PRIME USER BASE ANALYSIS

DATA SOURCE : https://www.kaggle.com/datasets/arnavsmayan/amazon-prime-userbase-dataset

WE GO THROUGH AMAZON PRIME VIDEO DATA AND MAKE FOLLOWING CHANGES USING SQL

1. For Some of The Users Who Have Their Subscription Plans Set as Monthly & Renewal Status Set to Manual. Have Their Subscription END Date set to a year after purchase, so we set it back to MONTH.
2. Remove the columns which we don't need. Here we have "PRODUCT PURCHASE HISTORY" column which is irrelevant to our use case so we remove it.
3. Divide users into "AGE GROUPS" using the "Date Of Birth" column.