

AMAZON SALES ANALYSIS

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OBJECTIVE :

- To perform comprehensive data analysis on Amazon's sales database.
- To derive actionable insights through various SQL queries.
- To support management in identifying trends, patterns, and opportunities within the sales data.

Expected Outcome:

The analysis will provide a detailed understanding of Amazon's sales performance, enabling management to make data-driven decisions that align with our business goals.

Analysis | SQL

Amazon

1. LIST ALL PRODUCTS WITH A DISCOUNTED PRICE BELOW ₹500.

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

```
select product_id, product_name, discounted_price from mytable  
where discounted_price < 500;
```

3. RETRIEVE ALL PRODUCTS WHERE THE NAME CONTAINS THE WORD "CABLE".

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

```
select product_id,product_name,discout_percentage from mytable  
where discount_percentage > 0.50;
```

4. DISPLAY THE DIFFERENCE BETWEEN THE AVERAGE OF THE ACTUAL PRICE AND THE DISCOUNTED PRICE FOR EACH PRODUCT.

```
#Display the difference between the average of the actual price and the discounted price for each product.  
  
select product_name,  
avg(actual_price - discounted_price) from mytable  
group by product_name;
```

5. QUERY REVIEWS THAT MENTION "FAST CHARGING" IN THEIR CONTENT.

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

```
select review_title from mytable  
where review_title like "%fast charging%";
```

6. IDENTIFY PRODUCTS WITH A DISCOUNT PERCENTAGE BETWEEN 20% AND 40%.

```
1  #Identify products with a discount percentage between 20% and 40%.
2
3  • select product_id, product_name, discount_percentage from mytable
4  where discount_percentage between 0.20 and 0.40;
```


7. FIND PRODUCTS THAT HAVE AN ACTUAL PRICE ABOVE ₹1,000 AND ARE RATED 4 STARS OR ABOVE.

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

```
select product_id,product_name,actual_price,rating from mytable  
where actual_price > 1000 and rating >= 4;
```

8. FIND PRODUCTS WHERE THE DISCOUNTED PRICE ENDS WITH A 9

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

```
select product_name,discounted_price from mytable  
where discounted_price like "%9";
```

9. FIND PRODUCTS WHERE THE DISCOUNTED PRICE ENDS WITH A 9

```
1  #Display review contents that contains words like worst, waste, poor, or not good.
2
3  • select review_content from mytable
4  where review_content like "%worst%"
5  or review_content like "%waste%"
6  or review_content like "%poor%"
7  or review_content like "%not goodt%";
```

10. LIST ALL PRODUCTS WHERE THE CATEGORY INCLUDES "ACCESSORIES."

```
1  #List all products where the category includes "Accessories."  
2  
3  •  select product_id, product_name, category from mytable  
4     where category like "%Accessories%";
```

CONCLUSION :

The analysis of **Amazon's sales data** revealed key insights: strong demand for affordable products under ₹500, opportunities in high-discount items, and a significant interest in cable-related products and fast charging features. Premium products above ₹1,000 with **high ratings** and effective psychological pricing strategies were identified. **Negative reviews** highlighted areas for improvement, while the accessories category showed potential for **increased sales** through bundling and upselling. These findings can guide Amazon in **optimizing sales** strategies and enhancing customer satisfaction.

USING



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Amazon

THANKS FOR READING

Let's connect for more.

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