

Amazon

As a Data Analyst, you and your team are tasked with evaluating brand consistency across Amazon's diverse business segments, including retail, AWS, and entertainment....

Question 1: The Marketing team wants to start their evaluation of brand messaging for Q4 2024. Could you provide a list of the key messaging and brand score details recorded between October 1, 2024 and December 31, 2024?

```
SELECT key_message, brand_score  
FROM brand_score_metrics  
WHERE metric_date BETWEEN '2024-10-01' AND '2024-12-31';
```



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Question 2: For a more focused analysis, the Marketing team needs the key messaging and brand score details for the AWS segment (represented by segment_id = 2) in Q4 2024, but only for records where the brand score is at or above 90. Could you retrieve these details?

```
SELECT key_message, brand_score
FROM brand_score_metrics
WHERE TO_CHAR(metric_date, 'YYYY-MM') IN ('2024-10', '2024-11', '2024-12')
      AND brand_score >= 90
      AND segment_id = 2;
```



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Question 3: To quickly review a snapshot of the findings, the Marketing team would like to see a sample of the key messaging and brand score details for the Entertainment segment (represented by `segment_id = 3`) with a brand score above 80. Could you provide the 5 most recent records that meet these criteria?

```
SELECT key_message, brand_score
FROM brand_score_metrics
WHERE brand_score > 80
      AND segment_id = 3
ORDER BY metric_date DESC
LIMIT 5;
```

