



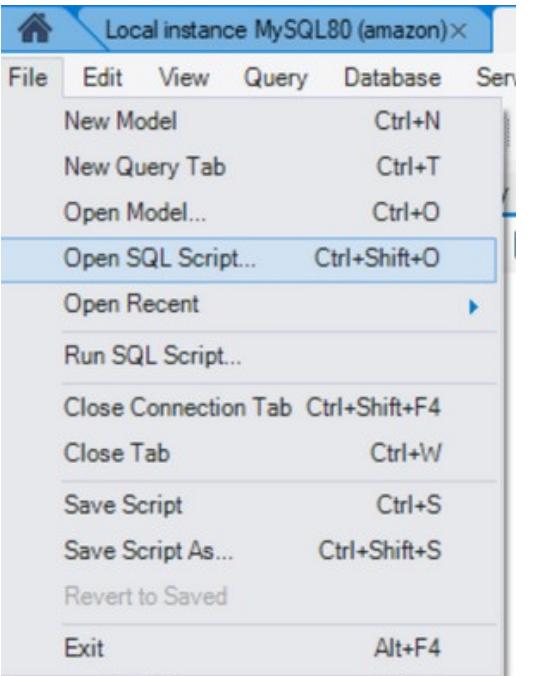
ANALYZING AMAZON DATA

SQL Queries for Key Insight

GET STARTED WITH THE PROJECT

```
create database amazon;  
use amazon;
```

IN WORKBENCH, CREATE A NEW DATABASE NAMED 'AMAZON' AND THEN USE IT BY EXECUTING THE COMMAND 'USE AMAZON;'



AFTER THE DATASET IS UPLOADED, YOU'LL HAVE ACCESS TO THE AMAZON DATA, ALLOWING YOU TO START YOUR PROJECT TASKS.

TO LOAD THE DATA

Name	Date modified
AmazonSales.sql	19/10/2024 17:43

SINCE THE TABLES ARE EMPTY, IMPORT THE DATA BY CLICKING ON "FILE" AND SELECTING "OPEN SQL SCRIPT." UPLOAD YOUR DATASET FILE.

```
'B0B8CB7MHW','KNOWZA Electric Handheld Milk Wand Mixer Frother for Latte Coffee Hot Milk, Milk Frother  
'B07K19NYZ8','Usha Hc 812 T Thermo Fan Room Heater','Home&Kitchen|Heating,Cooling&AirQuality|RoomHeater  
'B08ZXZ362Z','akiara - Makes life easy Mini Sewing Machine for Home Tailoring use | Mini Silai Machine  
'B00GHL8VP2','USHA 1212 PTC with Adjustable Thermostat Fan Heater (Black/Brown, 1500-Watts).','Home&Kit  
'B0B9JZW1SQ','4 in 1 Handheld Electric Vegetable Cutter Set,Wireless Food Processor Electric Food Chopp  
'B00TI8E7BI','Philips HD9306/06 1.5-Litre Electric Kettle (Multicolor)', 'Home&Kitchen|Kitchen&HomeAppli  
'B07J9KXQCC','Libra Room Heater for Home, Room Heaters Home for Winter, Electric Heater with 2000 Watts  
'B0B3JSWG81','NGI Store 2 Pieces Pet Hair Removers for Your Laundry Catcher Lint Remover for Washing Ma  
'B08L7J3T31','Noir Aqua - 5pcs PP Spun Filter + 1 Spanner | for All Types of RO Water purifiers (5 Piec  
'B01M6453MB','Prestige Delight PRWO Electric Rice Cooker (1 L, White)', 'Home&Kitchen|Kitchen&HomeApplia  
'B009P2LIL4','Bajaj Majesty RX10 2000 Watts Heat Convector Room Heater (White, ISI Approved)', 'Home&Kit  
'B00J5DYCCA','Havells Ventil Air DSP 230mm Exhaust Fan (Pista Green)', 'Home&Kitchen|Heating,Cooling&Air  
'B01486F4G6','Borosil Jumbo 1000-Watt Grill Sandwich Maker (Black)', 'Home&Kitchen|Kitchen&HomeAppliance
```

QUERIES



- | | |
|-----------|---|
| 1 | -- List all products with a discounted price below ₹500. |
| 2 | -- Find products with a discount percentage of 50% or more. |
| 3 | -- Retrieve all products where the name contains the word "Cable." |
| 4 | -- Display the difference between the average of the actual price and the discounted price for each category. |
| 5 | -- Query reviews that mention "fast charging" in their content. |
| 6 | -- Identify products with a discount percentage between 20% and 40%. |
| 7 | -- Find products that have an actual price above ₹1,000 and are rated 4 stars or above. |
| 8 | -- Find products where the discounted price ends with a 9. |
| 9 | -- Display review contents that contains words like worst, waste, poor, or not good. |
| 10 | -- List all products where the category includes "Accessories." |

Q1:-

-- List all products with a discounted price below ₹500.

Syntax

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

Purpose

This tool helps find budget-friendly products under ₹500, catering to price-sensitive customers.

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 US...	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

Q2:-

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

Syntax

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

Purpose

Highlight items with a discount percentage of 50% or more for significant sales opportunities often featured in promotional campaigns, aiding in finding heavily discounted items.

product_id	product_name	discount_percentage
B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Ch...	0.64
B096MSW6CT	Source 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
B008IFXQFU	TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	0.5
B08CF3D7QR	Portronics Konnect L POR-1081 Fast Charging 3...	0.55
B0789LZTCJ	boAt Rugged v3 Extra Tough Unbreakable Braid...	0.63
B07KSMBL2H	AmazonBasics Flexible Premium HDMI Cable (Bla...	0.69

Q3:-

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

Syntax

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

Purpose

This query finds products with "Cable" in the name, aiding in:

- Product search for cables Inventory,
- management and categorization Targeted,
- marketing campaigns Customer support,
- efficiency Sales analysis for cable products,
- Reporting on cable product performance, pricing, and availability.

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 ...
B08CF387N1	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)
B082LZGK39	Ambrane Unbreakable 60W / 3A Fast Charging ...
B08CF3D7QR	Portronics Konnect L POR-1081 Fast Charging 3...

Q4:-

-- Display the difference between
-- the average of the actual price and
-- the discounted price for each category.

Syntax

```
SELECT
    category, AVG(actual_price) - AVG(discounted_price)
FROM
    mytable
GROUP BY category;
```

Purpose

This query calculates the difference between the actual and discounted prices for each product. It helps understand customer savings, assess the effectiveness of pricing strategies, evaluate the impact of promotions, review profit margins, and compare price differences across products for better inventory and pricing decisions.

category	avg(actual_price) - avg(discounted_price)
Computers&Accessories Accessories&Peripheral...	545.2991416309013
Computers&Accessories NetworkingDevices Ne...	666.333333333333
Electronics HomeTheater,TV&Video Accessories...	768.958333333333
Electronics HomeTheater,TV&Video Televisions ...	15292.650793650795
Electronics HomeTheater,TV&Video Accessories...	731.5102040816325
Electronics HomeTheater,TV&Video Televisions ...	8148.83333333333
Electronics HomeTheater,TV&Video Accessories...	918.666666666666
Electronics HomeTheater,TV&Video Accessories...	515
Electronics HomeAudio Accessories SpeakerAcc...	950
Electronics HomeTheater,TV&Video Accessories...	735.666666666666

Q5:-

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

Syntax

```
SELECT  
    review_content  
FROM  
    mytable  
WHERE  
    review_content LIKE '%fast charging%';
```

Syntax

Purpose

The query from the `amazon.mytable` dataset extracts reviews mentioning "fast charging" to gain insights for feature feedback, product enhancement, marketing, competitor analysis, customer service, and trend identification. This helps in understanding customer opinions, improving products, evaluating competition, addressing issues, and monitoring trends for strategic decisions.

review_content
I ordered this cable to connect my phone to An...
Good product, long wire, Charges good, Nice, I bo...
I ordered this cable to connect my phone to An...
The cable is efficient in fast charging but in quic...
Good product, long wire, Charges good, Nice, I bo...
Definitely isn't as good as the original cord but ...
I like it ⚡⚡, Best charging power . I used this c...
I ordered this cable to connect my phone to An...
Check for offer before buying, 18w charging c...
Worked on iPhone 7 and didn't work on iPhone ...

Q6:-

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

Syntax

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

Purpose

This query is used to find products with discounts between 20% and 40%, aiding in identifying products with moderate discounts, useful for sales analysis focusing on specific discount ranges.

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
B083MMYHYW	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
B09Q5SWVBJ	OnePlus 80 cm (32 inches) Y Series HD Ready S...	0.27

Q7:-

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

Syntax

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

Purpose

This query provides insights for businesses on pricing analysis, promotional strategies, sales optimization, customer behavior insights, and inventory management related to prices ending in 9. It helps in identifying price patterns, tracking promotions, making price adjustment decisions, understanding consumer preferences, and reviewing stock for better pricing strategies and sales performance.

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
B07XLCFSSN	Amazonbasics Nylon Braided Usb-C To Lightning...	1900	4.4

Q8:-

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

Syntax

```
SELECT
    product_id, product_name, discounted_price
FROM
    mytable
WHERE
    discounted_price LIKE '%9';
```

Purpose

This query provides insights for businesses on pricing analysis, promotional strategies, sales optimization, customer behavior insights, and inventory management related to prices ending in 9. It helps in identifying price patterns, understanding consumer preferences, and reviewing stock for better pricing strategies and sales performance.

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
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

Q9:-

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

Syntax

```
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%';
```

Syntax

Purpose

This query retrieves reviews with negative keywords to analyze customer sentiment, improve products, address complaints, monitor trends, and conduct competitive analysis. It helps businesses enhance customer satisfaction and product quality by understanding and resolving negative feedback.

review_content
Worth for money - suitable for Android auto....
Check for offera before buying, 18w charging c...
LG was always Good , correct delivery, good se...
This connector has provided as a boon for my ol...
Overall good.,TV picture ok smart betterSound ...
About the TV - Wonderful-----....
This OnePlus TV is great if you want a affordabl...
Buy it,Received in good condition and is working...
I am posting this after a few weeks of using the...
NOTE:@ If you select brand-authorized TV inst...

Q10:-

-- List all products where the category includes "Accessories."

Syntax

SELECT

product_id, product_name, category

FROM

mytable

WHERE

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

Purpose

This query retrieves products in the "Accessories" category, useful for:

- Category analysis
- Inventory management
- Sales performance tracking
- Promotional strategies
- Product development.

Beneficial for businesses focusing on accessories, aiding in inventory control, sales analysis, and marketing strategies.

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	Source 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...
B08CF387N1	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...
B082LZGK39	Ambrane Unbreakable 60W / 3A Fast Charging ...	Computers&Accessories Accessories&Peripheral...

MEET WHAT WE HAVE LEARNED

In this project, we advanced our SQL skills with complex filtering and aggregate functions, sharpening our ability to analyze product attributes and customer reviews. We applied these skills to real-world data, improving our data-driven decision-making and optimizing queries to uncover valuable insights.



Advanced SQL Query Techniques



Practical Applications



Data Analysis Skills



Enhanced Query Optimization

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