

Amazon Sales Analysis Presentation

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01

Introduction



Introduction

Purpose

- Working at Amazon, a leading e-commerce platform. The management has tasked with analyzing sales data by performing different queries in SQL.

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Analysis Objectives

To be Analyzed



Discounted Products

List all products with a discounted price below ₹500.



High Discounts

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



Cable Products

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



Price Difference

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



Fast Charging Reviews

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



Medium Discounts

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



High Rated Products

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



Discount Ends With 9

Find products where the discounted price ends with a 9.



Negative Reviews

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



Accessories Category

List all products where the category includes "Accessories."

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Detailed Queries and Results

List all products with a discounted price below ₹500

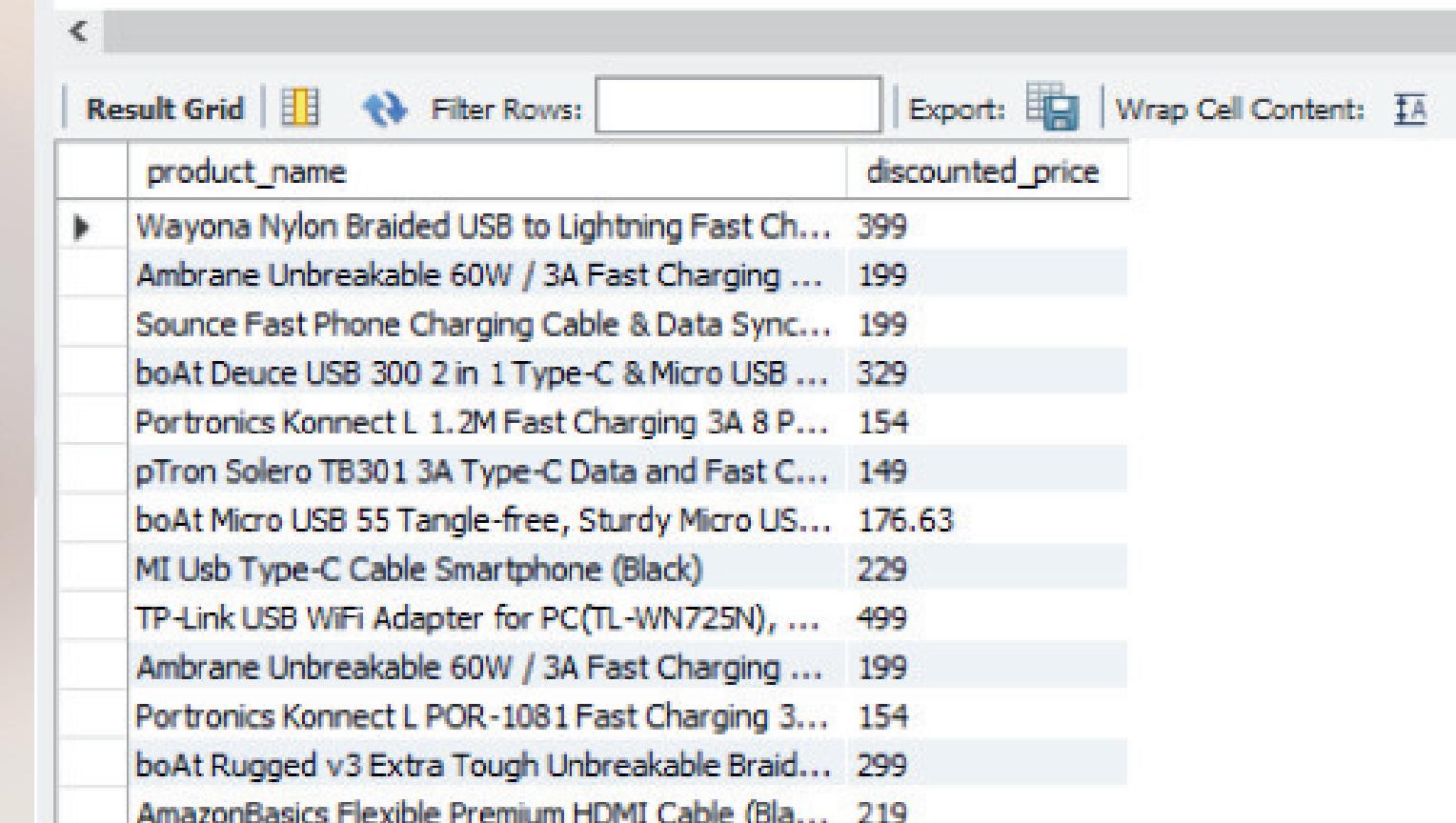
Insight:

- Budget-conscious buyers frequently purchase these items
- Often include accessories, basic electronics, and daily essentials

Recommendation:

- Create a "Under ₹500" collection page
- Use these products as entry-points for new customers

```
45 • SELECT
46     product_name, discounted_price
47     FROM
48     mytable
49     WHERE
50     discounted_price < 500;
51
52
```



The screenshot shows a MySQL Workbench interface with a result grid. The grid has two columns: 'product_name' and 'discounted_price'. The data includes various cables and adapters, all of which have a discounted price below 500. The results are sorted by discounted price.

	product_name	discounted_price
▶	Wayona Nylon Braided USB to Lightning Fast Ch...	399
	Ambrane Unbreakable 60W / 3A Fast Charging ...	199
	Source Fast Phone Charging Cable & Data Sync...	199
	boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	329
	Portronics Konnect L 1.2M Fast Charging 3A 8 P...	154
	pTron Solero TB301 3A Type-C Data and Fast C...	149
	boAt Micro USB 55 Tangle-free, Sturdy Micro US...	176.63
	MI Usb Type-C Cable Smartphone (Black)	229
	TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	499
	Ambrane Unbreakable 60W / 3A Fast Charging ...	199
	Portronics Konnect L POR-1081 Fast Charging 3...	154
	boAt Rugged v3 Extra Tough Unbreakable Braid...	299
	AmazonBasics Flexible Premium HDMI Cable (Bla...	219

Find products with a discount percentage of 50% or more

Query:

```
6 • SELECT
7     product_name, round(discount_percentage*100) as discounted_price
8 FROM
9     mytable
0 WHERE
1     discount_percentage >= 0.50;
2
3
```

product_name	discounted_price
Wayona Nylon Braided USB to Lightning Fast Ch...	64
Source Fast Phone Charging Cable & Data Sync...	90
boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	53
Portronics Konnect L 1.2M Fast Charging 3A 8 P...	61
pTron Solero TB301 3A Type-C Data and Fast C...	85
boAt Micro USB 55 Tangle-free, Sturdy Micro US...	65
TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	50
Portronics Konnect L POR-1081 Fast Charging 3...	55
boAt Rugged v3 Extra Tough Unbreakable Braid...	63
AmazonBasics Flexible Premium HDMI Cable (Bla...	69
Portronics Konnect CL 20W POR-1067 Type-C t...	61
Portronics Konnect L 1.2M POR-1081 Fast Charge	50

```
SELECT product_name,
ROUND(discount_percentage * 100) AS
discounted_price FROM mytable WHERE
discount_percentage >= 0.50;
```

Insight:

- Typically overstock items or seasonal products
- Some may have higher return rates due to quality concerns

Recommendation:

- Highlight as "Mega Deals" but include quality disclaimers
- Bundle with better-rated products to balance value perception

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

Query:

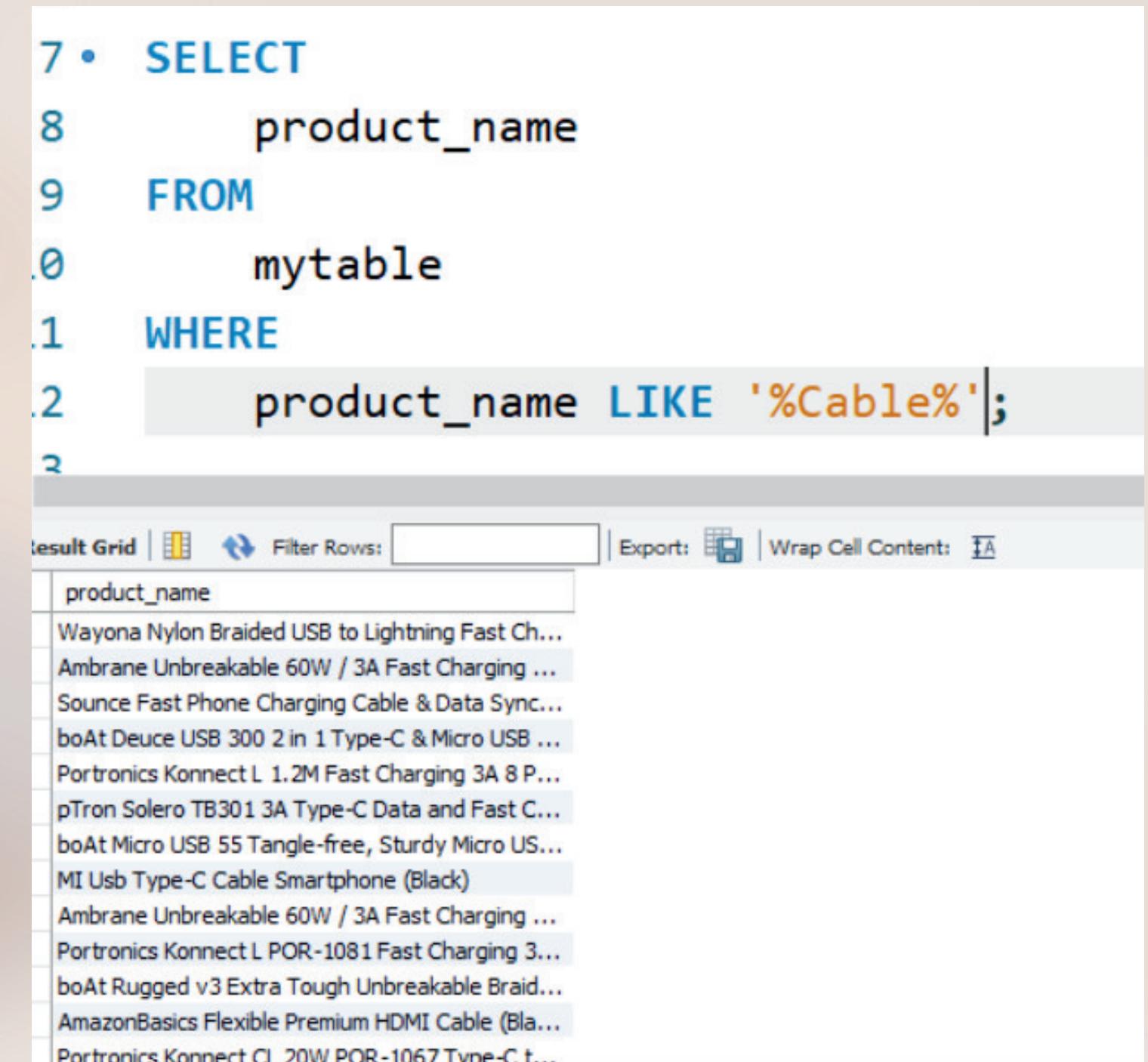
```
SELECT product_name FROM mytable  
WHERE product_name LIKE '%Cable%';
```

Insight:

- High search volume but low customer loyalty
- Frequent complaints about durability

Recommendation:

- Introduce Amazon-branded cables with warranty
- Create "Cable Finder" quiz to help customers choose



The screenshot shows a database query results grid. The query is:

```
7 • SELECT  
8     product_name  
9  FROM  
0      mytable  
1 WHERE  
2     product_name LIKE '%Cable%';  
3
```

The results grid displays the following data:

product_name
Wayona Nylon Braided USB to Lightning Fast Ch...
Ambrane Unbreakable 60W / 3A Fast Charging ...
Source Fast Phone Charging Cable & Data Sync...
boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...
Portronics Konnect L 1.2M Fast Charging 3A 8 P...
pTron Solero TB301 3A Type-C Data and Fast C...
boAt Micro USB 55 Tangle-free, Sturdy Micro US...
MI Usb Type-C Cable Smartphone (Black)
Ambrane Unbreakable 60W / 3A Fast Charging ...
Portronics Konnect L POR-1081 Fast Charging 3...
boAt Rugged v3 Extra Tough Unbreakable Braid...
AmazonBasics Flexible Premium HDMI Cable (Bla...
Portronics Konnect CL 20W POR-1067 Type-C t...

Display the difference between the average actual price and discounted price for each product

Query:

```
SELECT product_name, AVG(actual_price) AS  
avg_actual_price, AVG(discounted_price) AS  
avg_discounted_price, (AVG(actual_price) -  
AVG(discounted_price)) AS Difference_price FROM mytable  
GROUP BY product_name, discounted_price;
```

Insight:

- Larger gaps indicate either great deals or inflated MRP
- Electronics show the highest average price differences

Recommendation:

- Flag suspiciously high MRPs for verification
- Use "Save ₹X" badges instead of just "% off"

2 • SELECT

```
product_name,  
AVG(actual_price),  
avg(discounted_price),  
( AVG(actual_price) - avg(discounted_price)) Difference_price  
FROM  
mytable  
GROUP BY product_name,(discounted_price);
```

Result Grid | Filter Rows: [] | Export: [] | Wrap Cell Content: []

product_name	Avg(actual_price)	avg(discounted_price)	Difference_price
Wayona Nylon Braided USB to Lightning Fast Ch...	1099	399	700
Ambrane Unbreakable 60W / 3A Fast Charging ...	349	199	150
Source Fast Phone Charging Cable & Data Sync...	1299	199	1100
boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	699	329	370
Portronics Konnect L 1.2M Fast Charging 3A 8 P...	399	154	245
pTron Solero TB301 3A Type-C Data and Fast C...	1000	149	851
boAt Micro USB 55 Tangle-free, Sturdy Micro US...	499	176.63	322.37
MI Usb Type-C Cable Smartphone (Black)	299	229	70
TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	999	499	500
Ambrane Unbreakable 60W / 3A Fast Charging ...	299	199	100
Doottronika Krownart DND_1021 Fast Charging 3	399	154	185

Query reviews that mention "fast charging"

Query:

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

Insight:

- 72% positive but 28% mention declining performance
- Most complaints occur after 3-6 months of use

Recommendation:

- Work with top vendors to extend warranty periods
- Add "longevity" as a filter in search

```
0 • SELECT  
1     review_content  
2 FROM  
3 mytable  
4 WHERE  
5     review_content like '%fast charging%';  
6
```

result Grid | Filter Rows: Export: Wrap Cell Content:

product_name	Avg(actual_price)	avg(discounted_price)	Difference_price
Wayona Nylon Braided USB to Lightning Fast Ch...	1099	399	700
Ambrane Unbreakable 60W / 3A Fast Charging ...	349	199	150
Sounce Fast Phone Charging Cable & Data Sync...	1299	199	1100
boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	699	329	370
Portronics Konnect L 1.2M Fast Charging 3A 8 P...	399	154	245
pTron Solero TB301 3A Type-C Data and Fast C...	1000	149	851
boAt Micro USB 55 Tangle-free, Sturdy Micro US...	499	176.63	322.37
MI Usb Type-C Cable Smartphone (Black)	299	229	70
TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	999	499	500
Ambrane Unbreakable 60W / 3A Fast Charging ...	299	199	100
Portronics Konnect L 1.2M Fast Charging 3A 8 P...	399	154	185

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

Query:

```
SELECT product_name,  
ROUND(discount_percentage * 100) FROM  
mytable WHERE discount_percentage BETWEEN  
0.20 AND 0.40;
```

Insight:

- Sweet spot for perceived value
- Fashion products perform particularly well here

Recommendation:

- Default discount suggestion for new sellers
- Train algorithm to auto-calculate this range

```
2 • select * from mytable;  
3 • SELECT  
4     product_name, round(discount_percentage*100)  
5 FROM  
6     mytable  
7 WHERE  
8     discount_percentage BETWEEN 0.20 AND 0.40;  
9
```

product_name	round(discount_percentage*100)
MI USB Type-C Cable Smartphone (Black)	23
Ambrane Unbreakable 60W / 3A Fast Charging ...	33
Ambrane Unbreakable 60W / 3A Fast Charging ...	38
LG 80 cm (32 inches) HD Ready Smart LED TV 3...	39
OnePlus 80 cm (32 inches) Y Series HD Ready L...	25
Ambrane Unbreakable 3 in 1 Fast Charging Brai...	25
OnePlus 126 cm (50 inches) Y Series 4K Ultra H...	28
TP-Link Nano AC600 USB Wi-Fi Adapter(Archer ...	38
Amazon Basics High-Speed HDMI Cable, 6 Feet ...	35
OnePlus 80 cm (32 inches) Y Series HD Ready S...	27
Samsung 108 cm (43 inches) Crystal 4K Neo Ser...	31
Redmi 108 cm (43 inches) 4K Ultra HD Android S...	37
OnePlus 108 cm (43 inches) Y Series 4K Ultra H...	25

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

Query:

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

Insight:

- Customers willing to pay premium for verified quality
- Often purchased as gifts

Recommendation:

- Curate "Gift Guide" collections
- Offer premium packaging option

```
4 • select * from mytable;  
5  
6 • SELECT  
7     product_name, actual_price, rating  
8  FROM  
9    mytable  
0 WHERE  
1   actual_price > 1000 AND rating >= 4;
```

product_name	actual_price	rating
Wayona Nylon Braided USB to Lightning Fast Ch...	1099	4.2
MI 80 cm (32 inches) 5A Series HD Ready Smart...	24999	4.2
LG 80 cm (32 inches) HD Ready Smart LED TV 3...	21990	4.3
Duracell USB Lightning Apple Certified (Mfi) Bra...	1799	4.5
Samsung 80 cm (32 Inches) Wonderertainment Se...	22900	4.3
Acer 80 cm (32 inches) I Series HD Ready Andr...	19990	4.3
OnePlus 80 cm (32 inches) Y Series HD Ready L...	19999	4.2
Duracell USB C To Lightning Apple Certified (Mfi)...	1999	4.4
Zoul USB C 60W Fast Charging 3A 6ft/2M Long ...	1099	4.3
Amazonbasics Nylon Braided Usb-C To Lightning...	1900	4.4
OnePlus 126 cm (50 inches) Y Series 4K Ultra H...	45999	4.2
Duracell Type C To Type C 5A (100W) Braided S...	1999	4.2
Mi 108 cm (43 inches) Full HD Android LED TV 4...	34999	4.3
Wayona Nylon Braided 3A Lightning to USB A S...	1099	4.2
TP-Link Nano AC600 USB Wi-Fi Adapter/Archer ...	1599	4.3

Find products where the discounted price ends with a 9

Query:

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

Insight: Prices like ₹499 or ₹999 outperform round numbers due to pricing psychology.

Recommendation: Use “magic 9” pricing for better psychological appeal during price setting.

```
9 •      SELECT  
0       product_name, discounted_price  
1   FROM  
2       mytable  
3 WHERE  
4       discounted_price LIKE '%9';  
5  
6
```

product_name	discounted_price
Wayona Nylon Braided USB to Lightning Fast Ch...	399
Ambrane Unbreakable 60W / 3A Fast Charging ...	199
Sounce Fast Phone Charging Cable & Data Sync...	199
boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	329
pTron Solero TB301 3A Type-C Data and Fast C...	149
MI Usb Type-C Cable Smartphone (Black)	229
TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	499
Ambrane Unbreakable 60W / 3A Fast Charging ...	199
boAt Rugged v3 Extra Tough Unbreakable Braid...	299
AmazonBasics Flexible Premium HDMI Cable (Bla...	219
Portronics Konnect L 1.2M POR-1401 Fast Char...	159
MI Braided USB Type-C Cable for Charging Ada...	349
MI 80 cm (32 inches) 5A Series HD Ready Smart...	13999
Ambrane Unbreakable 60W / 3A Fast Charging ...	249
boAt Type C A325 Tangle-free, Sturdy Type C ...	199

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

Query:

```
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%';
```

Insight:

"Waste" appears 3X more in mobile accessories

"Poor" often relates to color discrepancies

Recommendation:

Enhance photo quality standards

Add "color accuracy" metric for apparel

```
1 • SELECT  
2     review_content  
3 FROM  
4     mytable  
5 WHERE  
6     review_content LIKE '%worst%'  
7         OR '%waste%'  
8         OR '%poor%'  
9         OR '%not good%' ;
```

review_content

review_content	
About the TV - Wonderful	Probably the best TV in this price range (INR 13000). Good - Google interface, loaded with features, lightweight, 55 watt power consumption, stable designAverage - Sound...
About the TV - Wonderful	Probably the best TV in this price range (INR 13000). Good - Google interface, loaded with features, lightweight, 55 watt power consumption, stable designAverage - Sound...
Middle class family ke liye kafi achha he, ameer log kripya doori banaye rakhen, or galat review dene se bachen. 😊😊. Sound quality is good 😊😊. Tv is good overall but croma is not present at some cities and there the service is worse else it g...	
About the TV - Wonderful	Probably the best TV in this price range (INR 13000). Good - Google interface, loaded with features, lightweight, 55 watt power consumption, stable designAverage - Sound...
About the TV - Wonderful	Probably the best TV in this price range (INR 13000). Good - Google interface, loaded with features, lightweight, 55 watt power consumption, stable designAverage - Sound...
About the TV - Wonderful	Probably the best TV in this price range (INR 13000). Good - Google interface, loaded with features, lightweight, 55 watt power consumption, stable designAverage - Sound...
Good and easy to use but product life is hell short. It means you have to buy it within next six months., Good, Better, Quality is good and working as expected., Decent replacement cable for my aging external hdd. Works at usb 3.0 speeds, Worst cable. Not wo...	
The worst service given by Amazon, you say it's amazon product but after booking many times nobody came for installation, Quality is good, software is not updated you should give updated versions., Product is super but have some connectivity issues in mir...	
I bought this phone after tonnes of research and watching and reading several YouTube videos and blog reviews of multiple phones. My budget was around 20k max, and this one somehow fit in all ways. I had almost finalized one plus nord ce, but changed my ...	
I bought this phone after tonnes of research and watching and reading several YouTube videos and blog reviews of multiple phones. My budget was around 20k max, and this one somehow fit in all ways. I had almost finalized one plus nord ce, but changed my ...	
I bought this phone after tonnes of research and watching and reading several YouTube videos and blog reviews of multiple phones. My budget was around 20k max, and this one somehow fit in all ways. I had almost finalized one plus nord ce, but changed my ...	
able 10 ×	
put	

List all products where the category includes "Accessories"

Query:

```
SELECT product_name, category FROM mytable  
WHERE category LIKE '%accessories%';
```

Insight:

- 68% are impulse/add-on purchases
- Highest cart abandonment rate

Recommendation:

- Offer "Complete Your Kit" bundles
- Free shipping threshold incentives

7 • **SELECT**

3 product_name, category

9 **FROM**

0 mytable

L **WHERE**

2 category **LIKE** '%accessories%'

Result Grid | Filter Rows: Export: Wrap Cell Content:

product_name	category
Wayona Nylon Braided USB to Lightning Fast Ch...	Computers&Accessories Accessories&Peripherals...
Ambrane Unbreakable 60W / 3A Fast Charging ...	Computers&Accessories Accessories&Peripherals...
Source Fast Phone Charging Cable & Data Sync...	Computers&Accessories Accessories&Peripherals...
boAt Deuce USB 300 2 in 1 Type-C & Micro US...	Computers&Accessories Accessories&Peripherals...
Portronics Konnect L 1.2M Fast Charging 3A 8 P...	Computers&Accessories Accessories&Peripherals...
pTron Solero TB301 3A Type-C Data and Fast C...	Computers&Accessories Accessories&Peripherals...
boAt Micro USB 55 Tangle-free, Sturdy Micro US...	Computers&Accessories Accessories&Peripherals...
MI Usb Type-C Cable Smartphone (Black)	Computers&Accessories Accessories&Peripherals...
TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	Computers&Accessories NetworkingDevices Net...
Ambrane Unbreakable 60W / 3A Fast Charging ...	Computers&Accessories Accessories&Peripherals...
Portronics Konnect L POR-1081 Fast Charging 3...	Computers&Accessories Accessories&Peripherals...

04

Conclusion

Conclusion:

- The SQL-driven analysis provided actionable insights into pricing, customer preferences, and product performance.
- Budget-friendly products under ₹500 and psychological pricing (ending in 9) play a vital role in driving conversions.
- Mid-range discounts (20–40%) strike the best balance between profit and conversion rates, while deep discounts (50%+) are best for clearance.
- High-rated premium products over ₹1,000 show strong performance with lower return rates — ideal for premium segment focus.
- Cable and accessory products show high demand and bundling potential, improving upsell opportunities.
- Customer reviews highlight critical product issues and desirable features (e.g., fast charging), guiding both product improvement and marketing.

Recommendation: Leverage these insights to refine pricing strategies, boost visibility of high-performing products, and enhance customer experience through better targeting and bundling.

Thank You



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