



SQL Analysis

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About US

Amazon.com, Inc. is a global technology leader renowned for its expansive e-commerce platform, advanced cloud computing services through Amazon Web Services (AWS), and innovative ventures in digital streaming and artificial intelligence. Founded by Jeff Bezos in 1994, Amazon has evolved from an online bookstore into a diversified conglomerate, offering a wide array of products and services that cater to millions of customers worldwide. The company's commitment to customer obsession, operational excellence, and long-term thinking has positioned it as one of the most influential and admired corporations globally.



Objective 01

Analyze customer behavior & purchase patterns using Amazon dataset.



Objective 02

Identify top-performing products & frequent customers via SQL queries.



Objective 03

Uncover sales trends & order insights through SQL-based analysis.

Core Questions for Data Exploration



- Products with a discounted price below ₹500
- Products with at least 50% discount
- Products with 'Cable' in the name
- Average price difference across products
- Reviews mentioning 'fast charging'
- Products with a 20%-40% discount
- Products with an actual price above ₹1,000 and 4★ or higher
- Products where the discounted price ends with a 9
- Reviews containing 'worst', 'waste', 'poor', or 'not good'
- Products with category containing 'Accessories'

Products with a discounted price below ₹500

Query

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

Output

	product_id	product_name	discounted_price
▶	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Ch...	399
	B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging ...	199
	B096MSW6CT	Source Fast Phone Charging Cable & Data Sync...	199
	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	329
	B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 P...	154
	B08Y1TFSP6	pTron Solero TB301 3A Type-C Data and Fast C...	149
	B08WRWPM22	boAt Micro USB 55 Tangle-free, Sturdy Micro US...	176.63
	B08DDRGWTJ	MI Usb Type-C Cable Smartphone (Black)	229
	B008IFXQFU	TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	499
	B082LZGK39	Ambrane Unbreakable 60W / 3A Fast Charging ...	199
	B08CF3D7QR	Portronics Konnect L POR-1081 Fast Charging 3...	154



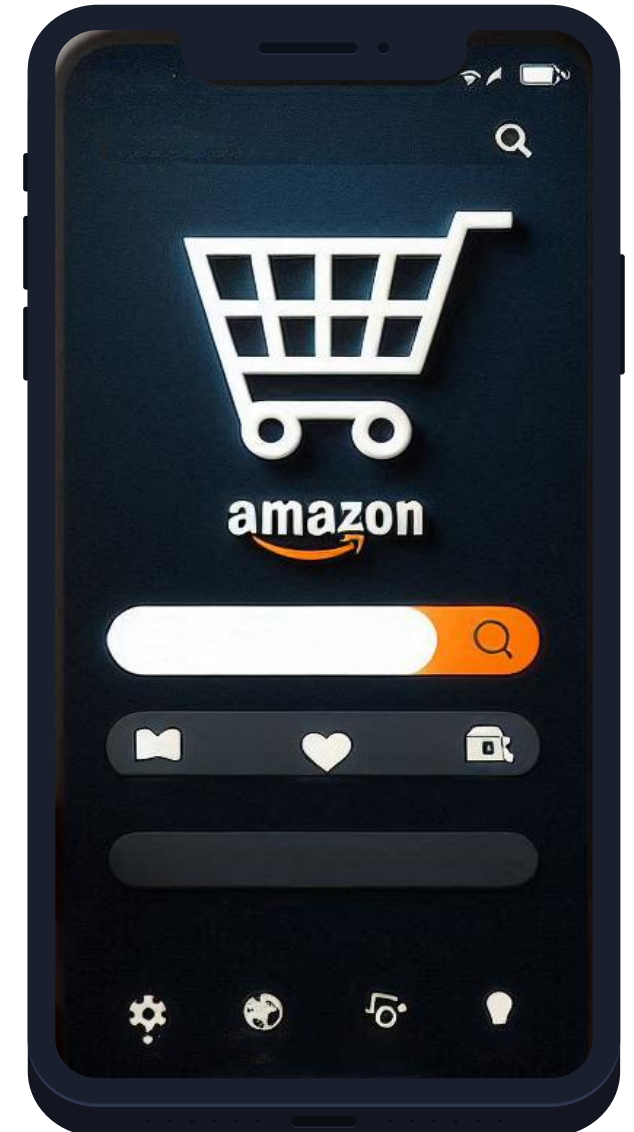
Products with at least 50% discount

Query

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

Output

	product_id	product_name	discount_percentage
▶	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Ch...	0.64
	B096MSW6CT	Sounce Fast Phone Charging Cable & Data Sync...	0.9
	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	0.53
	B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 P...	0.61
	B08Y1TFSP6	pTron Solero TB301 3A Type-C Data and Fast C...	0.85
	B08WRWPM22	boAt Micro USB 55 Tangle-free, Sturdy Micro US...	0.65
	B08CF3D7QR	Portronics Konnect L POR-1081 Fast Charging 3...	0.55
	B0789LZTCJ	boAt Rugged v3 Extra Tough Unbreakable Braid...	0.63



Products with 'Cable' in the name

Query

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

Output

	product_id	product_name
▶	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Ch...
	B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging ...
	B096MSW6CT	Source Fast Phone Charging Cable & Data Sync...
	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...
	B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 P...
	B08Y1TFSP6	pTron Solero TB301 3A Type-C Data and Fast C...
	B08WRWPM22	boAt Micro USB 55 Tangle-free, Sturdy Micro US...
	B08DDRGWTJ	MI Usb Type-C Cable Smartphone (Black)



Average price difference across products

Query

```
SELECT
    AVG(actual_price - discounted_price) AS avg_price_difference
FROM
    mytable;
```

Output

	avg_price_difference
▶	2319.6797610921503



Reviews mentioning 'fast charging'

Query

SELECT

product_id, product_name, review_id, review_content

FROM

mytable

WHERE

review_content **LIKE** '%fast charging%';



Output

product_id	product_name	review_id	review_content
B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging ...	RGIQEG07R9HS2,R1SMWZQ86XIN8U,R2J3Y1W...	I ordered this cable to connect my phone to An...
B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	R3EEUZKKK9J36I,R3HJVYCLYOY554,REDECAZ7...	Good product,long wire,Charges good,Nice,I bo...
B082LZGK39	Ambrane Unbreakable 60W / 3A Fast Charging ...	RGIQEG07R9HS2,R1SMWZQ86XIN8U,R2J3Y1W...	I ordered this cable to connect my phone to An...
B08CF3D7QR	Portronics Konnect L POR-1081 Fast Charging 3...	R11MQS7WD9C3IO,R2AKH69XQY8BY4,R8GBOL...	The cable is efficient in fast charging but in quic...
B0789LZTCJ	boAt Rugged v3 Extra Tough Unbreakable Braid...	R3EEUZKKK9J36I,R3HJVYCLYOY554,REDECAZ7...	Good product,long wire,Charges good,Nice,I bo...
B085DTN6R2	Portronics Konnect CL 20W POR-1067 Type-C t...	R1QETDIPRCX4S0,RARQYQ8POOFA9,R952F93...	Definitely isn't as good as the original cord but ...
B083342NKJ	MI Braided USB Type-C Cable for Charging Ada...	R2JPQNKCOE10UK,RQI80JG2WZXNF,R2LYZ4C...	I like it 🎧🎧,Best charging power . I used this c...
B082LSVT4B	Ambrane Unbreakable 60W / 3A Fast Charging ...	RGIQEG07R9HS2,R1SMWZQ86XIN8U,R2J3Y1W...	I ordered this cable to connect my phone to An...

Products with a 20%-40% discount

Query

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

Output

	product_id	product_name	discount_percentage
▶	B08DDRGWTJ	MI Usb Type-C Cable Smartphone (Black)	0.23
	B082LZGK39	Ambrane Unbreakable 60W / 3A Fast Charging ...	0.33
	B082LSVT4B	Ambrane Unbreakable 60W / 3A Fast Charging ...	0.38
	B08DPLCM6T	LG 80 cm (32 inches) HD Ready Smart LED TV 3...	0.39
	B08B42LWKN	OnePlus 80 cm (32 inches) Y Series HD Ready L...	0.25
	B094JNXNPV	Ambrane Unbreakable 3 in 1 Fast Charging Brai...	0.25
	B0B3MMYHYW	OnePlus 126 cm (50 inches) Y Series 4K Ultra H...	0.28
	B07KRCW6LZ	TP-Link Nano AC600 USB Wi-Fi Adapter(Archer ...	0.38
	B014I8SSD0	Amazon Basics High-Speed HDMI Cable, 6 Feet ...	0.35



Products with an actual price > ₹1,000 & 4★ or higher

Query

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



Output

	product_id	product_name	actual_price	rating
▶	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Ch...	1099	4.2
	B0B6F7LX4C	MI 80 cm (32 inches) 5A Series HD Ready Smart...	24999	4.2
	B08DPLCM6T	LG 80 cm (32 inches) HD Ready Smart LED TV 3...	21990	4.3
	B09C6HXFC1	Duracell USB Lightning Apple Certified (Mfi) Brai...	1799	4.5
	B09F6S8BT6	Samsung 80 cm (32 Inches) Wondertainment Se...	22900	4.3
	B0B1YVCJ2Y	Acer 80 cm (32 inches) I Series HD Ready Andr...	19990	4.3
	B08B42LWKN	OnePlus 80 cm (32 inches) Y Series HD Ready L...	19999	4.2
	B09W5XR9RT	Duracell USB C To Lightning Apple Certified (Mfi)...	1999	4.4
	B08QSC1XY8	Zoul USB C 60W Fast Charging 3A 6ft/2M Long ...	1099	4.3

Products where the discounted price ends with a 9

Query

```
SELECT
    product_id, product_name, discounted_price
FROM
    mytable
WHERE
    discounted_price like "%9";
```

Output

	product_id	product_name	discounted_price
▶	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Ch...	399
	B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging ...	199
	B096MSW6CT	Sounce Fast Phone Charging Cable & Data Sync...	199
	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	329
	B08Y1TFSP6	pTron Solero TB301 3A Type-C Data and Fast C...	149
	B08DDRGWTJ	MI Usb Type-C Cable Smartphone (Black)	229
	B008IFXQFU	TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	499
	B082LZGK39	Ambrane Unbreakable 60W / 3A Fast Charging ...	199
	B0789LZTCJ	boAt Rugged v3 Extra Tough Unbreakable Braid...	299
	B07KSMBL2H	AmazonBasics Flexible Premium HDMI Cable (Bla...	219
	B09KLVMZ3B	Portronics Konnect L 1.2M POR-1401 Fast Char...	159



Reviews containing 'worst', 'waste', 'poor', or 'not good'

Query

```
SELECT
    product_id, product_name, review_id, 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%';
```



Output

product_id	product_name	review_id	review_content
B08DDRGWTJ	MI Usb Type-C Cable Smartphone (Black)	R2X090D1YHACKR,R32ZCIH9AFNJ60,R3N57EV...	Worth for money - suitable for Android auto... ..
B08WRBG3XW	boAt Type C A325 Tangle-free, Sturdy Type C ...	R2BP8Y5OJXKJLF,R218813TNRHNSY,R3VIKEVJ...	Check for offera before buying, 18w charging c...
B08DPLCM6T	LG 80 cm (32 inches) HD Ready Smart LED TV 3...	R2PNR69G0BQG2F,R31A0WWDEYMKEW,R2C4...	LG was always Good , correct delivery, good se...
B085194JFL	tizum HDMI to VGA Adapter Cable 1080P for Pr...	R1GYK05NN6747O,R1J21BZ29NGQF9,R16JCHE...	This connector has provided as a boon for my ol...
B09F6S8BT6	Samsung 80 cm (32 Inches) Wondertainment Se...	R1SN0D4DFBKAZI,R1SX5L77L2CD6V,R1NAZ6M...	Overall good.,TV picture ok smart betterSound ...
B081YVCJ2Y	Acer 80 cm (32 inches) I Series HD Ready Andr...	R1EBS3566VCSCG,R24MB66WRPSN2A,R25UU2...	About the TV - Wonderful-----,...
B08B42LWKN	OnePlus 80 cm (32 inches) Y Series HD Ready L...	R3COVVOP2R7Z28,R2T6WHEO2ONNDD,RUFFV...	This OnePlus TV is great if you want a affordabl...
B008FWZGSG	Samsung Original Type C to C Cable - 3.28 Feet...	R2Z9ENI1BK4EAB,R2JTBG4GO7WPMG,R3GKCN...	Buy it,Received in good condition and is working...
B0B3MMYHYW	OnePlus 126 cm (50 inches) Y Series 4K Ultra H...	R2J3Q3BUHJ2S7E,R2H2ELE1DG24VY,R1U1S7X...	I am posting this after a few weeks of using the...
B09JPC82QC	Mi 108 cm (43 inches) Full HD Android LED TV 4...	R1VOXBV87EI37W,R1BIBCTNJPJOX3,R2RRCA4...	NOTE:@ If you select brand-authorized TV inst...
B09L8DSSFH	7SEVEN® Compatible for Samsung Smart 4K Ult...	RVEWH0LAEO3NH,R3E42NTD6HXN1Q,R3IC0VL...	Overall replacement of original samsung remote...

Products with category containing 'Accessories'

Query

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



Output

	product_id	product_name	category
▶	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Ch...	Computers&Accessories Accessories&Peripheral...
	B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging ...	Computers&Accessories Accessories&Peripheral...
	B096MSW6CT	Sounce Fast Phone Charging Cable & Data Sync...	Computers&Accessories Accessories&Peripheral...
	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	Computers&Accessories Accessories&Peripheral...
	B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 P...	Computers&Accessories Accessories&Peripheral...
	B08Y1TFSP6	pTron Solero TB301 3A Type-C Data and Fast C...	Computers&Accessories Accessories&Peripheral...
	B08WRWPM22	boAt Micro USB 55 Tangle-free, Sturdy Micro US...	Computers&Accessories Accessories&Peripheral...
	B08DDRGWTJ	MI Usb Type-C Cable Smartphone (Black)	Computers&Accessories Accessories&Peripheral...
	B008IFXQFU	TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	Computers&Accessories NetworkingDevices Ne...

Strategic Takeaways from Amazon's Journey

01

Key Takeaway

Identified product pricing trends through SQL data analysis.

02

Key Takeaway

Filtered top-performing products based on discounts and ratings.

03

Key Takeaway

Highlighted customer sentiment by analyzing key review terms.

04

Key Takeaway

Categorized products by features like accessories and pricing patterns.

05

Key Takeaway

Leveraged SQL queries to extract targeted business insights.

06

Key Takeaway

Enhanced data-driven decision-making for product & market strategies.



Using SQL-driven exploration, this project uncovers pricing, customer behavior, and product categorization in Amazon's dataset. The insights sharpen business strategy and market focus. It highlights the power of data in driving smarter decisions.

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