SQL Queries for Amazon Sales Data Analysis

Welcome to our presentation on SQL queries for analyzing Amazon's sales data. We'll explore various data-driven insights to optimize our e-commerce platform and improve customer experience.

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Products Under ₹500

Query

```
SELECT product_name FROM mytable WHERE discounted_price < 500;
```

Purpose

Identify affordable products for budget-conscious customers.

Benefit

Optimize marketing strategies for low-price items.

High Discount Products

1

Query

```
SELECT product_name FROM mytable WHERE
discounted_price >= 0.50;
```

2

Purpose

Find products with significant price reductions.

3

Benefit

Highlight best deals to attract bargain hunters.

Cable Products

1 **Query**

```
SELECT product_name FROM mytable WHERE product_name LIKE '%cable%';
```

2 **Purpose**

Retrieve all cable-related products in inventory.

3 **Benefit**

Analyze performance of specific product category.

Price Difference Analysis

Query	SELECT product_name, AVG(actual_price - discounted_price) avg_price_difference FROM mytable GROUP BY product_name;
Purpose	Calculate average price reduction across all products.
Benefit	Assess overall discount strategy effectiveness.

Fast Charging Reviews

Query

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

Purpose

Identify customer feedback on fast charging products.

Benefit

Improve product descriptions and marketing for fast charging items.

Moderate Discount Products

1

Query

SELECT product_name FROM mytable WHERE discount_percentage BETWEEN 0.20 AND 0.40;

2

Purpose

Find products with moderate discounts.

3

Benefit

Analyze performance of mid-range discount strategy.

Premium Highly-Rated Products

Price Filter

Actual price above ₹1,000

Rating Filter

4 stars or above

Query

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

Pricing Strategy Analysis

Query

```
SELECT product_name FROM mytable WHERE discounted_price LIKE '%9';
```

Purpose

Identify products using psychological pricing strategy.

Benefit

Analyze effectiveness of '9-ending' prices on sales.

Insight

Optimize pricing strategies for better conversion rates.

Negative Review Analysis

1

Query

SELECT review_content FROM mytable WHERE review_content LIKE '%like%' OR review_content LIKE '%worst%' OR review_content LIKE '%waste%' OR review_content LIKE '%poor%' OR review_content LIKE '%not good%';

2

Purpose

Identify products with negative feedback.

3

Benefit

Address customer concerns and improve product quality.

Accessories Category Analysis

1 Query

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

2 Purpose

Retrieve all products in the Accessories category.

3 Benefit

Analyze performance and trends in accessories sales.

4 Insight

Optimize inventory and marketing for accessories.

Conclusion

Insights Gained

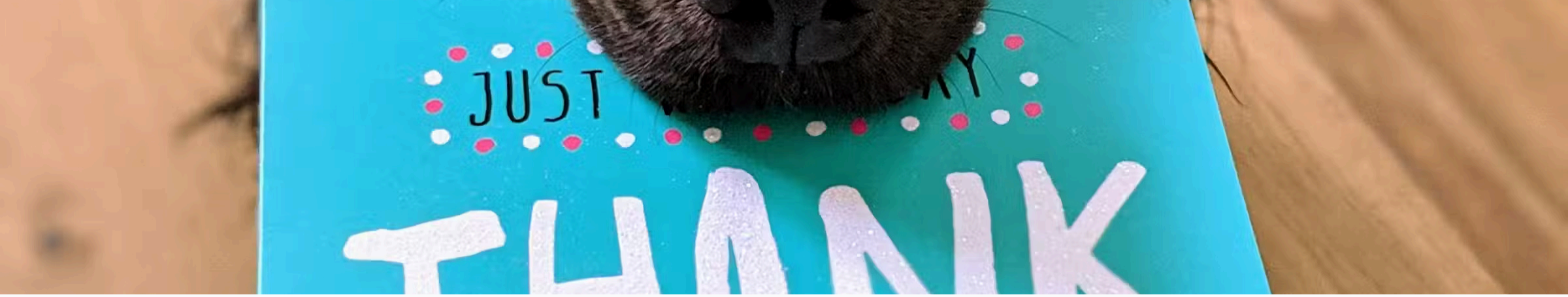
These SQL queries provide valuable insights into product performance, pricing strategies, and customer feedback.

Next Steps

Use these insights to optimize inventory, improve product offerings, and enhance customer satisfaction.

Continuous Improvement

Regularly update and refine queries to stay ahead in the competitive e-commerce landscape.



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