

# Amazon

As a Data Analyst on the Amazon Devices team, you are tasked with evaluating the usage patterns of Amazon services on devices like Echo, Fire TV, and Kindle....

Question 1: The team wants to identify the total usage duration of the services for each device type by extracting the primary device category from the device name for the period from July 1, 2024 to September 30, 2024. The primary device category is derived from the first word of the device name.

```
SELECT
    split_part(device_name, ' ', 1) AS first_word,
    SUM(usage_duration_minutes) AS total_usage_minutes
FROM fct_device_usage u
JOIN dim_device d ON u.device_id = d.device_id
WHERE usage_date BETWEEN DATE '2024-07-01' AND DATE '2024-09-30'
GROUP BY split_part(device_name, ' ', 1);
```





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Question 2: The team also wants to label the usage of each device category into 'Low' or 'High' based on usage duration from July 1, 2024 to September 30, 2024. If the total usage time was less than 300 minutes, we'll category it as 'Low'. Otherwise, we'll categorize it as 'high'. Can you return a report with device ID, usage category and total usage time?

```
WITH category AS (  
  SELECT  
    f.device_id,  
    SUM(usage_duration_minutes) AS total_time  
  FROM fct_device_usage AS f  
  INNER JOIN dim_device AS d ON f.device_id = d.device_id  
  WHERE f.usage_date BETWEEN DATE '2024-07-01' AND DATE '2024-  
09-30'  
  GROUP BY f.device_id)  
SELECT device_id,  
  CASE  
    WHEN total_time < 300 THEN 'Low'  
    ELSE 'High'  
  END AS usage_category, total_time  
FROM category;
```





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Question 3: The team is considering bundling the Prime Video and Amazon Music subscription. They want to understand what percentage of total usage time comes from Prime Video and Amazon Music services respectively. Please use data from July 1, 2024 to September 30, 2024.

```
WITH service AS (  
  SELECT  
    s.service_name,  
    SUM(u.usage_duration_minutes) AS category_time,  
    SUM(SUM(u.usage_duration_minutes)) OVER () AS total_time  
  FROM fct_device_usage u  
  JOIN dim_service s ON u.service_id = s.service_id  
  WHERE usage_date BETWEEN DATE '2024-07-01' AND DATE '2024-09-30'  
  GROUP BY s.service_name  
)  
SELECT  
  service_name,  
  ROUND(category_time * 100.0 / total_time, 2) AS percentage  
FROM service  
WHERE service_name IN ('Prime Video', 'Amazon Music');
```

