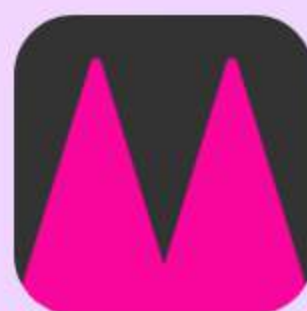# Amazon

As a Data Analyst, you and your team are tasked with evaluating brand consistency across Amazon's diverse business segments, including retail, AWS, and entertainment....

Question 1: The Marketing team wants to start their evaluation of brand messaging for Q4 2024. Could you provide a list of the key messaging and brand score details recorded between October 1, 2024 and December 31, 2024?

```sql
select key_message,
brand_score,
metric_date
from brand_score_metrics
where metric_date BETWEEN '2024-10-01' and '2024-12-31'
```

Amazon

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Question 2: For a more focused analysis, the Marketing team needs the key messaging and brand score details for the AWS segment (represented by segment_id = 2) in Q4 2024, but only for records where the brand score is at or above 90. Could you retrieve these details?

```sql
select b.key_message,
b.brand_score,
b.metric_date
from brand_score_metrics as b
inner join dim_segment as d
on b.segment_id = d.segment_id
where b.metric_date BETWEEN '2024-10-01' and '2024-12-31'
and b.brand_score>=90 and b.segment_id = 2
```

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Question 3: To quickly review a snapshot of the findings, the Marketing team would like to see a sample of the key messaging and brand score details for the Entertainment segment (represented by segment_id = 3) with a brand score above 80. Could you provide the 5 most recent records that meet these criteria?

```sql
select b.key_message,
b.brand_score,
b.metric_date
from brand_score_metrics as b
inner join dim_segment as d
on b.segment_id = d.segment_id
where b.brand_score>80 and b.segment_id = 3
order by b.metric_date desc
limit 5
```