I Used SQL to Uncover Amazon's Best-Selling Products and Revenue Drivers

– A Data Analyst's Perspective

🚀 Project Overview

I worked on a real-world-inspired SQL case study using Amazon sales dataset(sourced from Kaggle, cleaned for analysis). The objective was to gain business insights into customer behavior, product trends, and regional performance.

📦 Dataset Features

- Order ID, Date
- Product, Category
- Price, Quantity, Total Sales
- Customer Location
- Payment Method

🔍 Key Questions Answered Using SQL

1.What is the total number of orders?

2.Which products generate the most revenue?

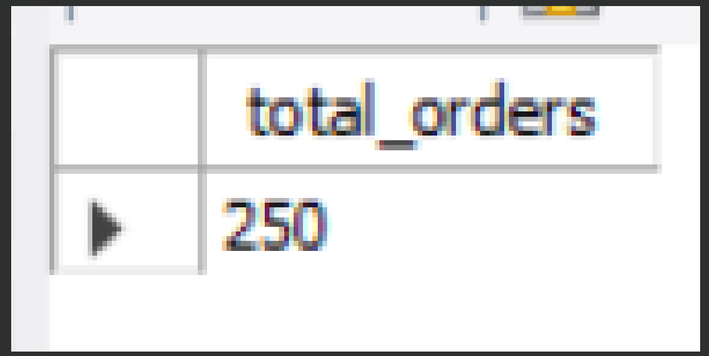
3.Which cities have the highest sales?

4.What payment method is most preferred by customers?

5.Who are the Highest Spending Customers?

1.What is the total number of orders?

```sql
-- 1. What is the Total Number of Orders?
SELECT COUNT(DISTINCT `Order ID`) AS total_orders
FROM amazon_sales.cleaned_amazon_sales_data_2025;
```



total_orders
250

2.Which Products generate the most Revenue

```sql
--  2. Which products gnerated the most revenue?
SELECT Product,
       SUM(`Total Sales`) AS total_revenue
FROM amazon_sales.cleaned_amazon_sales_data_2025
GROUP BY Product
ORDER BY total_revenue DESC
LIMIT 5;
```

Product	total_revenue
Refrigerator	78000
Laptop	58400
Smartphone	48500
Washing Machine	27000
Smartwatch	15750

3.Which Cities Have the Highest Sales

```sql
-- 3. Which cities have the highest sales?
SELECT `Customer Location`,
       COUNT(DISTINCT `Order ID`) AS order_count,
       SUM(`Total Sales`) AS total_sales,
       ROUND(SUM(`Total Sales`) / COUNT(DISTINCT `Order ID`), 2) AS avg_sale_per_order
FROM amazon_sales.cleaned_amazon_sales_data_2025
GROUP BY `Customer Location`
ORDER BY total_sales DESC;
```

Customer Location	order_count	total_sales	avg_sale_per_order
Miami	31	31700	1022.58
Denver	26	29785	1145.58
Houston	32	28390	887.19
Dallas	29	27145	936.03
Seattle	22	26890	1222.27
Boston	26	26170	1006.54
Chicago	22	20810	945.91
New York	26	18940	728.46
Los Angeles	17	17820	1048.24
San Francisco	19	16195	852.37

22

Result 39

4.What Payment Method Is most Preferred by customers

```sql
-- 4.. What payment method is most preferred by customers ?
SELECT `Payment Method`,
       COUNT(*) AS method_count,
       SUM(`Total Sales`) AS total_revenue
FROM amazon_sales.cleaned_amazon_sales_data_2025
GROUP BY `Payment Method`
ORDER BY total_revenue DESC;
```

Payment Method	method_count	total_revenue
Paypal	60	69645
Credit Card	54	61595
Gift Card		47955
Amazon Pay	41	32750
Debit Card	53	31900

Gift Card

5. Who are the highest spending customers?

```sql
--  5. Who are the Highest spending customers?
SELECT `Customer Name`,
       SUM(`Total Sales`) AS total_spent,
       COUNT(DISTINCT `Order ID`) AS total_orders
FROM amazon_sales.cleaned_amazon_sales_data_2025
GROUP BY `Customer Name`
ORDER BY total_spent DESC
LIMIT 5;
```

Customer Name	total_spent	total_orders
Olivia Wilson	36170	29
Jane Smith	31185	30
Emma Clark	29700	32
John Doe	26870	26
Emily Johnson	23475	22

🛠️ Tech Used

- SQL (MySQL Workbench)
- Canva (For Editing)
- Data Cleaning, Query Optimization, Joins, Aggregations, Filtering