



# **“Amazon Sales Data Analysis”**

**using SQL**



# INTRODUCTION

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- ✦ *This project analyzes **Amazon** product sales data.*
- ✦ *Data was processed and cleaned using MySQL queries.*
- ✦ *Focus on discounts, pricing trends, and customer preferences.*
- ✦ *Helps understand which products attract more buyers.*
- ✦ *Useful for businesses to improve marketing & sales strategies.*

# OBEJECTIVES

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- *To analyze **Amazon** sales data using SQL.*
- *To identify best-selling and discounted products.*
- *To understand pricing patterns and customer attraction.*
- *To present Finding in a clear, visual, and structured format.*
- *To showcase how data analysis improves sales strategies.*

# List all products with a discounted price below ₹500.



```
6 • select product_name,  
7         discounted_price  
8         from mytable  
9         where discounted_price < 500;  
10  
--
```

product_name	discounted_price
Wayona Nylon Braided USB to Lightning Fast C...	399
Ambrane Unbreakable 60W / 3A Fast Charging...	199
Sounce Fast Phone Charging Cable & Data Syn...	199
boAt Deuce USB 300 2 in 1 Type-C & Micro USB...	329
Portronics Konnect L 1.2M Fast Charging 3A 8 ...	154
pTron Solero TB301 3A Type-C Data and Fast ...	149
boAt Micro USB 55 Tangle-free, Sturdy Micro U...	176.63
MI Usb Type-C Cable Smartphone (Black)	229
TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	499
Ambrane Unbreakable 60W / 3A Fast Charging...	199
Portronics Konnect L POR-1081 Fast Charging ...	154
boAt Rugged v3 Extra Tough Unbreakable Brai...	299

mytable 33 x

# Find products with a discount percentage of 50% or more.

```
11
12 • select product_name, discount_percentage
13      from mytable
14      where discount_percentage >= 0.5;
15
16
```

Result Grid		
Filter Rows: <input type="text"/>		
Export: 		
Wrap Cell Content: 		
	product_name	discount_percentage
▶	Wayona Nylon Braided USB to Lightning Fast C...	0.64
	Source Fast Phone Charging Cable & Data Syn...	0.9
	boAt Deuce USB 300 2 in 1 Type-C & Micro USB...	0.53
	Portronics Konnect L 1.2M Fast Charging 3A 8 ...	0.61
	pTron Solero TB301 3A Type-C Data and Fast ...	0.85
	boAt Micro USB 55 Tangle-free, Sturdy Micro U...	0.65
	TP-Link USB WIFI Adapter for PC(TL-WN725N), ...	0.5
	Portronics Konnect L POR-1081 Fast Charging ...	0.55
	boAt Rugged v3 Extra Tough Unbreakable Brai...	0.63
	AmazonBasics Flexible Premium HDMI Cable (Bl...	0.69
	Portronics Konnect CL 20W POR-1067 Type-C ...	0.61
	Portronics Konnect L 1.2M POR-1401 Fast Cha...	0.6

mytable 34 x

## Retrieve all products where the name contains the word "Cable."

```
16
17 • SELECT product_name
18     from mytable
19     where product_name like '%Cable%';
20
```

Result Grid | Filter Rows:  | Export: | Wrap Cell Content:

	product_name
▶	Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable Compatible for iPhone 13, 12,11, X, 8, 7, 6, 5, iPad ...
	Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Cable for Smartphones, Tablets, Laptops & other Type C d...
	Source Fast Phone Charging Cable & Data Sync USB Cable Compatible for iPhone 13, 12,11, X, 8, 7, 6, 5, iPad Air, Pro, Mini & i...
	boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangle-Free, Sturdy Cable with 3A Fast Charging & 480mbps D...
	Portronics Konnect L 1.2M Fast Charging 3A 8 Pin USB Cable with Charge & Sync Function for iPhone, iPad (Grey)
	pTron Solero TB301 3A Type-C Data and Fast Charging Cable, Made in India, 480Mbps Data Sync, Strong and Durable 1.5-Mete...
	boAt Micro USB 55 Tangle-free, Sturdy Micro USB Cable with 3A Fast Charging & 480mbps Data Transmission (Black)
	MT Iish Type-C Cable Smartphone (Black)

mytable 22 x

Output

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

```
26
27 • select product_name,
28         avg(actual_price) - avg(discounted_price) as price_difference
29 FROM mytable
30 group by product_name;
31
32 • select product_name, discount_percentage
```

Result Grid			Filter Rows:	Export:	Wrap Cell Content:	Fetch rows:
	product_name	price_difference				
▶	Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync C...	700				
	Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Ca...	150				
	Sounce Fast Phone Charging Cable & Data Sync USB Cable Compatible ...	1100				
	boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangl...	370				
	Portronics Konnect L 1.2M Fast Charging 3A 8 Pin USB Cable with Char...	245				
	pTron Solero TB301 3A Type-C Data and Fast Charging Cable, Made in ...	851				
	boAt Micro USB 55 Tangle-free, Sturdy Micro USB Cable with 3A Fast C...	322.37				
	MT Uish Type-C Cable Smartphone (Black)	70				

Result 24 x



## Query reviews that mention "fast charging" in their content.

```
21
22 • select product_name, review_content
23     from mytable
24     where review_content like '%fast charging%';
25
26
```

Result Grid | Filter Rows:  | Export: | Wrap Cell Content:

product_name	review_content
Ambrane Unbreakable 60W / 3A Fast Chargin...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connectio...
boAt Deuce USB 300 2 in 1 Type-C & Micro US...	Good product,long wire,Charges good,Nice,I bought this cable for Rs.339 worthy product for this price, i test...
Ambrane Unbreakable 60W / 3A Fast Chargin...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connectio...
Portronics Konnect L POR-1081 Fast Charging ...	The cable is efficient in fast charging but in quick data transfer. Overall fine.,I like the usb c L shape. Nylon S...
boAt Rugged v3 Extra Tough Unbreakable Bra...	Good product,long wire,Charges good,Nice,I bought this cable for Rs.339 worthy product for this price, i test...
Portronics Konnect CL 20W POR-1067 Type-C ...	Definitely isn't as good as the original cord but works. Fast charging and pretty sturdy,Worth it,So I had a fau...
MI Braided USB Type-C Cable for Charging Ad...	I like it 🍌🍌,Best charging power . I used this cable on note 8 pro mi. Using 8month also fast working.,350 mi...
Ambrane Unbreakable 60W / 3A Fast Chargin...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connectio...

table 23 x



Output





## Identify products with a discount percentage between 20% and 40%.

```
32 • select product_name,discount_percentage
33     from mytable
34     where discount_percentage between '0.2' and '0.4';
35
36
37
38
```


Result Grid

  Filter Rows:

Export: 

Wrap Cell Content: 

	product_name	discount_percentage
▶	MI Usb Type-C Cable Smartphone (Black)	0.23
	Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable ...	0.33
	Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C to Type ...	0.38
	LG 80 cm (32 inches) HD Ready Smart LED TV 32LM563BPTC (Dark Iron Gray)	0.39
	OnePlus 80 cm (32 inches) Y Series HD Ready LED Smart Android TV 32Y1 (Black)	0.25
	Ambrane Unbreakable 3 in 1 Fast Charging Braided Multipurpose Cable for Sp...	0.25
	OnePlus 126 cm (50 inches) Y Series 4K Ultra HD Smart Android LED TV 50Y1S ...	0.28
	TP-Link Nano AC600 USB Wi-Fi Adapter(Archer T2U Nano)- 2.4G/5G Dual Ban...	0.38

mytable 25 

# Find products that have an actual price above ₹1,000 and are rated 4 stars or above.

```
37
38 • select product_name,actual_price,rating
39 from mytable
40 where actual_price> '1000' and rating >='4';
41
42
43
44
45
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	product_name	actual_price	rating
▶	Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable Compatible for iPhone 13,...	1099	4.2
	MI 80 cm (32 inches) 5A Series HD Ready Smart Android LED TV L32M7-5AIN (Black)	24999	4.2
	LG 80 cm (32 inches) HD Ready Smart LED TV 32LM563BPTC (Dark Iron Gray)	21990	4.3
	Duracell USB Lightning Apple Certified (Mfi) Braided Sync & Charge Cable For Iphone, Ipad And Ipod. ...	1799	4.5
	Samsung 80 cm (32 Inches) Wondertainment Series HD Ready LED Smart TV UA32T4340BKXXL (Gloss...	22900	4.3
	Acer 80 cm (32 inches) I Series HD Ready Android Smart LED TV AR32AR2841HDFL (Black)	19990	4.3
	OnePlus 80 cm (32 inches) Y Series HD Ready LED Smart Android TV 32Y1 (Black)	19999	4.2
	Duracell USB C To Lightning Apple Certified (Mfi) Braided Sync & Charge Cable For Iphone. Ipad And I...	1999	4.4

mytable 27 x

# Find products where the discounted price ends with a 9.

```
42 • select product_name,discounted_price
43     from mytable
44     where discounted_price like '%9';
```

Result Grid		Filter Rows:	Export:	Wrap Cell Content:	Fetch rows:
product_name	discounted_price				
Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable Compatible for iPhone 13,...	399				
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Cable for Smartphones, Tablets, ...	199				
Source Fast Phone Charging Cable & Data Sync USB Cable Compatible for iPhone 13, 12,11, X, 8, 7, ...	199				199
boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangle-Free, Sturdy Cable with 3A F...	329				
pTron Solero TB301 3A Type-C Data and Fast Charging Cable, Made in India, 480Mbps Data Sync, Str...	149				
MI Usb Type-C Cable Smartphone (Black)	229				
TP-Link USB WiFi Adapter for PC(TL-WN725N), N150 Wireless Network Adapter for Desktop - Nano Siz...	499				
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable for Smartphones, Tablet...	199				
boAt Rugged v3 Extra Tough Unbreakable Braided Micro USB Cable 1.5 Meter (Black)	299				
AmazonBasics Flexible Premium HDMI Cable (Black, 4K@60Hz, 18Gbps), 3-Foot	219				
Portronics Connect L 1.2M POR-1401 Fast Charging 3A 8 Pin USB Cable with Charge & Sync Function (...)	159				

mytable 29 x

## Display review contents that contain words like worst, waste, poor, or not good.

```
46
47 • select product_name,review_content
48 from mytable
49
50 where review_content like '%worst%'
51      or review_content like '%waste%'
52      or review_content like '%poor%'
53      or review_content like '%not good%';
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	product_name	review_content
▶	MI Usb Type-C Cable Sma...	Worth for money - suitable for Android auto... my purpose served in car....got it for Rs. 150,Everything is Okay. But packagi...
	boAt Type C A325 Tangle...	Check for offera before buying,18w charging cable,,Awesome cable!Charging, data transfer and durability is simply awesom...
	LG 80 cm (32 inches) HD ...	LG was always Good , correct delivery, good service but sound quality was poor. The speakers were fitted below the tv. No ...
	tizum HDMI to VGA Adapt...	This connector has provided as a boon for my old Samsung LCD monitor and I am proactively using that monitor as the 2nd s...
	Samsung 80 cm (32 Inche...	Overall good.,TV picture ok smart betterSound very low another brand,Service provider refuse install my TV, bad service an...
	Acer 80 cm (32 inches) I ...	About the TV - Wonderful-----Probably the best TV in this price range (INR 1...
	OnePlus 80 cm (32 inches...	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 i...
	Samsung Original Type C ...	Buy it,Received in good condition and is working properly,This price cabil not good, and also short,I am using from 2 months ...
	OnePlus 126 cm (50 inche...	I am posting this after a few weeks of using the product.Usage: Continuous, OTT only, no Cable/Dish operator.Average dail...

mytable 30 x

# List all products where the category includes "Accessories."

```
55 • select product_name,product_id, category
56      from mytable
57      where category like '%Accessories%';
58
59
60
```

Result Grid | Filter Rows:  | Export: | Wrap Cell Content:

	product_name	product_id	category
▶	Wayona Nylon Braided U...	B07JW9H4J1	Computers&Accessories Accessories&Peripheral...
	Ambrane Unbreakable 60...	B098NS6PVG	Computers&Accessories Accessories&Peripheral...
	Source Fast Phone Charg...	B096MSW6CT	Computers&Accessories Accessories&Peripheral...
	boAt Deuce USB 300 2 in ...	B08HDJ86NZ	Computers&Accessories Accessories&Peripheral...
	Portronics Konnect L 1.2...	B08CF3B7N1	Computers&Accessories Accessories&Peripheral...
	pTron Solero TB301 3A T...	B08Y1TFSP6	Computers&Accessories Accessories&Peripheral...
	boAt Micro USB 55 Tangle...	B08WRWPM22	Computers&Accessories Accessories&Peripheral...
	MI Usb Type-C Cable Sma...	B08DDRGWTJ	Computers&Accessories Accessories&Peripheral...
	TP-Link USB WiFi Adapter ...	B008IFXQFU	Computers&Accessories NetworkingDevices Ne...

mytable 32 x

# CONCLUSION

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- *Data analysis revealed strong demand for affordable and high-discount products.*
- *Customers showed interest in cable – related and fast-charging products.*
- *Premium items (₹1000+) with high rating have good potential if price strategically.*
- *Negative reviews helped identify areas for improvement.*
- *Accessories category has scope for growth through bundling & upselling.*



# Thank you

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