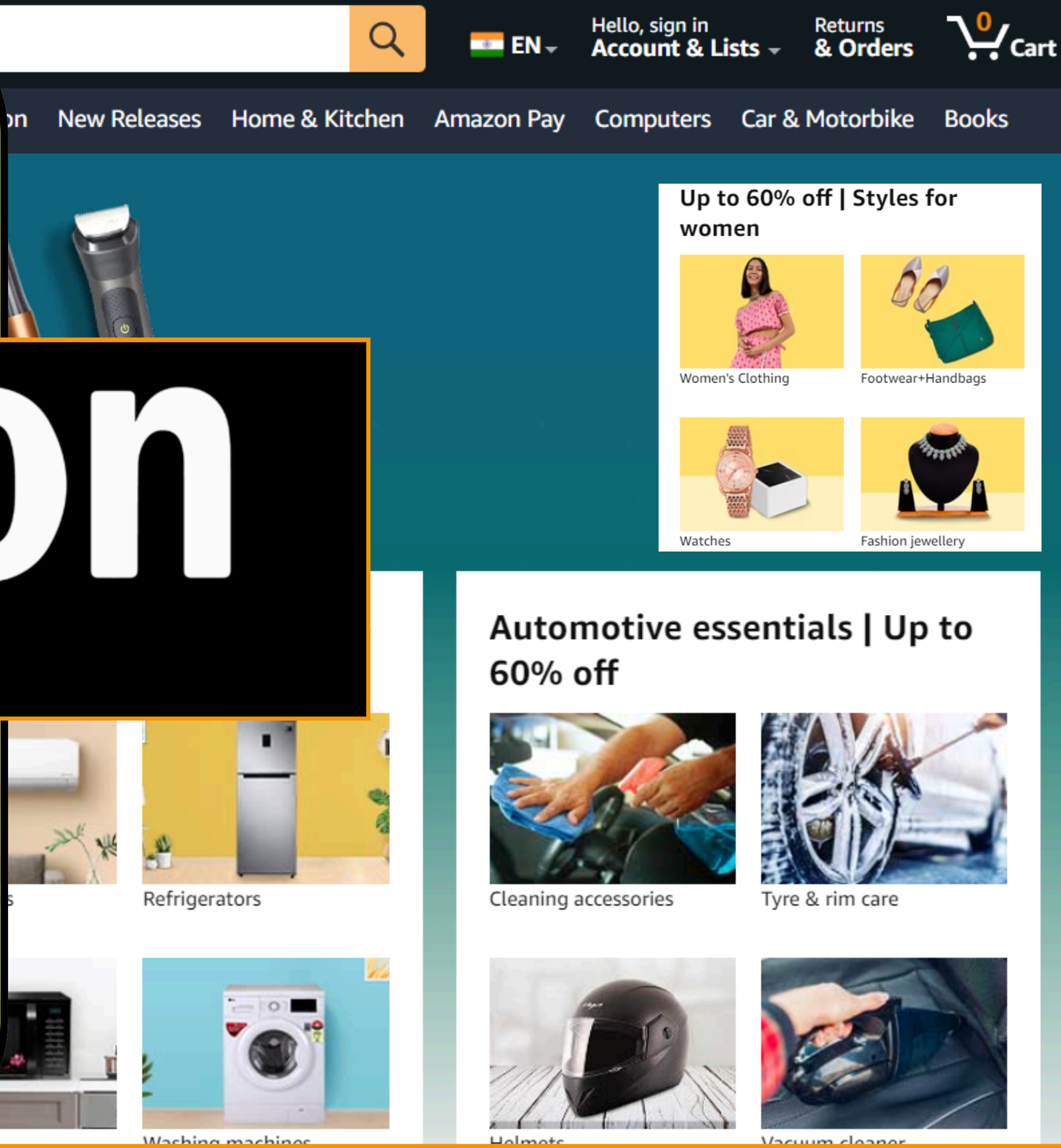


**Sales Data Analysis for E-Commerce Platform**



**Project - using SQL**

**Presented by  
Nidhi**





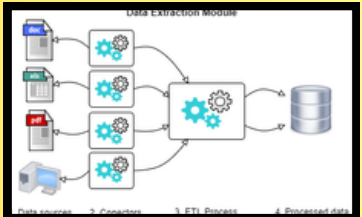
# Project Description

**As part of your role at Amazon, a leading e-commerce platform, you have been assigned the crucial task of analyzing sales data to uncover actionable insights and drive strategic decisions. Your primary objective is to perform a series of SQL queries on the sales database to gain a comprehensive understanding of sales performance, customer behavior, and market trends.**



# ***Key Responsibilities***

**Data Extraction and Querying**



**Sales Performance Analysis**



**Customer Insights**



**Report Generation and Presentation**



List all products with a discounted price below ₹500.

**SELECT**

\*

**FROM**

mytable

**WHERE**

discounted\_price < 500;



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



**SELECT**

**product\_name**

**FROM**

**mytable**

**WHERE**

**discount\_percentage >= 0.50;**





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



**SELECT**

**product\_name**

**FROM**

**mytable**

**WHERE**

**product\_name LIKE '%cable%';**



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) avg\_price\_diff**

**FROM**

**mytable**

**GROUP BY product\_name;**

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



**SELECT**

**review\_content**

**FROM**

**mytable**

**WHERE**

**review\_content LIKE '%fast  
charging%';**



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



**SELECT**

**product\_name**

**FROM**

**mytable**

**WHERE**

**discount\_percentage BETWEEN**

**0.20 AND 0.40;**

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

A large, faint background illustration of the Amazon.com website interface. It shows the 'amazon.com' header, a navigation bar with icons for account, orders, and returns, and a grid of product listings. On the right, there's a section showing a person interacting with a large screen displaying a product. The entire background is in a light yellow/orange tone.

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

**Find  
products  
where the  
discounted  
price ends  
with a 9**



**SELECT**

**product\_name, discounted\_price**

**FROM**

**mytable**

**WHERE**

**discount\_percentage LIKE '%9%';**

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



**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%';**

List all  
products where  
the category  
includes  
"Accessories"



**SELECT**

**product\_name**

**FROM**

**mytable**

**WHERE**

**category LIKE '%Accessories%';**





# ***THANK YOU***



**If you found this presentation helpful and would like to connect for more insights, please free to connect me on LinkedIn.**

**LinkedIn-Nidhi Bharatkar**