

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?

```
SELECT key_message, brand_score  
FROM brand_score_metrics  
WHERE metric_date BETWEEN '2024-10-01' AND '2024-12-31'
```



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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?

```
SELECT t1.key_message, t1.brand_score
FROM brand_score_metrics AS t1
INNER JOIN dim_segment AS t2
    ON t1.segment_id = t2.segment_id
WHERE t1.segment_id == '2' AND metric_date BETWEEN '2024-10-01' AND '2024-12-31' AND t1.brand_score >= '90'
```



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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?

```
SELECT t1.key_message, t1.brand_score
FROM brand_score_metrics AS t1
INNER JOIN dim_segment AS t2
    ON t1.segment_id = t2.segment_id
WHERE t1.segment_id == '3' AND t1.brand_score > '80'
ORDER BY metric_date DESC -- Get the most recent records
LIMIT 5
```

