	33000
LG 139 cm (55 inches) 4K Ultra HD Smart LED TV 55UQ7500...	79990	47990	32000
ECOVACS DEEBOT N8 2-in-1 Robotic Vacuum Cleaner, 2022...	59900	27900	32000
VU 164 cm (65 inches) The GloLED Series 4K Smart LED Goo...	85000	54990	30010
VU 139 cm (55 inches) The GloLED Series 4K Smart LED Goo...	65000	37999	27001
TCL 108 cm (43 inches) 4K Ultra HD Certified Android Smart...	51990	24990	27000
AmazonBasics 108 cm (43 inches) 4K Ultra HD Smart LED Fir...	50000	24499	25501
Hisense 108 cm (43 inches) 4K Ultra HD Smart Certified And...	44990	20990	24000

➤ Retrieve the review contents where consisting of Fast charging given by customers?

```sql
SELECT
    product_name, review_content
FROM
    amazonsalesdata
WHERE
    review_content LIKE '%fast charging%'
```

Analyzes customer feedback for fast-charging features in products.

product_name	review_content
Ambrane Unbreakable 60W ...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connection ports are really well made. I already has a Micro U.
boAt Deuce USB 300 2 in 1 ...	Good product,long wire,Charges good,Nice,I bought this cable for Rs.339 worthy product for this price, i tested it in various charger adapters 33w and 18w it su.
Ambrane Unbreakable 60W ...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connection ports are really well made. I already has a Micro U.
Portronics Konnect L POR-1...	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 it improves the life of the cable.,i t.
boAt Rugged v3 Extra Toug...	Good product,long wire,Charges good,Nice,I bought this cable for Rs.339 worthy product for this price, i tested it in various charger adapters 33w and 18w it su.
Portronics Konnect CL 20W ...	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 lazy and have a lot of money so ins.
MI Braided USB Type-C Cabl...	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 expensive but physically it's so good. .
Ambrane Unbreakable 60W ...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connection ports are really well made. I already has a Micro U.
boAt Type C A325 Tangle-fr...	Check for offera before buying,18w charging cable,,Awesome cable!Charging, data transfer and durability is simply awesome, and there is not a single disconne.
Flix Micro Usb Cable For Sm...	Worked on iPhone 7 and didn't work on iPhone XR,https://m.media-amazon.com/images/I/71qFFAlV9ZL._SY88.jpg,Look-wise, I didn't like it. Still, I use it for my w.
Ambrane Unbreakable 3 in 1...	The product seems and works good but it's not a fast charging cable as it has to be and when all the three ports are connected its more slower I'm charging onl..
Duracell USB C To Lightning ...	Fast charging.,Cable seems to be of good quality, not used much as I keep it as backup in my car.,It's good, sturdy & durable!It supports fast charging!Only thin.
boAt A400 USB Type-C to U...	One amazing cable for 300 bucks,Ok with charging. Looks very sturdy and durable.,Fast charging upto 25watts 2m in length and really durable.Bought it like the .
Samsung Original Type C to ...	Buy it,Received in good condition and is working properly,This price cabil not good, and also short,I am using from 2 months and charging the phone in good way.
pTron Solero T351 3.5Amps...	It's a good data cable and I recommend it to purchase,the only issue was the metal pin is not fixed firmly so it has become loose,otherwise no issue,must purchas.

➤ **Extract all the products where the discounted % between 20% and 40% ?**

```sql
SELECT
    product_id, product_name, discount_percentage
FROM
    amazonsalesdata
WHERE
    discount_percentage BETWEEN 0.20 AND 0.40
```

It isolates moderately discounted products for targeted marketing campaigns.

product_id	product_name	discount_percentage
B08DDRGWTJ	MI Usb Type-C Cable Smart...	0.23
B082LZGK39	Ambrane Unbreakable 60W ...	0.33
B082LSVT4B	Ambrane Unbreakable 60W ...	0.38
B08DPLCM6T	LG 80 cm (32 inches) HD Re...	0.39
B08B42LWKN	OnePlus 80 cm (32 inches) Y...	0.25
B094JNXNPV	Ambrane Unbreakable 3 in 1...	0.25
B0B3MMYHYW	OnePlus 126 cm (50 inches) ...	0.28
B07KRCW6LZ	TP-Link Nano AC600 USB Wi...	0.38
B014I8SSD0	Amazon Basics High-Speed ...	0.35
B09Q5SWVBJ	OnePlus 80 cm (32 inches) Y...	0.27
B0B15CPR37	Samsung 108 cm (43 inches...	0.31
B09RFC46VP	Redmi 108 cm (43 inches) 4...	0.37
B09VCHLSJF	OnePlus 108 cm (43 inches) ...	0.25
B0B1YZX72F	Acer 127 cm (50 inches) I S...	0.32

➤ *Fetch the products which are having actual price is above Rs.1000 and rated 4 stars or above ?*

```sql
SELECT
    product_name, actual_price, rating
FROM
    amazonsalesdata
WHERE
    actual_price > 1000 AND rating >= 4
```

Gathers the premium and highly-rated products for potential upselling.

product_name	actual_price	rating
Wayona Nylon Braided USB ...	1099	4.2
MI 80 cm (32 inches) 5A Ser...	24999	4.2
LG 80 cm (32 inches) HD Re...	21990	4.3
Duracell USB Lightning Appl...	1799	4.5
Samsung 80 cm (32 Inches) ...	22900	4.3
Acer 80 cm (32 inches) I Ser...	19990	4.3
OnePlus 80 cm (32 inches) Y...	19999	4.2
Duracell USB C To Lightning ...	1999	4.4
Zoul USB C 60W Fast Chargi...	1099	4.3
Amazonbasics Nylon Braide...	1900	4.4
OnePlus 126 cm (50 inches) ...	45999	4.2
Duracell Type C To Type C ...	1999	4.2
Mi 108 cm (43 inches) Full H...	34999	4.3
Wayona Nylon Braided 3A Li...	1099	4.2
TP-Link Nano AC600 USB Wi...	1599	4.3
D-Link DWA-131 300 Mbps ...	1208	4.1
TP-Link AC600 600 Mbps Wi...	2199	4.4
AmazonBasics New Release ...	2100	4.3
VW 80 cm (32 inches) Fram	13000	4.2

Most Selling Products On amazon

➤ *Find all the products which the discounted price is ends with 8 ?*

```sql
SELECT
    product_name, discounted_price
FROM
    amazonsalesdata
WHERE
    discounted_price LIKE '%8'
```

Detects the patterns in pricing strategies.

product_name	discounted_price
Wecool Unbreakable 3 in 1 ...	348
Portronics Konnect Spydr 3...	228
Duracell Type-C To Micro 1....	368
FLiX (Beetel USB to Type C ...	88
Rts™ High Speed 3D Full HD...	598
NK STAR 950 Mbps USB WiF...	218
Fire-Boltt Phoenix Smart Wa...	1998
Noise Pulse Go Buzz Smart ...	1898
Noise ColorFit Pro 4 Advanc...	2998
POCO C31 (Shadow Gray, 6...	7998
Fire-Boltt Phoenix Smart Wa...	1998
Boya ByM1 Auxiliary Omnidi...	798
Noise ColorFit Pro 4 Advanc...	2998
Seagate Expansion 1TB Ext...	4098
boAt Airdopes 181 in-Ear Tr...	1598
HP 682 Black Original Ink Ca...	828
COI Note Pad/Memo Book w...	198
Zebronics Wired Keyboard a...	448
Quantum RJ45 Ethernet Pat...	238

➤ Pull the Negative review contents from each product?

```sql
SELECT
    product_name, review_content
FROM
    amazonsalesdata
WHERE
    review_content LIKE '%worst%'
        OR review_content LIKE '%waste%'
        OR review_content LIKE '%poor%'
        OR review_content LIKE '%not good%'
```

Focus on identifying and addressing negative feedback.

product_name	review_content
MI Usb Type-C Cabl...	Worth for money - suitable for Android auto... my purpose served in car....got it for Rs. 150,Everything is Okay. But packaging is not good feeling like seller gav..
boAt Type C A325 ...	Check for offera before buying,18w charging cable,,Awesome cable!Charging, data transfer and durability is simply awesome, and there is not a single disconne..
LG 80 cm (32 inches...	LG was always Good , correct delivery, good service but sound quality was poor. The speakers were fitted below the tv. No clear sound. That was the only probl..
tizum HDMI to VGA ...	This connector has provided as a boon for my old Samsung LCD monitor and I am proactively using that monitor as the 2nd screen just if the finishing of the prod..
Samsung 80 cm (32 ...	Overall good.,TV picture ok smart betterSound very low another brand,Service provider refuse install my TV, bad service and samsung, I am calling 3 times servi..
Acer 80 cm (32 inch...	About the TV - Wonderful--Probably the best TV in this price range (INR 13000).Good - Google interface, loade..
OnePlus 80 cm (32 i...	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.Pros:-1. Sound is awesome - 100%.
Samsung Original T...	Buy it,Received in good condition and is working properly,This price cabil not good, and also short,I am using from 2 months and charging the phone in good way.
OnePlus 126 cm (50...	I am posting this after a few weeks of using the product.Usage: Continuous, OTT only, no Cable/Dish operator.Average daily usage: 6-8 hours.The TV is a great.
Mi 108 cm (43 inche...	NOTE:@ If you select brand-authorized TV installation, then DO NOT unbox the tv until MI representative arrives.This ensures, that if TV is damaged in transpor..
7SEVEN® Compatib...	Overall replacement of original samsung remote.its compatible easily with my samsung uhd tv.but there is no voice command in the remote.,Works well. Will com..
TP-Link AC600 600 ...	I am using this on an old Mac Mini, since the Broadcom proprietary drivers aren't available and the replacement B43 drivers don't allow for sufficient download sp..
VW 80 cm (32 inche...	I got this for 6k. At this price point, I believe the TV provides decent quality. You shouldn't expect amazing quality anyway from a 1366x768 screen resolution. T.
OnePlus 80 cm (32 i...	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.Pros:-1. Sound is awesome - 100%.
Wecool Unbreakabl...	Good,Got a nice product,Quick not charger😊,Cable is very good and looks durable but the pins quality are not good, infact iPhone pin keep coming out even wit..
Airtel DigitalTV DTH ...	Nice,Works very well with Airtel DTH. The pairing is as same as every Airtel DTH remote. All the buttons works properly.,Nice,Good substitute for original. Nice pr..
Samsung 108 cm (4...	Before finalizing the AUE60 55", I visited Croma and Vijay Sales to check for the same TV or similar models for their features and picture quality. I was told AUE60..
OnePlus 108 cm (43...	I am posting this after a few weeks of using the product.Usage: Continuous, OTT only, no Cable/Dish operator.Average daily usage: 6-8 hours.The TV is a great.
Acer 127 cm (50 inc...	About the TV - Wonderful--Probably the best TV in this price range (INR 13000).Good - Google interface, loade..
Samsung 108 cm (4...	Before finalizing the AUE60 55", I visited Croma and Vijay Sales to check for the same TV or similar models for their features and picture quality. I was told AUE60..
OnePlus 108 cm (43...	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.Pros:-1. Sound is awesome - 100%.
Isoelite Remote Co...	এই রেপ্লিকা রিমোটা সেট টা কাজ করছো স্যামসাং এলইডি 4 সিরিজের টিভি।,I bought it forMy Samsung E4000 series LED TV. The remote works. I use it mostly t..
VU 139 cm (55 inch...	,Screen quality is good.It's been a month I bought it still working fine.Two main negatives are1• It doesn't have default option to directly start on tata sky tv, we..

➤ **List all the products where the category consists of Accessories?**

```sql
SELECT
    product_name, category
FROM
    amazonsalesdata
WHERE
    category LIKE '%Accessories%'
```

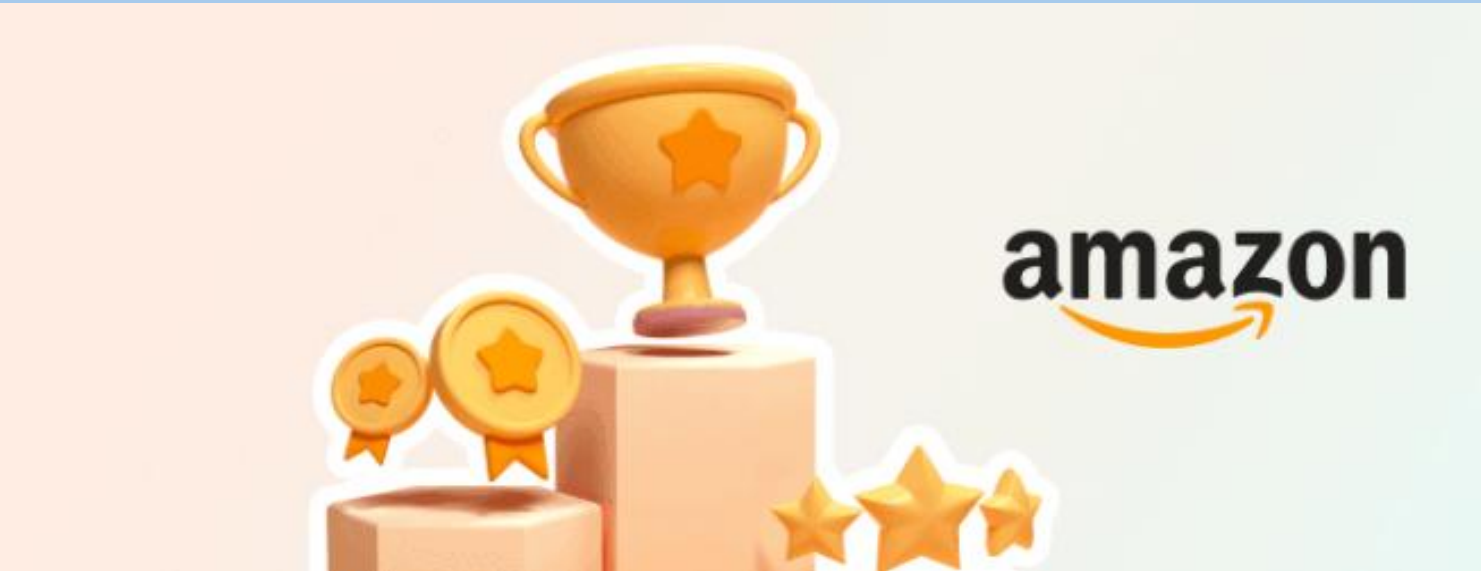**Segment the products based on accessory-related categories.**

Top Amazon Product Categories

product_name	category
Wayona Nylon Brai…	Computers&Accessories|Accessories&Peripher…
Ambrane Unbreaka…	Computers&Accessories|Accessories&Peripher…
Sounce Fast Phone …	Computers&Accessories|Accessories&Peripher…
boAt Deuce USB 30…	Computers&Accessories|Accessories&Peripher…
Portronics Konnect …	Computers&Accessories|Accessories&Peripher…
pTron Solero TB301…	Computers&Accessories|Accessories&Peripher…
boAt Micro USB 55 …	Computers&Accessories|Accessories&Peripher…
MI Usb Type-C Cabl…	Computers&Accessories|Accessories&Peripher…
TP-Link USB WiFi Ad…	Computers&Accessories|NetworkingDevices|N…
Ambrane Unbreaka…	Computers&Accessories|Accessories&Peripher…
Portronics Konnect …	Computers&Accessories|Accessories&Peripher…
boAt Rugged v3 Ex…	Computers&Accessories|Accessories&Peripher…
AmazonBasics Flexi…	Electronics|HomeTheater,TV&Video|Accessorie…
Portronics Konnect …	Computers&Accessories|Accessories&Peripher…
Portronics Konnect …	Computers&Accessories|Accessories&Peripher…
MI Braided USB Typ…	Computers&Accessories|Accessories&Peripher…
Ambrane Unbreaka…	Computers&Accessories|Accessories&Peripher…
boAt Type C A325 …	Computers&Accessories|Accessories&Peripher…
Duracell USB Lightni…	Computers&Accessories|Accessories&Peripher…
tizum HDMI to VGA …	Electronics|HomeTheater,TV&Video|Accessorie…
Flix Micro Usb Cable…	Computers&Accessories|Accessories&Peripher…
Tizum High Speed H…	Electronics|HomeTheater,TV&Video|Accessorie…

➤ write a query to get no of products from each category?

```sql
SELECT
    category, COUNT(product_name) as No_of_Products
FROM
    amazonsalesdata
GROUP BY category;
```

Summarize the product distribution across categories.

amazon

category	No_of_Products
Computers&Accessories|Accessories&Peripher...	233
Computers&Accessories|NetworkingDevices|N...	18
Electronics|HomeTheater,TV&Video|Accessorie...	24
Electronics|HomeTheater,TV&Video|Television...	63
Electronics|HomeTheater,TV&Video|Accessorie...	49
Electronics|HomeTheater,TV&Video|Television...	6
Electronics|HomeTheater,TV&Video|Accessorie...	6
Electronics|HomeTheater,TV&Video|Accessorie...	2
Electronics|HomeAudio|Accessories|SpeakerAc...	1
Electronics|HomeTheater,TV&Video|Accessorie...	3
Electronics|HomeTheater,TV&Video|Projectors	3
Electronics|HomeAudio|Accessories|Adapters	1
Electronics|HomeTheater,TV&Video|SatelliteEq...	3
Computers&Accessories|Accessories&Peripher...	1
Electronics|HomeTheater,TV&Video|Accessorie...	1
Electronics|HomeAudio|MediaStreamingDevice...	1
Electronics|HomeTheater,TV&Video|AVReceive...	1
Electronics|HomeAudio|Speakers|TowerSpeakers	1
Electronics|HomeTheater,TV&Video|Accessorie...	1
Electronics|WearableTechnology|SmartWatches	76
Electronics|Mobiles&Accessories|MobileAccess...	12
Electronics|Mobiles&Accessories|Smartphones...	68
Electronics|Accessories|MemoryCards|MicroSD	13

➤ calculate the average rating of products in the "Electronics" category?

```
SELECT
    AVG(rating) AS avg_rating
FROM
    amazonsalesdata
WHERE
    category = 'Electronics|HomeTheater,TV&Video|Televisions|SmartTelevisions'
```

Assess the performance of electronics based on customer ratings.

avg_rating
4.20952380952381 06

➤ *Determine the maximum discount percentage offered across all products?*

```sql
SELECT
    MAX(discount_percentage) AS Maximum_Discount
FROM
    amazonsalesdata
```

Maximum_Discount
0.94

It highlights the most attractive discount.

➤ List categories with an average rating greater than 4.8?

```sql
SELECT
    category, AVG(rating) AS Average_rating
FROM
    amazonsalesdata
WHERE
    rating > '4.8'
GROUP BY category;
```

It identifies the top-performing categories by customer satisfaction.

How to Choose the Right Amazon Category to Sell In

Check if the category is gated

Analyze demand and competition

Consider profitability

Look into subcategories

Use your expertise

category	Average_rating
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|Cables|USBCables	5
Computers&Accessories|Accessories&Peripherals|Keyboards,Mice&InputDevices|Mice	5

➤ *Identify the top 3 most-reviewed categories based on rating count ?*

```
SELECT
    category AS category, SUM(rating_count) AS Total_reviews
FROM
    amazonsalesdata
GROUP BY category
ORDER BY Total_reviews DESC
LIMIT 3
```


It establishes on categories with significant customer engagement.

category	Total_reviews
Electronics|Headphones,Earbuds&Accessories|Headphones|In-Ear	4204939
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|Cables|USBCables	3547816
Electronics|Mobiles&Accessories|Smartphones&BasicMobiles|Smartphones	2493269

➤ Rank products within each category by rating ?

```sql
SELECT
    category,
    product_id,
    product_name,
    rating,
    RANK() OVER (PARTITION BY category ORDER BY rating DESC) AS rank_within_category
FROM
    amazonsalesdata
ORDER BY
    category, rank_within_category;
```


Amazon Brand Detector

Displays the top-performing products in each category.

category	product_id	product_name	rating	rank_within_category
Car&Motorbike|CarAccessories|InteriorAccessories|AirPurifiers&Ionizers	B0912WJ87V	Reffair AX30 [MAX] ...	3.8	1
Computers&Accessories|Accessories&Peripherals|Adapters|USBtoUSBAdapters	B097C564GC	rts [2 Pack] Mini US...	4.3	1
Computers&Accessories|Accessories&Peripherals|Adapters|USBtoUSBAdapters	B094DQWV9B	Kanget [2 Pack] Ty...	4	2
Computers&Accessories|Accessories&Peripherals|Audio&VideoAccessories|PCHeadsets	B009LJ2BXA	Hp Wired On Ear He...	3.5	1
Computers&Accessories|Accessories&Peripherals|Audio&VideoAccessories|PCMicrophones	B08SCCG9D4	JBL Commercial CSL...	3.9	1
Computers&Accessories|Accessories&Peripherals|Audio&VideoAccessories|PCMicrophones	B08HD7JQHX	HUMBLE Dynamic La...	3.3	2
Computers&Accessories|Accessories&Peripherals|Audio&VideoAccessories|PCSpeakers	B08SBH499M	ZEBRONICS Zeb-W...	4.1	1
Computers&Accessories|Accessories&Peripherals|Audio&VideoAccessories|PCSpeakers	B08K9PX15C	Zebronics Zeb Won...	4	2
Computers&Accessories|Accessories&Peripherals|Audio&VideoAccessories|Webcams&VoIPEquipment|Webcams	B008QS9J6Y	Logitech C270 Digit...	4.3	1
Computers&Accessories|Accessories&Peripherals|Audio&VideoAccessories|Webcams&VoIPEquipment|Webcams	B09P22HXH6	Lenovo 300 FHD W...	4.1	2
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|CableConnectionProtectors	B08W56G1K9	LAPSTER Spiral Cha...	4.1	1
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|CableConnectionProtectors	B085HY1DGR	Sounce Spiral Charg...	4	2
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|CableConnectionProtectors	B085HY1DGR	Sounce Spiral Charg...	4	2
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|Cables|DVICables	B01J8S6X2I	AmazonBasics 6 Fe...	4.4	1
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|Cables|EthernetCables	B01DGVKBC6	FEDUS Cat6 Ethern...	4.4	1
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|Cables|EthernetCables	B00GZLB57U	Quantum RJ45 Ethe...	4.4	1
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|Cables|SATACables	B09F3PDDRF	Lapster USB 3.0 sat...	3.9	1
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|Cables|USBCables	B0BP7XLX48	Syncwire LTG to US...	5	1
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|Cables|USBCables	B0BQRJ3C47	REDTECH USB-C to ...	5	1
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|Cables|USBCables	B09C6HXFC1	Duracell USB Lightni...	4.5	3
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|Cables|USBCables	B084MZYBTV	Belkin USB C to USB...	4.5	3
Computers&Accessories|Accessories&Peripherals|Cables&Accessories|Cables|USBCables	B00NH13Q8W	AmazonBasics USB ...	4.5	3

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