



ANALYZING AMAZON DATA

E-commerce company



INTROTUCTION

Company Name- : Amazon Company Founded- : on July 5, 1994

Headquarters- :Seattle, Washington,. United States.

AMAZON is an American multinational technology company, engaged in e-commerce, cloud computing, advertising, digital streaming, and artificial intelligence. It is considered one of the Big Five American technology companies, the other four being Alphabet, Apple, Meta, and Microsoft. Amazon was founded on July 5, 1994, by Jeff Bezos in Bellevue, Washington. The company originally started as an online marketplace for books but gradually expanded its offerings to include a wide range of product categories. This diversification led to it being referred to as "The Everything Store".



Write queries for the following questions:

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

List all products with a discounted price below ₹500.



select *
from mytable
where discounted_price < 500;</pre>

PURPOSE

This query helps identify products that are being sold at a discounted price of less than Rs 500, providing insights into which lower-priced items might be driving customer attention. Management can use this to:

Target promotions or marketing efforts toward such discounted products.

Monitor the performance of discounted products and adjust pricing strategies accordingly.

Understand customer preferences for lower-priced goods and stock up on products in high demand.

| R | esult Grid | Filter Rows: Export: Wrap Cell Content: ‡A | | | | |
|---|------------|--|--|------------------|--------------|------|
| | product_id | product_name | category | discounted_price | actual_price | disc |
| ١ | B0B6F7LX4C | MI 80 cm (32 inches) 5A Series HD Ready Smart Android LED TV L32M7-5AIN (Black) | Electronics HomeTheater, TV & Video Televisions SmartTelevisions | 13999 | 24999 | 0.44 |
| | B08DPLCM6T | LG 80 cm (32 inches) HD Ready Smart LED TV 32LM563BPTC (Dark Iron Gray) | Electronics HomeTheater, TV & Video Televisions SmartTelevisions | 13490 | 21990 | 0.39 |
| | B09C6HXFC1 | Duracell USB Lightning Apple Certified (Mfi) Braided Sync & Charge Cable For Iphone, I | Computers & Accessories Accessories & Peripherals Cables & Accessories Cables USBC | 970 | 1799 | 0.46 |
| | B09F6S8BT6 | Samsung 80 cm (32 Inches) Wondertainment Series HD Ready LED Smart TV UA32T434 | Electronics HomeTheater, TV & Video Televisions SmartTelevisions | 13490 | 22900 | 0.41 |
| | B0B1YVCJ2Y | Acer 80 cm (32 inches) I Series HD Ready Android Smart LED TV AR32AR2841HDFL (Bla | Electronics HomeTheater, TV & Video Televisions SmartTelevisions | 11499 | 19990 | 0.42 |
| | B08B42LWKN | OnePlus 80 cm (32 inches) Y Series HD Ready LED Smart Android TV 32Y1 (Black) | Electronics HomeTheater, TV & Video Televisions SmartTelevisions | 14999 | 19999 | 0.25 |
| | B09W5XR9RT | Duracell USB C To Lightning Apple Certified (Mfi) Braided Sync & Charge Cable For Ipho | Computers & Accessories Accessories & Peripherals Cables & Accessories Cables USBC | 970 | 1999 | 0.51 |
| | B008FWZGSG | Samsung Original Type C to C Cable - 3.28 Feet (1 Meter), White | Computers & Accessories Accessories & Peripherals Cables & Accessories Cables USBC | 599 | 599 | 0 |
| | B07XLCFSSN | Amazonbasics Nylon Braided Usb-C To Lightning Cable, Fast Charging Mfi Certified Sma | Computers & Accessories Accessories & Peripherals Cables & Accessories Cables USBC | 899 | 1900 | 0.53 |
| | B0B3MMYHYW | OnePlus 126 cm (50 inches) Y Series 4K Ultra HD Smart Android LED TV 50Y1S Pro (Black) | Electronics HomeTheater, TV & Video Televisions SmartTelevisions | 32999 | 45999 | 0.28 |
| | B09C6HWG18 | Duracell Type C To Type C 5A (100W) Braided Sync & Fast Charging Cable, 3.9 Feet (1 | Computers&Accessories Accessories & Peripherals Cables & Accessories Cables USBC | 970 | 1999 | 0.51 |

FIND PRODUCTS WITH A DISCOUNT PERCENTAGE OF 50% OR MORE.

SYNTAX

select product_id, product_name, discount_percentage
from mytable
where discount_percentage >= 0.50;

| Result Grid | | | | | |
|-------------|------------|---|---------------------|--|--|
| | product_id | product_name | discount_percentage | | |
| • | B07JW9H4J1 | Wayona Nylon Braided USB to Lightning Fast Chargin | 0.64 | | |
| | B096MSW6CT | Sounce Fast Phone Charging Cable & Data Sync USB | 0.9 | | |
| | B08HDJ86NZ | boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stres | 0.53 | | |
| | B08CF3B7N1 | Portronics Konnect L 1.2M Fast Charging 3A 8 Pin US | 0.61 | | |
| | B08Y1TFSP6 | pTron Solero TB301 3A Type-C Data and Fast Chargi | 0.85 | | |
| | B08WRWPM22 | boAt Micro USB 55 Tangle-free, Sturdy Micro USB Ca | 0.65 | | |
| | B008IFXQFU | TP-Link USB WiFi Adapter for PC(TL-WN725N), N150 | 0.5 | | |
| | B08CF3D7QR | Portronics Konnect L POR-1081 Fast Charging 3A Ty | 0.55 | | |
| | B0789LZTCJ | boAt Rugged v3 Extra Tough Unbreakable Braided Mi | 0.63 | | |
| | B07KSMBL2H | AmazonBasics Flexible Premium HDMI Cable (Black, 4 | 0.69 | | |
| | B085DTN6R2 | Portronics Konnect CL 20W POR-1067 Type-C to 8 Pi | 0.61 | | |
| | | | | | |

PURPOSE

The query calculates the discount percentage by comparing the original price (price) and the discounted price (discounted_price).

Products with a calculated discount percentage of 50% or more are selected and displayed.

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

SYNTAX

select product_id, product_name
from mytable
where product_name
like '%cable%';

PURPOSE

This query will retrieve all products that have word "Cable" in their name, including products such as "USB Cable","fast charging cable" etc..... The results will include:

Product ID: The unique identifier for each product.

Product Name: The name of the product.

This will help management understand the range of products that contain the word "Cable" and their associated pricing and categories.

| Re | esult Grid | Filter Rows: Export: Wrap Cell Content: TA | | |
|---|---|---|--|--|
| | product_id | product_name | | |
| • | B07JW9H4J1 | Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable Compatible for iPhone 13, 12,1 | | |
| | B098NS6PVG | Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Cable for Smartphones, Tablets, Lapto | | |
| | B096MSW6CT Sounce Fast Phone Charging Cable & Data Sync USB Cable Compatible for iPhone 13, 12,11, X, 8, 7, 6, 5, i | | | |
| | B08HDJ86NZ boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangle-Free, Sturdy Cable with 3A Fast C. | | | |
| | B08CF3B7N1 | Portronics Konnect L 1.2M Fast Charging 3A 8 Pin USB Cable with Charge & Sync Function for iPhone, iPad (| | |
| | B08Y1TFSP6 | pTron Solero TB301 3A Type-C Data and Fast Charging Cable, Made in India, 480Mbps Data Sync, Strong a | | |
| B08WRWPM22 boAt Micro USB 55 Tangle-free, Sturdy Micro USB Cable with 3A Fast Charging & 480mbps Data Trans | | boAt Micro USB 55 Tangle-free, Sturdy Micro USB Cable with 3A Fast Charging & 480mbps Data Transmissio | | |
| | B08DDRGWTJ | MI Usb Type-C Cable Smartphone (Black) | | |
| | B082LZGK39 | Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable for Smartphones, Tablets, La | | |
| | D000E2D70D | Destropies Vannoet I. DOD. 1001 East Chargins 24 Type C Cable 1. 2Mater with Charge 9. Cype Expetion for | | |

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



select product_name,
(actual_price - discounted_price) as price_difference
from mytable;

| Re | esult Grid | ₩ |
|----|---|------------------|
| | product_name | price_difference |
| • | Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable Compatible for iPhone 13, 12,1 | 700 |
| | Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Cable for Smartphones, Tablets, Lapto | 150 |
| | Sounce Fast Phone Charging Cable & Data Sync USB Cable Compatible for iPhone 13, 12,11, X, 8, 7, 6, 5, i | 1700 |
| | boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangle-Free, Sturdy Cable with 3A Fast C | 370 |
| | Portronics Konnect L 1.2M Fast Charging 3A 8 Pin USB Cable with Charge & Sync Function for iPhone, iPad (| 245 |
| | pTron Solero TB301 3A Type-C Data and Fast Charging Cable, Made in India, 480Mbps Data Sync, Strong a | 851 |
| | boAt Micro USB 55 Tangle-free, Sturdy Micro USB Cable with 3A Fast Charging & 480mbps Data Transmissio | 322.37 |
| | MI Usb Type-C Cable Smartphone (Black) | 70 |
| | TP-Link USB WiFi Adapter for PC(TL-WN725N), N150 Wireless Network Adapter for Desktop - Nano Size WiFi | 500 |
| | Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable for Smartphones, Tablets, La | 100 |
| | Portronics Konnect L POR-1081 Fast Charging 3A Type-C Cable 1.2Meter with Charge & Sync Function for | 185 |
| | boAt Rugged v3 Extra Tough Unbreakable Braided Micro USB Cable 1.5 Meter (Black) | 500 |
| | AmazonBasics Flexible Premium HDMI Cable (Black, 4K@60Hz, 18Gbps), 3-Foot | 481 |
| | Portronics Konnect CL 20W POR-1067 Type-C to 8 Pin USB 1.2M Cable with Power Delivery & 3A Ouick Char | 549 |

PURPOSE

This query will give you the difference between the actual price and the discounted price for each product. The result will highlight how much, on average. customers are saving on each product. This information can help Amazon management understand the pricing impact of discounts and guide future pricing strategies.

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

SYNTAX

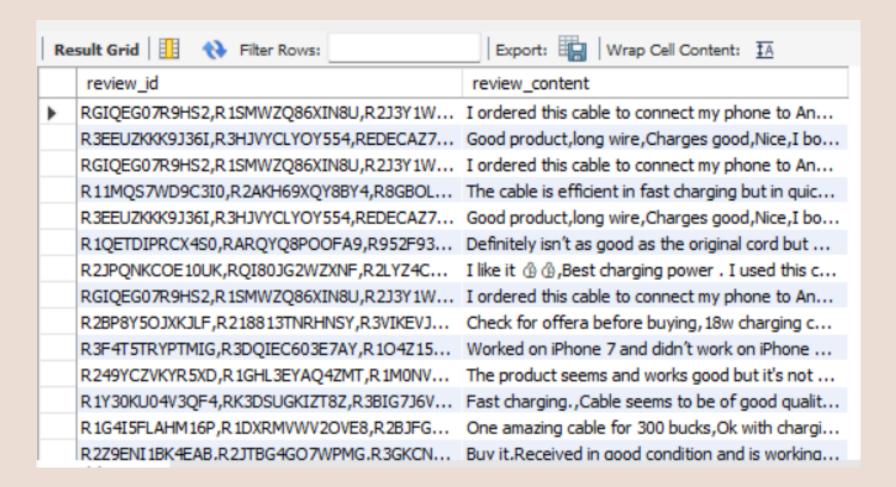
select review_id, review_content
from mytable where review_content
like "%fast charging%";

PURPOSE

Once you retrieve the results, here's what you can summarize based on the reviews mentioning "fast charging":

Review content: Determine how many reviews mention "fast charging"

Product Performance: Identify which products get the most mentions for "fast charging".



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

SYNTAX

select product_id,
product_name,
discount_percentage
from mytable
where discount_percentage
between 0.20 and 0.40;

PURPOSE

The query identifies products that have a discount percentage ranging from 20% to 40%. These products offer a moderate discount, which could attract price-sensitive customers while maintaining some margin for the business.

By analyzing this data, you can understand the volume of products that fall into this discount range and assess whether this pricing strategy is yielding desirable sales results or requires adjustments based on performance trends.

| Re | Result Grid | | | | | |
|----|-------------|---|---------------------|--|--|--|
| | product_id | product_name | discount_percentage | | | |
| • | B08DDRGWTJ | MI Usb Type-C Cable Smartphone (Black) | 0.23 | | | |
| | B082LZGK39 | Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable for Smartphones, Tablets, La | 0.33 | | | |
| | B082LSVT4B | Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C to Type C Cable for Smartphones, Tabl | 0.38 | | | |
| | B08DPLCM6T | LG 80 cm (32 inches) HD Ready Smart LED TV 32LM563BPTC (Dark Iron Gray) | 0.39 | | | |
| | B08B42LWKN | OnePlus 80 cm (32 inches) Y Series HD Ready LED Smart Android TV 32Y1 (Black) | 0.25 | | | |
| | B094JNXNPV | Ambrane Unbreakable 3 in 1 Fast Charging Braided Multipurpose Cable for Speaker with 2.1 A Speed - 1.25 | 0.25 | | | |
| | B0B3MMYHYW | OnePlus 126 cm (50 inches) Y Series 4K Ultra HD Smart Android LED TV 50Y1S Pro (Black) | 0.28 | | | |
| | B07KRCW6LZ | TP-Link Nano AC600 USB Wi-Fi Adapter (Archer T2U Nano) - 2.4G/5G Dual Band Wireless Network Adapter fo | 0.38 | | | |
| | B014I8SSD0 | Amazon Basics High-Speed HDMI Cable, 6 Feet - Supports Ethernet, 3D, 4K video, Black | 0.35 | | | |
| | B09Q5SWVBJ | OnePlus 80 cm (32 inches) Y Series HD Ready Smart Android LED TV 32 Y1S (Black) | 0.27 | | | |
| | B0B15CPR37 | Samsung 108 cm (43 inches) Crystal 4K Neo Series Ultra HD Smart LED TV UA43AUE65AKXXL (Black) | 0.31 | | | |
| | B09RFC46VP | Redmi 108 cm (43 inches) 4K Ultra HD Android Smart LED TV X43 L43R7-7AIN (Black) | 0.37 | | | |
| | B09VCHLSJF | OnePlus 108 cm (43 inches) Y Series 4K Ultra HD Smart Android LED TV 43Y1S Pro (Black) | 0.25 | | | |

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

SYNTAX

```
PURPOSE
```

```
select product_id,
product_name, actual_price,
rating from mytable
where actual_price > 1000 and rating >= 4;
```

This query will return a list of products that meet the following criteria:
 Actual price: Above ₹1,000. Rating: 4 stars or higher.

This allows you to identify higher-priced, well-rated products, which might indicate premium or popular items on the platform. The results can help management focus on these products for marketing, promotions, or inventory decisions.

| Result Grid | | | | |
|-------------|------------|--|----|--------|
| | product_id | product_name | ac | rating |
| • | B07JW9H4J1 | Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable Compatible for iPhone 13, 12,1 | 1 | 4.2 |
| | B0B6F7LX4C | MI 80 cm (32 inches) 5A Series HD Ready Smart Android LED TV L32M7-5AIN (Black) | 2 | 4.2 |
| | B08DPLCM6T | LG 80 cm (32 inches) HD Ready Smart LED TV 32LM563BPTC (Dark Iron Gray) | 2 | 4.3 |
| | B09C6HXFC1 | Duracell USB Lightning Apple Certified (Mfi) Braided Sync & Charge Cable For Iphone, Ipad And Ipod. Fast C | 1 | 4.5 |
| | B09F6S8BT6 | Samsung 80 cm (32 Inches) Wondertainment Series HD Ready LED Smart TV UA32T4340BKXXL (Glossy Black) | 2 | 4.3 |
| | B0B1YVCJ2Y | Acer 80 cm (32 inches) I Series HD Ready Android Smart LED TV AR32AR2841HDFL (Black) | 1 | 4.3 |
| | B08B42LWKN | OnePlus 80 cm (32 inches) Y Series HD Ready LED Smart Android TV 32Y1 (Black) | 1 | 4.2 |
| | B09W5XR9RT | Duracell USB C To Lightning Apple Certified (Mfi) Braided Sync & Charge Cable For Iphone, Ipad And Ipod. F | 1 | 4.4 |
| | B08QSC1XY8 | Zoul USB C 60W Fast Charging 3A 6ft/2M Long Type C Nylon Braided Data Cable Quick Charger Cable QC 3 | 1 | 4.3 |
| | B07XLCFSSN | Amazonbasics Nylon Braided Usb-C To Lightning Cable, Fast Charging Mfi Certified Smartphone, Iphone Cha | 1 | 4.4 |
| | B0B3MMYHYW | OnePlus 126 cm (50 inches) Y Series 4K Ultra HD Smart Android LED TV 50Y1S Pro (Black) | 4 | 4.2 |
| | B09C6HWG18 | Duracell Type C To Type C 5A (100W) Braided Sync & Fast Charging Cable, 3.9 Feet (1.2M). USB C to C Ca | 1 | 4.2 |
| | B09JPC82QC | Mi 108 cm (43 inches) Full HD Android LED TV 4C L43M6-INC (Black) | 3 | 4.3 |
| | B07JW1Y6XV | Wavona Nvlon Braided 3A Lightning to USB A Syncing and Fast Charging Data Cable for iPhone. Ipad (3 FT | 1 | 4.2 |

Find products where the discounted price ends with a 9.

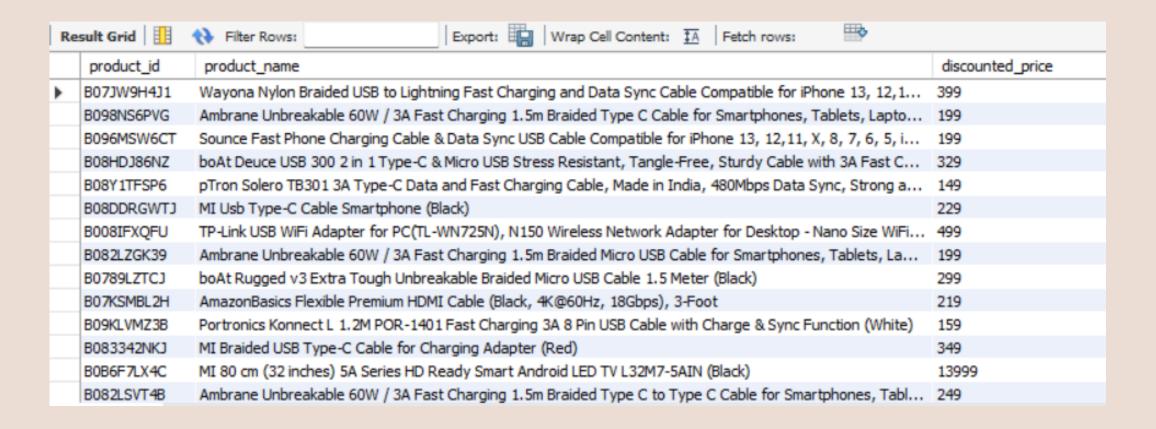
SYNTAX

PURPOSE

select product_id,
product_name, discounted_price
from mytable where discounted_price like "%9";

The management will receive a list of products where the discounted price ends in 9, a common pricing strategy used in retail (known as "charm pricing"). This can provide insights into how such pricing patterns may impact customer purchase behavior.

For example, if you find that many products are priced at ₹199, ₹299, ₹499, etc., you can analyze their performance to understand whether this pricing strategy is influencing sales



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

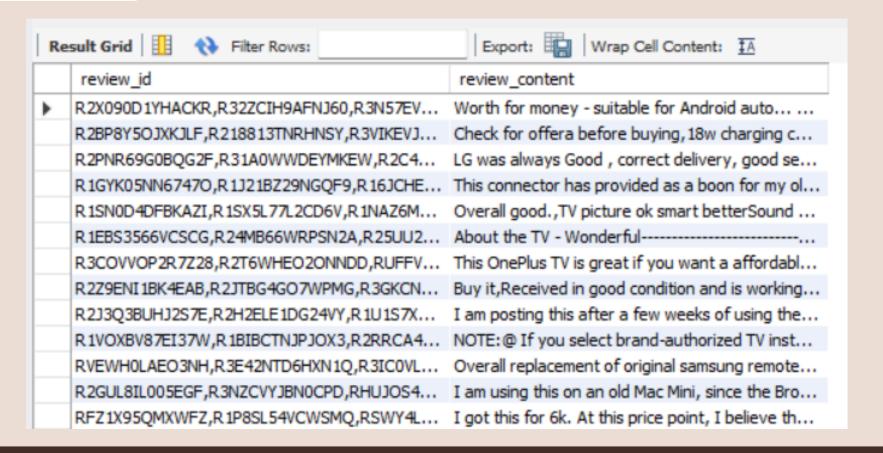
SYNTAX

```
select review_id, 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%";
```

PURPOSE

"Upon analyzing the reviews, we found a total of X negative reviews containing keywords such as 'worst,' 'waste,' 'poor,' and 'not good.' Common themes identified include issues with product quality and customer service.

To address these concerns, company should be enhancing product descriptions, improving product quality, and boosting customer service responsiveness."



List all products where the category includes "Accessories".

SYNTAX

```
select product_id,
product_name,
category from mytable where
category like "%Accessories%";
```

PURPOSE

Running this query will provide a list of all products categorized as "Accessories." The output will include key product details, allowing management to analyze the products in this category effectively.

This query can be expanded or modified depending on additional requirements, such as sorting, grouping, or additional filters (e.g., only showing in-stock items).

| Re | sult Grid | Filter Rows: Export: Wrap Cell Conter | nt: <u>IA</u> |
|----|-------------|---|---|
| | product_id | product_name | category |
| • | B07JW9H4J1 | Wayona Nylon Braided USB to Lightning Fast Charging and Data | Computers&Accessories Accessories&Peripherals Cables&Accessories Cables USBC |
| | B098NS6PVG | Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Typ | Computers&Accessories Accessories & Peripherals Cables & Accessories Cables USBC |
| | B096MSW6CT | Sounce Fast Phone Charging Cable & Data Sync USB Cable Comp | Computers & Accessories Accessories & Peripherals Cables & Accessories Cables USBC |
| | B08HDJ86NZ | boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, | Computers&Accessories Accessories & Peripherals Cables & Accessories Cables USBC |
| | B08CF3B7N1 | Portronics Konnect L 1.2M Fast Charging 3A 8 Pin USB Cable with | Computers & Accessories Accessories & Peripherals Cables & Accessories Cables USBC |
| | B08Y1TFSP6 | pTron Solero TB301 3A Type-C Data and Fast Charging Cable, M | Computers&Accessories Accessories & Peripherals Cables & Accessories Cables USBC |
| | B08WRWPM22 | boAt Micro USB 55 Tangle-free, Sturdy Micro USB Cable with 3A F | Computers & Accessories Accessories & Peripherals Cables & Accessories Cables USBC |
| | B08DDRGWTJ | MI Usb Type-C Cable Smartphone (Black) | Computers&Accessories Accessories & Peripherals Cables & Accessories Cables USBC |
| | B008IFXQFU | TP-Link USB WiFi Adapter for PC(TL-WN725N), N150 Wireless Net | Computers&Accessories NetworkingDevices NetworkAdapters WirelessUSBAdapters |
| | B082LZGK39 | Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micr | Computers&Accessories Accessories & Peripherals Cables & Accessories Cables USBC |
| | B08CF3D7QR | Portronics Konnect L POR-1081 Fast Charging 3A Type-C Cable 1 | Computers & Accessories Accessories & Peripherals Cables & Accessories Cables USBC |
| | B0789LZTCJ | boAt Rugged v3 Extra Tough Unbreakable Braided Micro USB Cab | Computers&Accessories Accessories & Peripherals Cables & Accessories Cables USBC |
| | B07KSMBL2H | AmazonBasics Flexible Premium HDMI Cable (Black, 4K@60Hz, 18 | Electronics HomeTheater, TV & Video Accessories Cables HDMICables |
| | B085DTN6R2 | Portronics Konnect CL 20W POR-1067 Type-C to 8 Pin USB 1.2M | Computers & Accessories Accessories & Peripherals Cables & Accessories Cables USBC |
| | POORI VM72P | Dontropics Koppost L. 1. 2M DOD. 1401 East Charolina 24. 9 Dio LICP | Computara 9.4 conserios I Acconserios 9.Derinberala I Cables 9.4 conserios I Cables II ICPC |



AMAZON

E-commerce company

THANK YOU















