amazon

SQL Queries for Key Insight

Queries related to this project.

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

List all products with a discounted price below ₹500.

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

➡ This query helps to filter products under 500, catering to budget friendly customers.

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

```
SELECT
    product_id, product_name, discount_percentage
FROM
    mytable
WHERE
    discount_percentage >= .50;
```

➡️Identify products exhibiting a discount rate of 50% or greater, as these represent substantial sales prospects frequently showcased in marketing initiatives, thereby facilitating the identification of items with considerable reductions in price.

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

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

➡️This inquiry identifies products containing the term "cable" within their name, thereby facilitating:
- The procurement of cable-related products
- The organization and oversight of inventory
- The execution of targeted marketing initiatives
- The analytical evaluation of sales pertaining to cable products.

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

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

➡This query assesses the variance between actual and discounted prices per category. It aids in comprehending consumer savings, evaluating pricing strategy efficacy, analyzing promotional impacts, reviewing profit margins, and facilitating price comparisons across products for informed inventory and pricing decisions.

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

```sql
SELECT
    review_content
FROM
    mytable
WHERE
    review_content LIKE '%fast charging%';
```
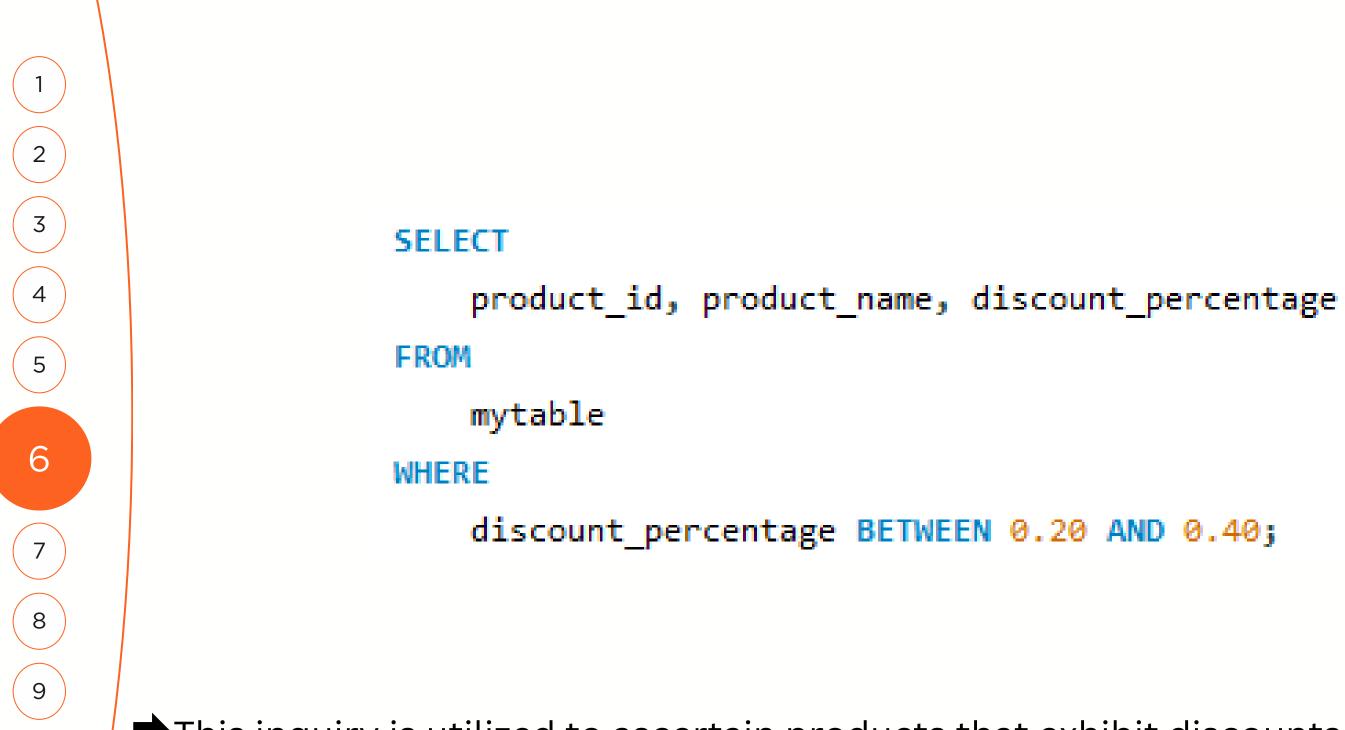
➡ The query from the `amazon mytable` dataset analyzes reviews related to "fast charging" for feature feedback and product improvement. This facilitates comprehension of consumer sentiments, product enhancement, competitive assessment, issue resolution, and trend surveillance for strategic planning.

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

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

➡This inquiry is utilized to ascertain products that exhibit discounts ranging from 20% to 40%, thereby facilitating the identification of items with moderate price reductions, which is instrumental for sales analysis concentrating on particular discount intervals.

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;
```

➡️The query targets products priced above 1000 that have ratings of 4 or higher. This is useful for identifying premium products that are also well-regarded by customers.

Find products where the discounted price ends with a 9.

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

➡ This inquiry offers businesses valuable information regarding pricing evaluation, marketing tactics, sales enhancement, consumer behavior analysis, and inventory oversight linked to pricing in 9. It aids in recognizing pricing trends, comprehending consumer inclinations, and assessing inventory for improved pricing methodologies and sales efficacy.

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

```sql
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%';
```

➡This query extracts reviews containing negative keywords to evaluate customer sentiment, identify areas for product improvement, address concerns, track trends, and perform competitive analysis. It enables businesses to boost customer satisfaction and product quality by understanding and addressing negative feedback.

List all products where the category includes "Accessories."

```sql
SELECT
    product_id, product_name, category
FROM
    mytable
WHERE
    category LIKE '%Accessories%';
```

➡This query helps with category-specific analysis, ensuring more efficient operations, sales, and customer engagement strategies within the accessories segment.

Thank you

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