

amazon

CASE STUDY

The
Everything
Store



Founding Vision

From Online Bookstore to Giant



Jeff Bezos' Dream

Founded in 1994 as an online bookstore, Amazon quickly developed into a **global e-commerce leader**, reshaping how consumers shop and setting new standards for online retail excellence.

Growth Timeline

Founding



Amazon was founded in 1994 as an online bookstore, revolutionizing shopping.

IPO Launch



Amazon went public in 1997, raising significant capital for expansion efforts.

Product Expansion



In 1999, Amazon expanded its offerings to include electronics and various products.

Amazon Prime



The introduction of Amazon Prime in 2005 transformed customer loyalty and shipping options.



This project focuses on analyzing Amazon sales data using SQL queries to extract meaningful business insights. The queries identify discounted products, pricing patterns, customer sentiment from reviews, and category-based trends, helping management make informed decisions on pricing, promotions, and product performance.

- List all products with a discounted price below ₹500.

```
SELECT product_name, actual_price FROM mytable WHERE actual_price < 500;
```

1 13:50:27 SELECT product_name, actual_price FROM mytable WHERE actual_price < 500 LIMIT 0, 1000 218 row(s) returned

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

```
SELECT product_name, category, discount_percentage FROM mytable WHERE discount_percentage >= 0.50;
```

1 13:25:44 SELECT product_name, category, discount_percentage FROM mytable WHERE discount_percentage >= 0.50 ... 751 row(s) returned

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

```
1 • SELECT product_name FROM mytable WHERE product_name LIKE ("%Cable%");
```

```
4 13:30:46 SELECT product_name FROM mytable WHERE product_name LIKE ("%Cable%") LIMIT 0, 1000 304 row(s) returned
```

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

```
SELECT AVG(actual_price)-AVG(discounted_price) AS difference FROM mytable;
```

difference

2319.6797610921512

- **Query reviews that mention "fast charging" in their content**

```
SELECT review_content FROM mytable WHERE review_content like "%fast charging%";
```

20:16:58 SELECT review_content FROM mytable WHERE review_content like "%fast charging%" LIMIT 0, 1000 157 row(s) returned

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

```
SELECT discount_percentage FROM mytable WHERE discount_percentage BETWEEN "0.20" AND "0.40";
```

SELECT discount_percentage FROM mytable WHERE discount_percentage BETWEEN "0.20" AND "0.40" ... 352 row(s) returned

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

```
SELECT product_name, actual_price, rating FROM mytable WHERE actual_price > 1000 AND rating >= 4;
```

```
SELECT product_name, actual_price, rating FROM mytable WHERE actual_price > 1000 AND rating >= 4 LIMIT... 709 row(s) returned
```

- Find products where the discounted price ends with a 9 ?

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

```
20:12:23 SELECT product_name, discounted_price FROM mytable WHERE discounted_price LIKE "%9" LIMIT 0, 1000 1000 row(s) returned
```

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

```
SELECT review_content FROM mytable WHERE review_content LIKE "%worst%" OR "%waste%" OR "%poor%" OR "%not good%";
```

```
SELECT review_content FROM mytable WHERE review_content LIKE "%worst%" OR "%waste%" OR "%poor%"; 42 row(s) returned
```

- **List all products where the category includes "Accessories."**

```
1 • SELECT product_name, category FROM mytable WHERE category LIKE "%accessories%";
```

```
18:00:38 SELECT product_name, category FROM mytable WHERE category LIKE "%accessories%" LIMIT 0, 1000 890 row(s) returned
```

THANK YOU

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