. SQL-Based Data Analysis Performed

Here's what we analyzed using SQL queries:

Sales & Discount Analysis

Found **top discounted products** and **average discount per brand**.

Identified **products with zero discounts**.

Grouped products into **price ranges** for market segmentation.

★ Product Popularity & Rating Analysis

Displayed **top-rated products** and **most reviewed items**.

Computed **average ratings per brand** to assess brand trust.

Brand & Category Trends

Counted **number of products per brand**.

Ranked **product categories (tags)** based on quantity.

Data Cleaning Checks

Found records with **missing or invalid ratings**.

Detected products with missing or non-numeric discount values.

Output & Business Insights

From the analysis, you could answer:

Which brands are offering the best deals?

What price segments are most crowded?

Which products perform best by ratings and review count?

How many products lack basic information like rating or discount?