Amazon Product Analysis: Discount & Sales Insights

Comprehensive query results for price optimization and category performance

Kunal Ramrakhya

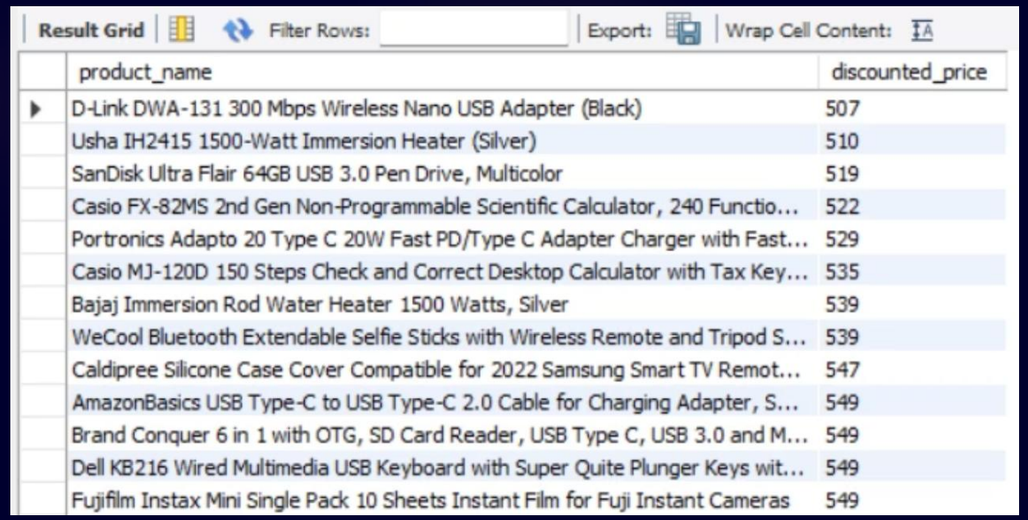
QUERY 1

Budget-Friendly Finds: Products Under ₹500

Key Insights

Identifying high-value products with discounted prices below ₹500 threshold

- Targeted budget segment analysis
- Price-sensitive customer opportunities
- Volume sales potential



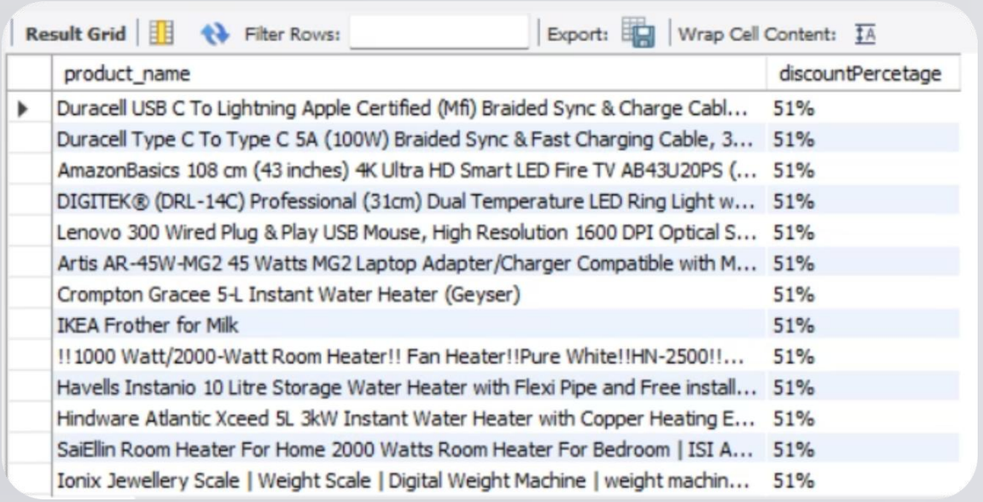
Result Grid | Filter Rows: | Export: | Wrap Cell Content:

product_name	discounted_price
D-Link DWA-131 300 Mbps Wireless Nano USB Adapter (Black)	507
Usha IH2415 1500-Watt Immersion Heater (Silver)	510
SanDisk Ultra Flair 64GB USB 3.0 Pen Drive, Multicolor	519
Casio FX-82MS 2nd Gen Non-Programmable Scientific Calculator, 240 Functio...	522
Portronics Adapto 20 Type C 20W Fast PD/Type C Adapter Charger with Fast...	529
Casio MJ-120D 150 Steps Check and Correct Desktop Calculator with Tax Key...	535
Bajaj Immersion Rod Water Heater 1500 Watts, Silver	539
WeCool Bluetooth Extendable Selfie Sticks with Wireless Remote and Tripod S...	539
Caldipree Silicone Case Cover Compatible for 2022 Samsung Smart TV Remot...	547
AmazonBasics USB Type-C to USB Type-C 2.0 Cable for Charging Adapter, S...	549
Brand Conquer 6 in 1 with OTG, SD Card Reader, USB Type C, USB 3.0 and M...	549
Dell KB216 Wired Multimedia USB Keyboard with Super Quite Plunger Keys wit...	549
Fujifilm Instax Mini Single Pack 10 Sheets Instant Film for Fuji Instant Cameras	549

```sql
##1.    List all products with a discounted price below ₹500.
select distinct product_name, discounted_price from amazon
where discounted_price > 500
order by discounted_price;
```

QUERY 2

Deep Discounts: 50%+ Price Reductions



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

product_name	discountPercetage
Duracell USB C To Lightning Apple Certified (Mfi) Braided Sync & Charge Cabl...	51%
Duracell Type C To Type C 5A (100W) Braided Sync & Fast Charging Cable, 3...	51%
AmazonBasics 108 cm (43 inches) 4K Ultra HD Smart LED Fire TV AB43U20PS (...	51%
DIGITEK® (DRL-14C) Professional (31cm) Dual Temperature LED Ring Light w...	51%
Lenovo 300 Wired Plug & Play USB Mouse, High Resolution 1600 DPI Optical S...	51%
Artis AR-45W-MG2 45 Watts MG2 Laptop Adapter/Charger Compatible with M...	51%
Crompton Gracee 5-L Instant Water Heater (Geyser)	51%
IKEA Frother for Milk	51%
!!1000 Watt/2000-Watt Room Heater!! Fan Heater!!Pure White!!HN-2500!!...	51%
Havells Instanio 10 Litre Storage Water Heater with Flexi Pipe and Free install...	51%
Hindware Atlantic Xceed 5L 3kW Instant Water Heater with Copper Heating E...	51%
SaiEllin Room Heater For Home 2000 Watts Room Heater For Bedroom | ISI A...	51%
Ionix Jewellery Scale | Weight Scale | Digital Weight Machine | weight machin...	51%

Half-Price Strategy

Products offering 50% or higher discounts drive significant customer interest and conversion

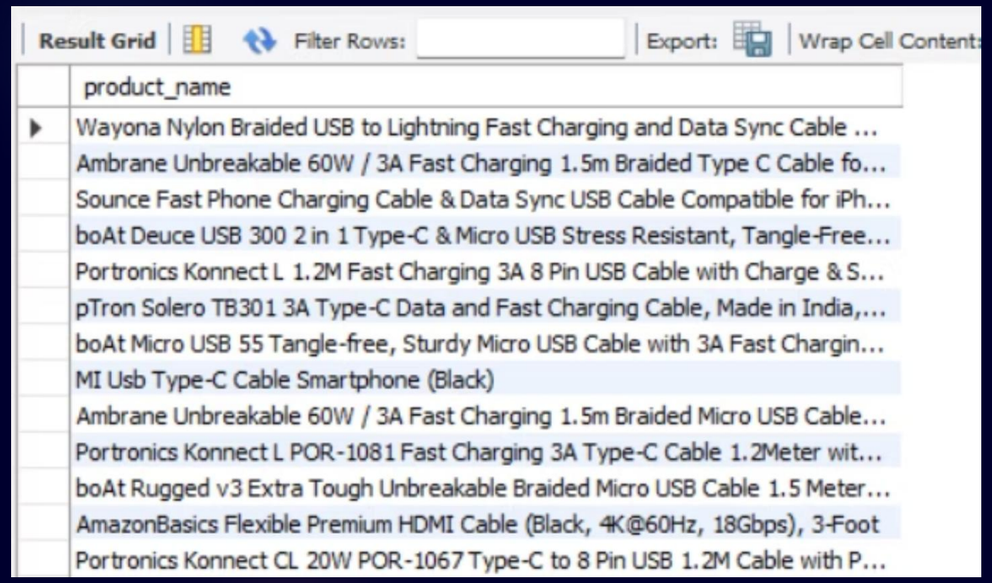
Clearance Opportunities

High-discount items ideal for inventory optimization and promotional campaigns

```sql
select distinct product_name,
concat(round((discount_percentage*100),2),'%') as discountPercentage
from amazon
where discount_percentage > '0.5'
order by discount_percentage;
```

QUERY 3

Category Deep Dive: Cable Products



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

product_name
Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable ...
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Cable fo...
Sounce Fast Phone Charging Cable & Data Sync USB Cable Compatible for iPh...
boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangle-Free...
Portronics Konnect L 1.2M Fast Charging 3A 8 Pin USB Cable with Charge & S...
pTron Solero TB301 3A Type-C Data and Fast Charging Cable, Made in India,...
boAt Micro USB 55 Tangle-free, Sturdy Micro USB Cable with 3A Fast Chargin...
MI Usb Type-C Cable Smartphone (Black)
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable...
Portronics Konnect L POR-1081 Fast Charging 3A Type-C Cable 1.2Meter wit...
boAt Rugged v3 Extra Tough Unbreakable Braided Micro USB Cable 1.5 Meter...
AmazonBasics Flexible Premium HDMI Cable (Black, 4K@60Hz, 18Gbps), 3-Foot
Portronics Konnect CL 20W POR-1067 Type-C to 8 Pin USB 1.2M Cable with P...

Cable Category Analysis

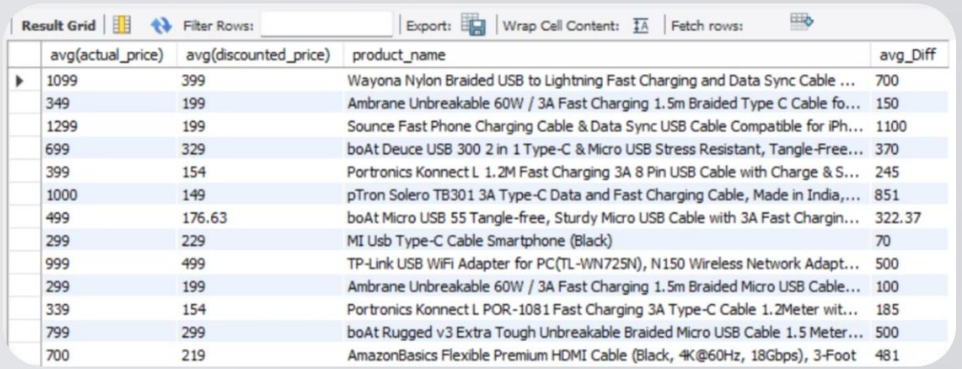
All products containing "Cable" in product name, revealing accessory market trends

```sql
##3.    Retrieve all products where the name contains the word "Cable."
select distinct product_name from amazon
where product_name like '%Cable%';
```

Essential accessories category with consistent demand across electronics segment

QUERY 4

Pricing Strategy: Average Price Gap Analysis



Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

avg(actual_price)	avg(discounted_price)	product_name	avg_Diff
1099	399	Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable ...	700
349	199	Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Cable fo...	150
1299	199	Sounce Fast Phone Charging Cable & Data Sync USB Cable Compatible for iPh...	1100
699	329	boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangle-Free...	370
399	154	Portronics Konnect L 1.2M Fast Charging 3A 8 Pin USB Cable with Charge & S...	245
1000	149	pTron Solero TB301 3A Type-C Data and Fast Charging Cable, Made in India,...	851
499	176.63	boAt Micro USB 55 Tangle-free, Sturdy Micro USB Cable with 3A Fast Chargin...	322.37
299	229	MI Usb Type-C Cable Smartphone (Black)	70
999	499	TP-Link USB WiFi Adapter for PC(TL-WN725N), N150 Wireless Network Adapt...	500
299	199	Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable...	100
339	154	Portronics Konnect L POR-1081 Fast Charging 3A Type-C Cable 1.2Meter wit...	185
799	299	boAt Rugged v3 Extra Tough Unbreakable Braided Micro USB Cable 1.5 Meter...	500
700	219	AmazonBasics Flexible Premium HDMI Cable (Black, 4K@60Hz, 18Gbps), 3-Foot	481

₹

Average Actual Price

Original pricing baseline across product portfolio

₹

Average Discount Price

Post-discount pricing reflecting market positioning

Δ

Price Difference

Savings margin per product category

```sql
##4.    Display the difference between the average of the actual price and the average of discounted price for each product.
select distinct avg(actual_price), avg(discounted_price), product_name, avg(actual_price) - avg(discounted_price) as avg_Diff
from amazon
group by product_name;
##or
select distinct product_name, avg(actual_price - discounted_price) as avg_Diff
from amazon
group by product_name;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

product_name	review_content
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Cable fo...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connection ports are really well made. I already has a Micro USB c
boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangle-Free...	Good product,long wire,Charges good,Nice,I bought this cable for Rs.339 worthy product for this price, i tested it in various charger adapters 33w and 18w it suppor
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connection ports are really well made. I already has a Micro USB c
Portronics Konnect L POR-1081 Fast Charging 3A Type-C Cable 1.2Meter wit...	The cable is efficient in fast charging but in quick data transfer. Overall fine.,I like the usb c L shape. Nylon Shielded core wire it improves the life of the cable.,i think
boAt Rugged v3 Extra Tough Unbreakable Braided Micro USB Cable 1.5 Meter...	Good product,long wire,Charges good,Nice,I bought this cable for Rs.339 worthy product for this price, i tested it in various charger adapters 33w and 18w it suppor
Portronics Konnect CL 20W POR-1067 Type-C to 8 Pin USB 1.2M Cable with P...	Definitely isn't as good as the original cord but works. Fast charging and pretty sturdy,Worth it,So I had a faulty cable. I was lazy and have a lot of money so instead
MI Braided USB Type-C Cable for Charging Adapter (Red)	I like it 👍👍,Best charging power . I used this cable on note 8 pro mi. Using 8month also fast working.,350 might be a little expensive but physically it's so good. Feel
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C to Type ...	I ordered this cable to connect my phone to Android Auto of car. The cable is really strong and the connection ports are really well made. I already has a Micro USB c
boAt Type C A325 Tangle-free, Sturdy Type C Cable with 3A Rapid Charging ...	Check for offera before buying,18w charging cable,,Awesome cable!Charging, data transfer and durability is simply awesome, and there is not a single disconnection
Flix Micro Usb Cable For Smartphone (Black)	Worked on iPhone 7 and didn't work on iPhone XR,https://m.media-amazon.com/images/I/71qFFAlV9ZL._SY88.jpg,Look-wise, I didn't like it. Still, I use it for my work.
Ambrane Unbreakable 3 in 1 Fast Charging Braided Multipurpose Cable for Sp...	The product seems and works good but it's not a fast charging cable as it has to be and when all the three ports are connected its more slower I'm charging only goo
Duracell USB C To Lightning Apple Certified (Mfi) Braided Sync & Charge Cabl...	Fast charging.,Cable seems to be of good quality, not used much as I keep it as backup in my car.,It's good, sturdy & durable!It supports fast charging!Only thing is

QUERY 5

Customer Voice: "Fast Charging" Review Analysis

Review Sentiment Insights

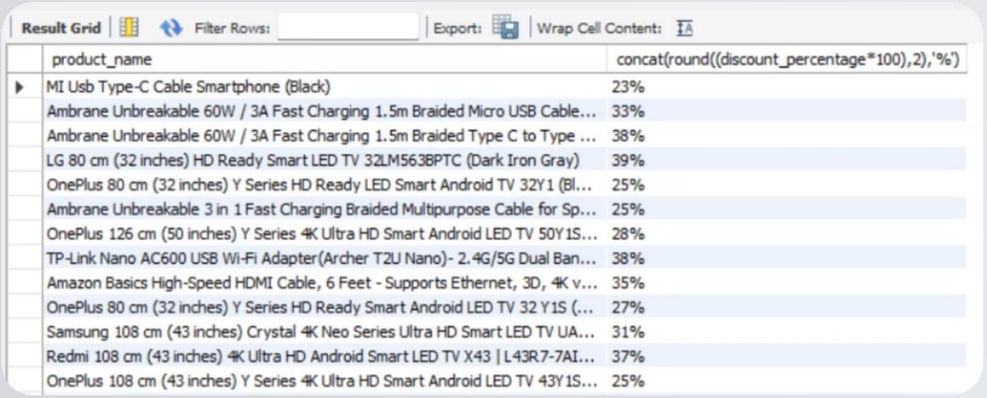
Analysing customer feedback mentioning fast charging capabilities

- Performance validation
- Feature satisfaction metrics
- Purchase decision drivers

```
##5.    Query reviews that mention "fast charging" in their content.
select distinct product_name, review_content from amazon
where review_content like '%fast charging%';
```

QUERY 6

Mid-Range Discounts: 20-40% Savings



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

product_name	concat(round((discount_percentage*100),2),'%')
MI Usb Type-C Cable Smartphone (Black)	23%
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable...	33%
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C to Type ...	38%
LG 80 cm (32 inches) HD Ready Smart LED TV 32LM563BPTC (Dark Iron Gray)	39%
OnePlus 80 cm (32 inches) Y Series HD Ready LED Smart Android TV 32Y1 (Bl...	25%
Ambrane Unbreakable 3 in 1 Fast Charging Braided Multipurpose Cable for Sp...	25%
OnePlus 126 cm (50 inches) Y Series 4K Ultra HD Smart Android LED TV 50Y1S...	28%
TP-Link Nano AC600 USB Wi-Fi Adapter(Archer T2U Nano)- 2.4G/5G Dual Ban...	38%
Amazon Basics High-Speed HDMI Cable, 6 Feet - Supports Ethernet, 3D, 4K v...	35%
OnePlus 80 cm (32 inches) Y Series HD Ready Smart Android LED TV 32 Y1S (...	27%
Samsung 108 cm (43 inches) Crystal 4K Neo Series Ultra HD Smart LED TV UA...	31%
Redmi 108 cm (43 inches) 4K Ultra HD Android Smart LED TV X43 | L43R7-7AI...	37%
OnePlus 108 cm (43 inches) Y Series 4K Ultra HD Smart Android LED TV 43Y1S...	25%

1

Moderate Discount Band

Products positioned between 20% and 40% discount range, balancing profitability with competitiveness

2

Strategic Pricing

Sweet spot for margin optimization whilst maintaining customer appeal

3

Volume Potential

Mid-tier discounts often generate highest transaction volumes

```sql
##6.    Identify products with a discount percentage between 20% and 40%.
select distinct product_name,
concat(round((discount_percentage*100),2),'%') as discountPercentage
from amazon
where discount_percentage between '0.2' and '0.4';
```

QUERY 7

Premium Performers: High-Value, High-Rated Products

₹1,000+ Price Point

Premium segment products with actual prices exceeding ₹1,000

4★+ Customer Rating

Quality assured through verified customer satisfaction scores

```sql
##7.    Find products that have an actual price above ₹1,000 and are rated 4 stars or above.
select distinct product_name, actual_price, rating from amazon
where rating > 4 and actual_price > 1000;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

product_name	actual_price	rating
Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable ...	1099	4.2
MI 80 cm (32 inches) 5A Series HD Ready Smart Android LED TV L32M7-5AIN ...	24999	4.2
LG 80 cm (32 inches) HD Ready Smart LED TV 32LM563BPTC (Dark Iron Gray)	21990	4.3
Duracell USB Lightning Apple Certified (Mfi) Braided Sync & Charge Cable For ...	1799	4.5
Samsung 80 cm (32 Inches) Wondertainment Series HD Ready LED Smart TV ...	22900	4.3
Acer 80 cm (32 inches) I Series HD Ready Android Smart LED TV AR32AR284...	19990	4.3
OnePlus 80 cm (32 inches) Y Series HD Ready LED Smart Android TV 32Y1 (Bl...	19999	4.2
Duracell USB C To Lightning Apple Certified (Mfi) Braided Sync & Charge Cabl...	1999	4.4
Zoul USB C 60W Fast Charging 3A 6ft/2M Long Type C Nylon Braided Data Ca...	1099	4.3
Amazonbasics Nylon Braided Usb-C To Lightning Cable, Fast Charging Mfi Cer...	1900	4.4
OnePlus 126 cm (50 inches) Y Series 4K Ultra HD Smart Android LED TV 50Y1S...	45999	4.2
Duracell Type C To Type C 5A (100W) Braided Sync & Fast Charging Cable, 3...	1999	4.2
Mi 108 cm (43 inches) Full HD Android LED TV 4C | L43M6-INC (Black)	34999	4.3

```sql
##8.    Find products where the discounted price ends with a 9 ?
select distinct product_name, discounted_price from amazon
where right(discounted_price,1) = 9;
##or
select distinct product_name, discounted_price from amazon
where discounted_price like '%9';
```

QUERY 8

Psychological Pricing: Products Ending in ₹9

Identifying products using psychological pricing where discounted price ends with digit 9

- Perceived value enhancement
- Consumer behaviour patterns
- Common e-commerce pricing tactic

₹X99 Strategy

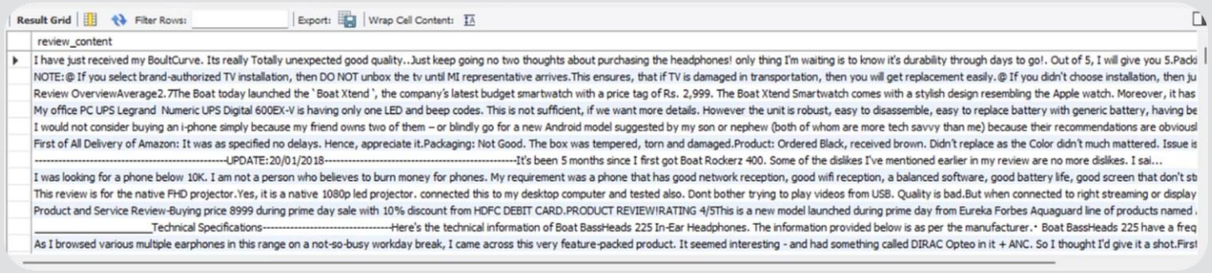
Charm pricing tactic analysis

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

product_name	discounted_price
Wayona Nylon Braided USB to Lightning Fast Charging and Data Sync Cable ...	399
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Type C Cable fo...	199
Sounce Fast Phone Charging Cable & Data Sync USB Cable Compatible for iPh...	199
boAt Deuce USB 300 2 in 1 Type-C & Micro USB Stress Resistant, Tangle-Free...	329
pTron Solero TB301 3A Type-C Data and Fast Charging Cable, Made in India,...	149
MI Usb Type-C Cable Smartphone (Black)	229
TP-Link USB WiFi Adapter for PC(TL-WN725N), N150 Wireless Network Adapt...	499
Ambrane Unbreakable 60W / 3A Fast Charging 1.5m Braided Micro USB Cable...	199
boAt Rugged v3 Extra Tough Unbreakable Braided Micro USB Cable 1.5 Meter...	299
AmazonBasics Flexible Premium HDMI Cable (Black, 4K@60Hz, 18Gbps), 3-Foot	219
Portronics Konnect L 1.2M POR-1401 Fast Charging 3A 8 Pin USB Cable with ...	159
MI Braided USB Type-C Cable for Charging Adapter (Red)	349
MI 80 cm (32 inches) 5A Series HD Ready Smart Android LED TV L32M7-5AIN ...	13999

QUERY 9

Negative Feedback Filter: Critical Review Analysis



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

review_content
I have just received my BoultCurve. Its really Totally unexpected good quality..Just keep going no two thoughts about purchasing the headphones! only thing I'm waiting is to know it's durability through days to go!. Out of 5, I will give you 5.Packi
NOTE:@ If you select brand-authorized TV installation, then DO NOT unbox the tv until MI representative arrives.This ensures, that if TV is damaged in transportation, then you will get replacement easily.@ If you didn't choose installation, then ju
Review OverviewAverage2.7The Boat today launched the `Boat Xtend`, the company's latest budget smartwatch with a price tag of Rs. 2,999. The Boat Xtend Smartwatch comes with a stylish design resembling the Apple watch. Moreover, it has
My office PC UPS Legrand Numeric UPS Digital 600EX-V is having only one LED and beep codes. This is not sufficient, if we want more details. However the unit is robust, easy to disassemble, easy to replace battery with generic battery, having be
I would not consider buying an i-phone simply because my friend owns two of them – or blindly go for a new Android model suggested by my son or nephew (both of whom are more tech savvy than me) because their recommendations are obvious
First of All Delivery of Amazon: It was as specified no delays. Hence, appreciate it.Packaging: Not Good. The box was tempered, torn and damaged.Product: Ordered Black, received brown. Didn't replace as the Color didn't much mattered. Issue is
----------UPDATE:20/01/2018----------It's been 5 months since I first got Boat Rockerz 400. Some of the dislikes I've mentioned earlier in my review are no more dislikes. I sai...
I was looking for a phone below 10K. I am not a person who believes to burn money for phones. My requirement was a phone that has good network reception, good wifi reception, a balanced software, good battery life, good screen that don't st
This review is for the native FHD projector.Yes, it is a native 1080p led projector. connected this to my desktop computer and tested also. Dont bother trying to play videos from USB. Quality is bad.But when connected to right streaming or display
Product and Service Review-Buying price 8999 during prime day sale with 10% discount from HDFC DEBIT CARD.PRODUCT REVIEWIRATING 4/5This is a new model launched during prime day from Eureka Forbes Aquaguard line of products named
_____Technical Specifications----------Here's the technical information of Boat BassHeads 225 In-Ear Headphones. The information provided below is as per the manufacturer.· Boat BassHeads 225 have a freq
As I browsed various multiple earphones in this range on a not-so-busy workday break, I came across this very feature-packed product. It seemed interesting - and had something called DIRAC Opteo in it + ANC. So I thought I'd give it a shot.First

Sentiment Keywords

Reviews containing: worst, waste, poor, not good

Quality Alerts

Critical feedback identification for product improvement and inventory decisions

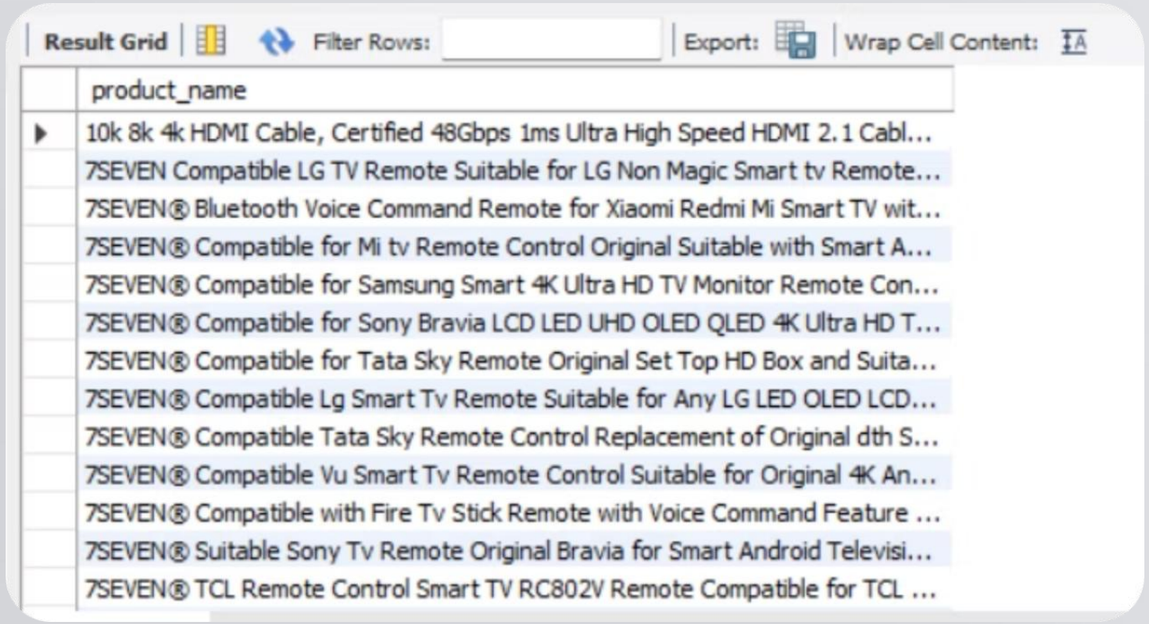
```sql
##9.    Display review contents that contains words like worst, waste, poor, or not good.
select distinct review_content
from amazon
where review_content like '%worst%' or review_content like '%waste%'
or review_content like '%poor%' or review_content like '%not good%'
order by length(review_content) desc; -- Longest complaints first
```

Monitor negative sentiment patterns to identify quality issues and inform procurement strategies

QUERY 10

Accessories Category: Complete Product Inventory

Our accessories category is a dynamic and essential part of our product offerings, catering to diverse customer needs and preferences. This section outlines key insights and showcases a comprehensive inventory of items classified under "Accessories."



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

product_name
10k 8k 4k HDMI Cable, Certified 48Gbps 1ms Ultra High Speed HDMI 2.1 Cabl...
7SEVEN Compatible LG TV Remote Suitable for LG Non Magic Smart tv Remote...
7SEVEN® Bluetooth Voice Command Remote for Xiaomi Redmi Mi Smart TV wit...
7SEVEN® Compatible for Mi tv Remote Control Original Suitable with Smart A...
7SEVEN® Compatible for Samsung Smart 4K Ultra HD TV Monitor Remote Con...
7SEVEN® Compatible for Sony Bravia LCD LED UHD OLED QLED 4K Ultra HD T...
7SEVEN® Compatible for Tata Sky Remote Original Set Top HD Box and Suita...
7SEVEN® Compatible Lg Smart Tv Remote Suitable for Any LG LED OLED LCD...
7SEVEN® Compatible Tata Sky Remote Control Replacement of Original dth S...
7SEVEN® Compatible Vu Smart Tv Remote Control Suitable for Original 4K An...
7SEVEN® Compatible with Fire Tv Stick Remote with Voice Command Feature ...
7SEVEN® Suitable Sony Tv Remote Original Bravia for Smart Android Televisi...
7SEVEN® TCL Remote Control Smart TV RC802V Remote Compatible for TCL ...

Diverse Range

From practical tech gadgets to stylish fashion statements, accessories cover a broad spectrum.

Trend-Driven

Sales are significantly influenced by seasonal shifts, fashion trends, and technological advancements.

```sql
##10.   List all products where the category includes "Accessories."
select distinct product_name
from amazon
where category like '%Accessories%'
order by product_name;
```

Thank You!

For Exploring Amazon India Shopping Insights.

ramrakhyakunal@gmail.com
https://www.linkedin.com/in/kunal-ramrakhya-229860175
https://github.com/ramrakhyakunal

Kunal Ramrakhya