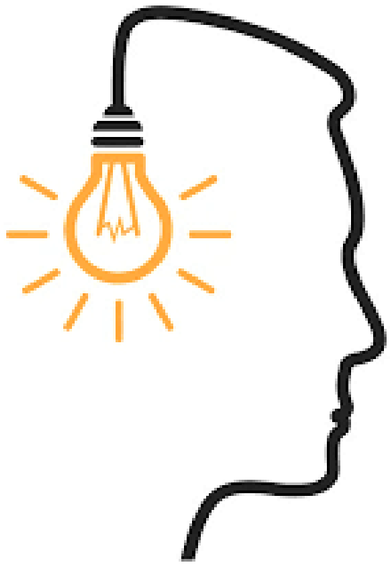
ANALYSIS OF SALES DATA OF AMAZON

Presented by Pankaj Kumar

Problem Statement



As a data analyst at Amazon, a leading global e-commerce platform, you have been assigned the task of conducting a comprehensive analysis of sales data. The objective is to extract actionable insights by performing various SQL queries on the available datasets. This analysis will support data-driven decision-making processes and contribute to optimizing business strategies.

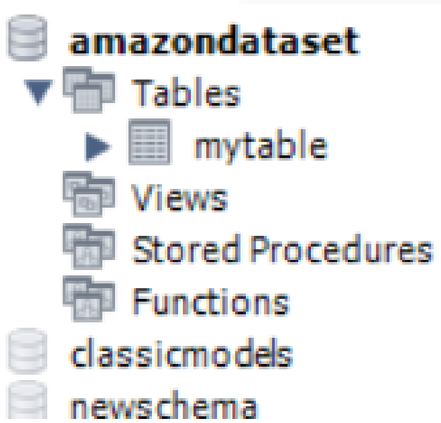
Methodology used in the analysis

Data Source: Amazon's internal sales database.

Tools: MySQL for querying data from database.

Problem:List all products with a discounted price below ₹500?

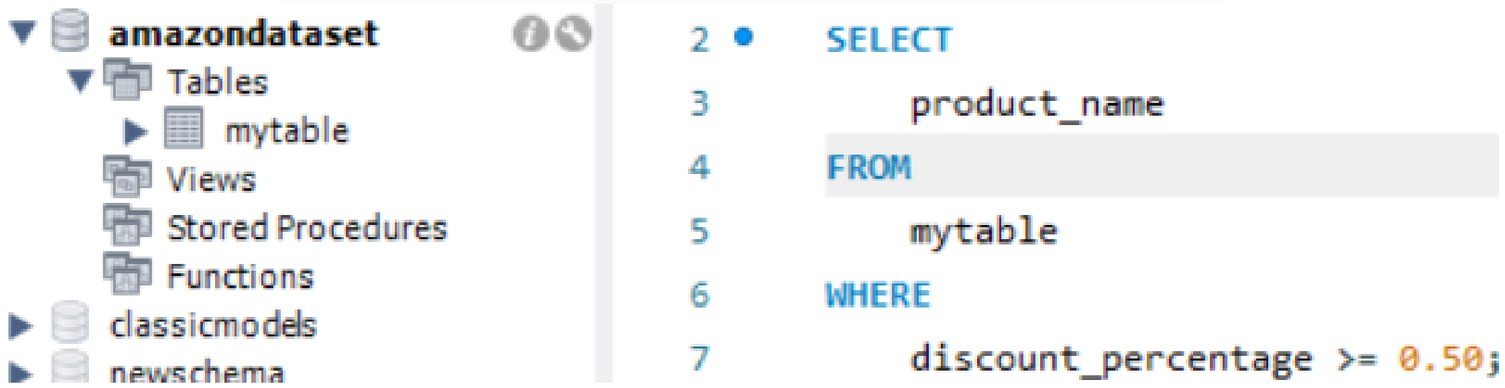
MySQL query for above problem:




```
2 •   SELECT
3         product_name
4     FROM
5         mytable
6     WHERE
7         discounted_price < 500;
```

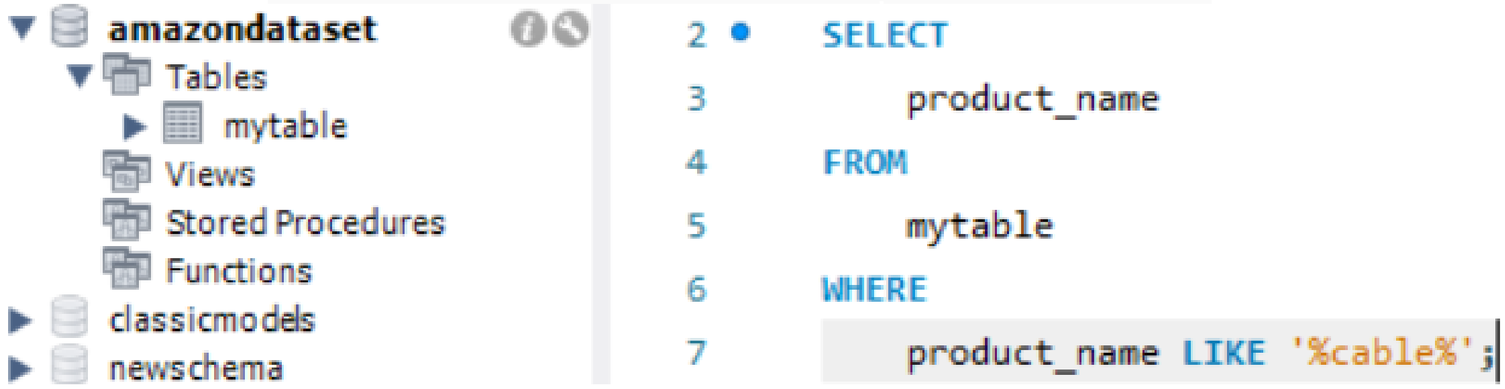
Problem:Find products with a discount percentage of 50% or more?

MySQL query for above problem:



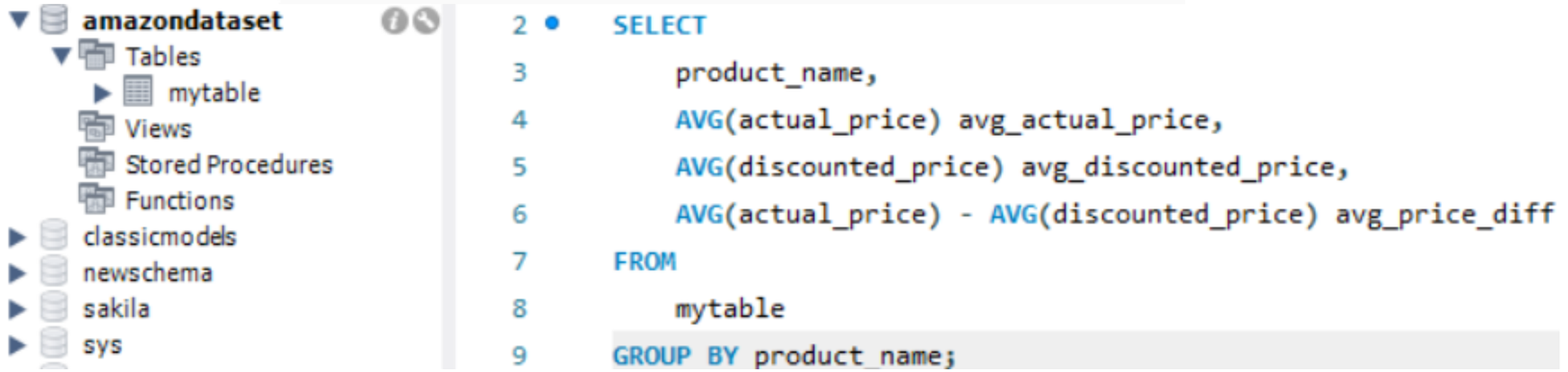
Problem:Retrieve all products where the name contains the word "Cable."?

MySQL query for above problem:



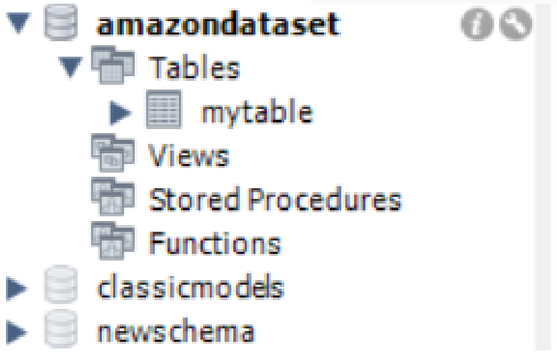
Problem:Display the difference between the average of the actual price and the discounted price for each product?

MySQL query for above problem:



Problem:Query reviews that mention "fast charging" in their content?

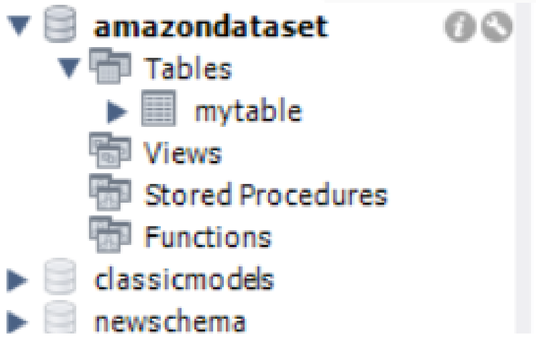
MySQL query for above problem:




```
SELECT
    review_content
FROM
    mytable
WHERE
    review_content LIKE '%fast charging%';
```

Problem:Identify products with a discount percentage between 20% and 40%?

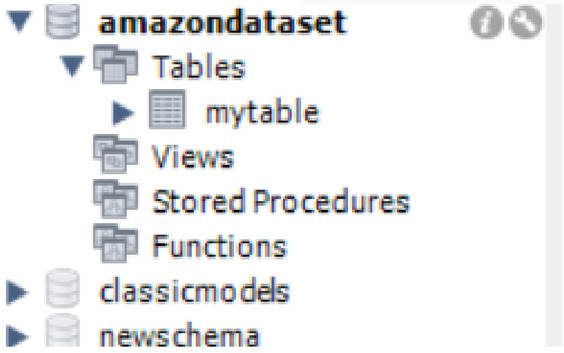
MySQL query for above problem:




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

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

MySQL query for above problem:



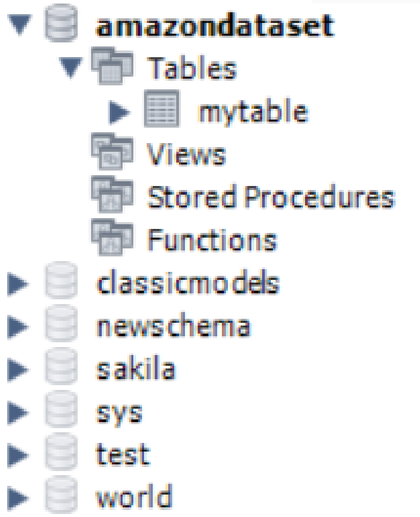

```
SELECT
    product_name
FROM
    mytable
WHERE
    actual_price > 1000 AND rating >= 4;
```

1. **Problem**:Find products where the discounted price ends with a 9?

MySQL query for above problem:

Problem:Display review contents that contains words like worst, waste, poor, or not good?

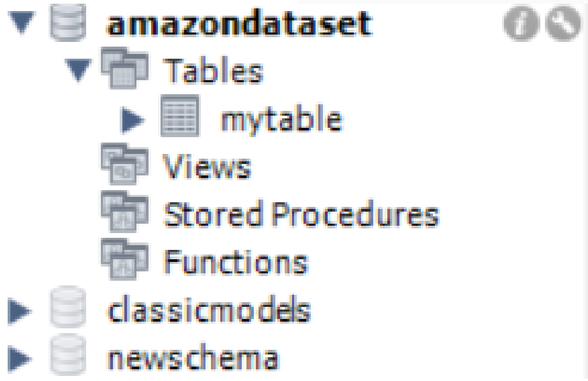
MySQL query for above problem:




```
SELECT
    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%';
```

Problem:List all products where the category includes "Accessories."?

MySQL query for above problem:




```
SELECT
    product_name
FROM
    mytable
WHERE
    category LIKE '%Accessories%';
```

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