Amazon Sales Analysis

Problem statement

YOU are working at Amazon a leading e-commerce platform.

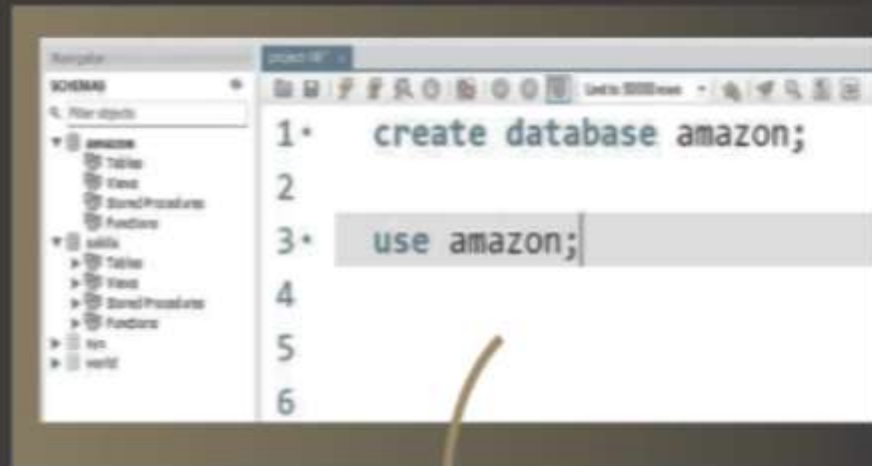The management has tasked you with analysing sales data by performing different queries in SQL.

Expected outcome

The analysis will provide a detailed understanding of Amazon's sales, performance, enabling management to make data-driven decisions that align with our business goals.
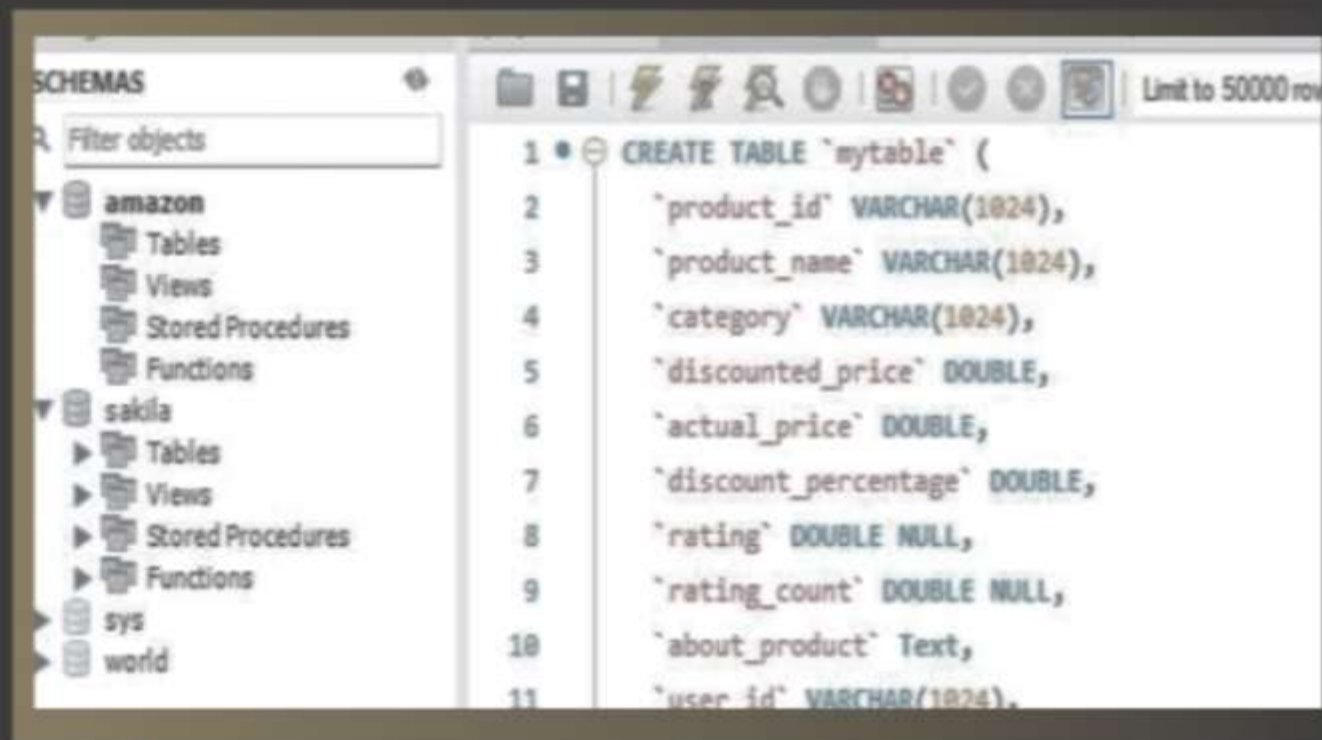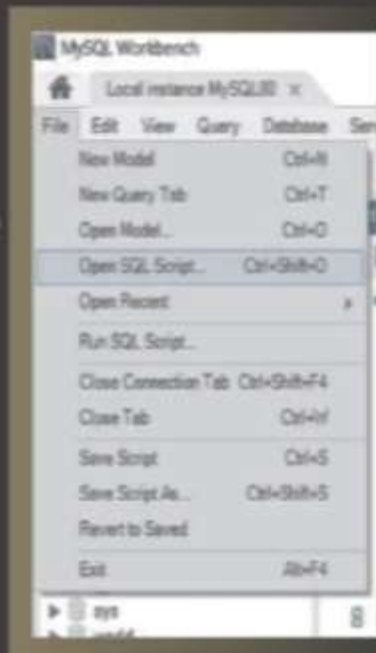

Sales Analysis

STEPS FOR CREATING DATABASE

In Workbench ,create a new database named "amazon" and then use it by writing query "use amazon"

As we see that table is empty so we have to create data bt click on " file" and selecting "Open SQLscript " now select the data set to import

After uploading the data set we have to run the query to get access of the amazon data.

1.List all products with a discounted price below Rs 500

```sql
SELECT
    *
FROM
    mytable
WHERE
    discounted_price < 500;
```

2.Find products with a discounted percentage of 50% or more

```sql
SELECT
    product_name
FROM
    mytable
WHERE
    discount_percentage >= 0.50;
```
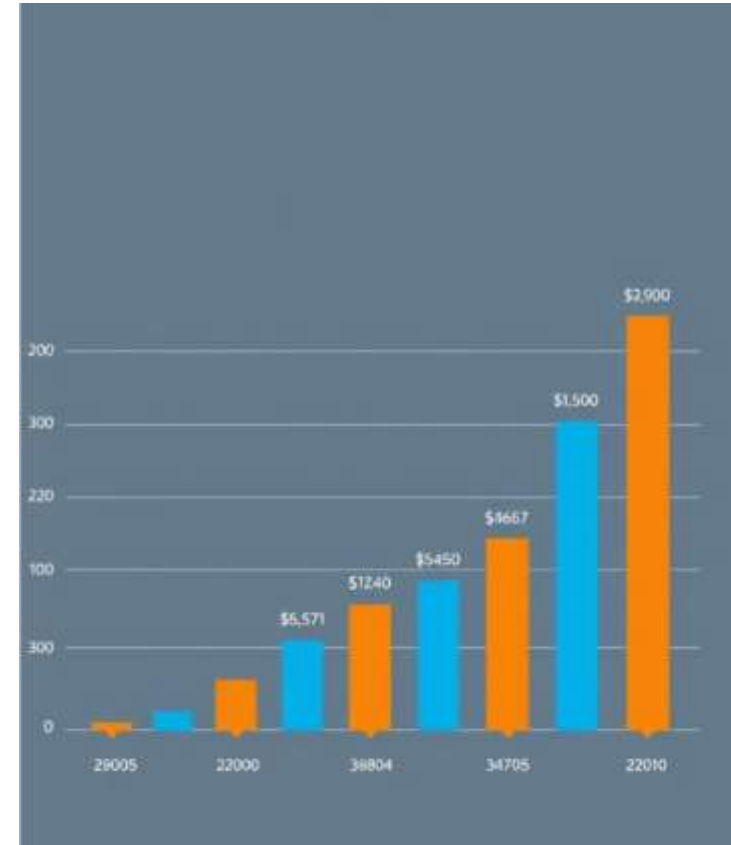
3.Retrive all products where the name contains the word "cable"

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

4.Display the difference between the average of the actual price and discounted price for each category

```sql
SELECT
    product_name, AVG(actual_price - discounted_price)
FROM
    mytable
GROUP BY product_name;
```

5.Query reviews that mention "fast charging in their content.

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


FAST CHARGE

6.Identify products with discount percentage between 20% and 40%

```sql
SELECT
    product_name
FROM
    mytable
WHERE
    discount_percentage BETWEEN 0.20 AND 0.40;
```
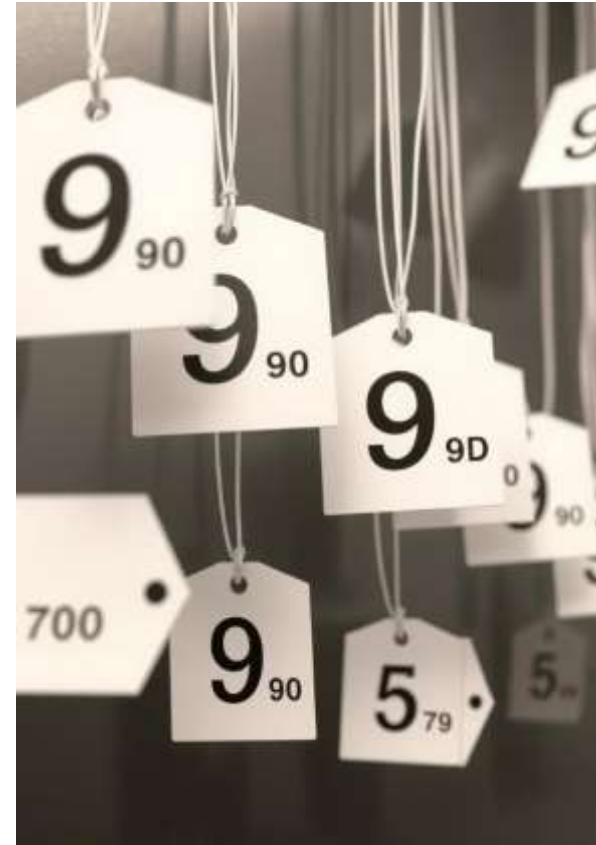
7.Find p and products that have an actual price above Rs. 1000 and are rated 4 star or above.

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

8.Find products were discounted price end with a 9

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

9. Display review contents that contain word like worst , poor or not good.

```sql
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%';
```
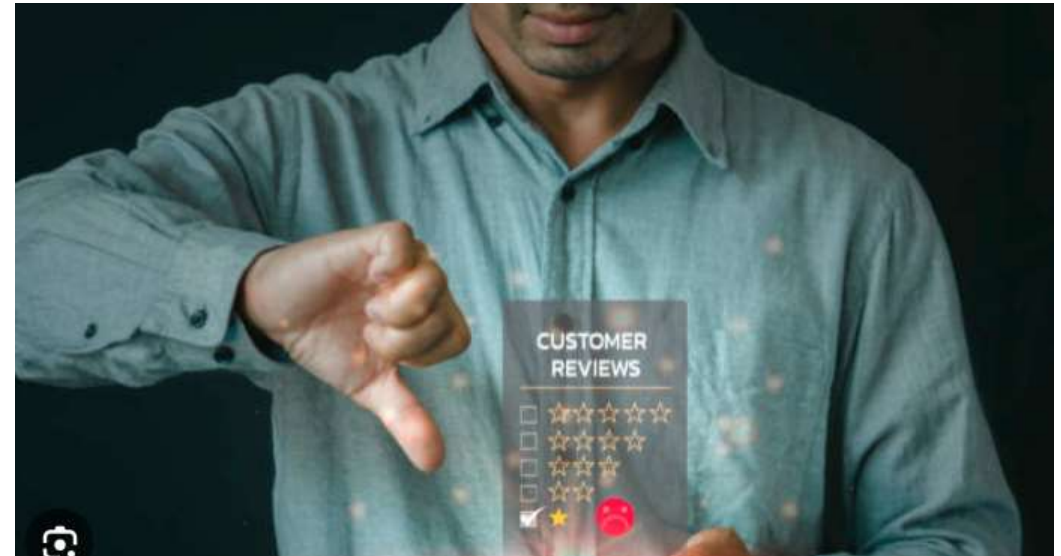
10.List all product were category includes "Accessories"

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

CONCLUSION

The analysis of Amazon's sales data revealed key insights:

Strong demand for affordable products under Rs 500,

Opportunities in high discount items.

Significant interest in cable related products and fast charging features.

Premium products above Rs 1000 with high ratings and effective psychological pricing strategies were identified.

Negative reviews highlighted areas for improvement ,while accessories category showed potential for increase sales through bundling and upselling.

This findings can guide Amazon in optimizing sales strategies and enhancing customer satisfaction.

Thank You

amazon
India

MySQL