SQL SALES PROJECT

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INTRODUCTION

This project uses SQL to analyze Amazon’s sales data, focusing on product prices, discounts, and customer reviews. The goal is to find useful insights . These insights will help improve sales strategies, product selection, and customer satisfaction.

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About Amazon

Amazon is an American multinational technology company. It is considered one of the Big Five American technology companies. Amazon was founded on July 5, 1994, by Jeff Bezos.The company originally started as an online marketplace for books but gradually expanded its offerings to include a wide range of product categories. This diversification led to it being referred to as "The Everything Store".

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

```sql
SELECT
    product_name, discounted_price
FROM
    mytable
WHERE
    discounted_price < 500;
```

This query retrieves the product name and discounted price for all items where the price after discount is less than ₹500.

By targeting such products, the company can highlight affordable options to customers, driving sales in the low cost segment and increasing conversion rates for price conscious buyers.

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This query calculates the discount percentage and retrieves all products where the discount is 50% or more.

Identifying such products is valuable for promoting significant savings to customers, making it easier for the company to highlight large discounts during sales events or special promotions.

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

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

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

```sql
SELECT
    product_id, product_name
FROM
    mytable
WHERE
    product_name LIKE '%cable%';
```

The query allows the company to easily filter products related to a specific keyword, such as "cable." This can help in quickly identifying and managing products that meet a certain criterion, saving time compared to manual searches.

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The SQL query calculates the average price difference between the actual price and discounted price for each category.

The query helps the company analyze the average discount offered across different product categories. By calculating the difference between the actual price and discounted price, the company can assess how much value they're offering to customers in each category.

```
#Display the difference between the average of the actual
# and the discounted price for each category.
```

```
SELECT
    category, AVG(actual_price) - AVG(discounted_price)
FROM
    mytable
GROUP BY category;
```

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

```sql
SELECT
    review_content
FROM
    mytable
WHERE
    review_content LIKE '%fast charging%';
```

By filtering reviews for mentions of "fast charging," the company can gauge how customers feel about this specific feature. Positive reviews might highlight customer satisfaction, while negative ones could indicate problems or unmet expectations. This insight helps improve product features or marketing strategies.

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This query calculates the discount percentage for each product and retrieves those where the discount falls between 20% and 40%.

This is useful for targeting mid-range discounts that attract customers looking for moderate savings, enabling the company to focus on products with competitive but not extreme discounts.

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

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

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

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

This query retrieves product that are priced above ₹1,000 and have a rating of 4 stars or higher. It helps the company identify premium products that are well rated by customers, enabling them to promote high-quality, high-value items to discerning buyers.

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This query retrieves the product whose discounted price ends with 9.

This pricing strategy , often referred to as a “charm pricing”. This is commonly used in retail to make prices appear more appealing to consumers.

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

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

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```
#Display review contents that contains words
#like worst, waste, poor, or not good
```

```sql
SELECT
    review_content
FROM
    mytable
WHERE
    review_content LIKE '%worst%'
        OR review_content LIKE '%waste%'
        OR review_content LIKE '%poor%'
        OR review_content LIKE '%not good%';
```

Retrieves the review that mention any of the specified negative keywords. By identifying these reviews, the company can focus on areas for improvement and address customer concerns, helping to enhance product quality and customer satisfaction.

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This query retrieves products whose category contains the word “Accessories”.
It helps the company identify and manage products related to accessories, enabling them to focus on inventory, marketing, and sales strategies for this category.

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

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

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