



Presentation by: Vikash Saini

About Amazon

- **Founded:** 1994 by Jeff Bezos, headquartered in Seattle, USA.
- **Business Model:** World's largest **e-commerce platform**, also a leader in **cloud computing (AWS)**, digital streaming, and AI.
- **Products & Services:** Online marketplace, Amazon Prime, Kindle, Alexa, AWS, logistics & supply chain solutions.
- **Global Reach:** Operates in 200+ countries, with millions of sellers and customers worldwide.
- **Vision:** "To be Earth's most customer-centric company."
- **Strengths:** Wide product variety, strong customer trust, fast delivery, advanced technology, and data-driven business strategies.

Objectives Of This Project

To analyze Amazon's e-commerce sales dataset using SQL queries, focusing on **product pricing, discounts, ratings, customer reviews, and categories**. The goal is to extract meaningful insights such as:

- Identifying low-cost and high-discounted products.
- Finding premium high-rated products.
- Analyzing customer reviews for trends and keywords.
- Comparing actual vs discounted prices.
- Highlighting sales patterns within specific categories (e.g., Accessories, Cables).

PROJECT GOALS

1. List all products with a discounted price below ₹500.
2. Find products with a discount percentage of 50% or more.
3. Retrieve all products where the name contains the word "Cable."
4. Display the difference between the average of the actual price and the discounted price for each product.
5. Query reviews that mention "fast charging" in their content.
6. Identify products with a discount percentage between 20% and 40%.
7. Find products that have an actual price above ₹1,000 and are rated 4 stars or above.
8. Find products where the discounted price ends with a 9
9. Display review contents that contains words like worst, waste, poor, or not good.
10. List all products where the category includes "Accessories."

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

```
2 •   select * from mytable;
3 •   SELECT
4       product_name, discounted_price
5   FROM
6       mytable
7   WHERE
8       product_name AND discounted_price <= 500;
9
```

result Grid | Filter Rows: Export: Wra

product_name	discounted_price
7SEVEN® Compatible for Samsung Smart 4K Ult...	399
7SEVEN® Compatible Lg Smart Tv Remote Suita...	349
7SEVEN® Compatible for Tata Sky Remote Orig...	399
7SEVEN® Compatible for Sony Bravia LCD LED ...	399
7SEVEN® Compatible Tata Sky Remote Control ...	235
7SEVEN® TCL Remote Control Smart TV RC802...	399
7SEVEN® Compatible for Mi tv Remote Control ...	349

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

```
3 •   SELECT
4       product_name, discount_percentage
5   FROM
6       mytable
7   WHERE
8       discount_percentage >= 0.5
9   ORDER BY discount_percentage ASC;
```

result Grid		Filter Rows:	Export:	Wrap
product_name	discount_percentage			
TP-Link USB WiFi Adapter for PC(TL-WN725N), ...	0.5			
Amazonbasics Micro Usb Fast Charging Cable F...	0.5			
boAt Type-c A400 Type-c to USB A Cable for All...	0.5			
7SEVEN® Compatible for Tata Sky Remote Orig... i	0.5			
Caprigo Heavy Duty TV Wall Mount Stand for 1...	0.5			
Portronics Konnect L 60W PD Type C to Type C ...	0.5			
Amazon Basics 16-Gauge Speaker Wire - 50 Feet	0.5			
Smashtronics® - Case for Firetv Remote, Fire S...	0.5			
Astigo Compatible Remote Control for Mi Smart ...	0.5			

3. Retrieve all products where the name contains the word "Cable."

```
2 •     select * from mytable;
3 •     SELECT
4         product_name
5     FROM
6         mytable
7     WHERE
8         product_name LIKE '%Cable%';
```

product_name
Wayona Nylon Braided USB to Lightning Fast Ch...
Ambrane Unbreakable 60W / 3A Fast Charging ...
Source Fast Phone Charging Cable & Data Sync...
boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...
Portronics Konnect L 1.2M Fast Charging 3A 8 P...
pTron Solero TB301 3A Type-C Data and Fast C...
boAt Micro USB 55 Tangle-free, Sturdy Micro US...
MI Usb Type-C Cable Smartphone (Black)
Ambrane Unbreakable 60W / 3A Fast Charging ...

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

```
3 •  SELECT
4      product_name,
5      actual_price,
6      discounted_price,
7      (actual_price - discounted_price) AS difference_price
8  FROM
9      mytable
10 ORDER BY actual_price DESC;
```

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

product_name	actual_price	discounted_price	difference_price
Sony Bravia 164 cm (65 inches) 4K Ultra HD Sm...	139900	77990	61910
VU 164 cm (65 inches) The GloLED Series 4K Sm...	85000	54990	30010
LG 139 cm (55 inches) 4K Ultra HD Smart LED TV...	79990	47990	32000
LG 1.5 Ton 5 Star AI DUAL Inverter Split AC (Co...	75990	42990	33000
Samsung Galaxy S20 FE 5G (Cloud Navy, 8GB R...	74999	37990	37009
Samsung 138 cm (55 inches) Crystal 4K Neo Ser...	70900	47990	22910
OnePlus 163.8 cm (65 inches) U Series 4K LED S...	69999	61999	8000
MI 138.8 cm (55 inches) 5X Series 4K Ultra HD L...	69999	46999	23000

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

```
2 •      select * from mytable;
3 •      SELECT
4          review_content
5      FROM
6          mytable
7      WHERE
8          review_content LIKE '%fast charging%';
```

review_content
I ordered this cable to connect my phone to An...
Good product,long wire,Charges good,Nice,I bo...
I ordered this cable to connect my phone to An...
The cable is efficient in fast charging but in quic...
Good product,long wire,Charges good,Nice,I bo...
Definitely isn't as good as the original cord but ...
I like it ⚡⚡,Best charging power . I used this c...
I ordered this cable to connect my phone to An...

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

```
2 •   select * from mytable;
3 •   SELECT
4       product_name, discount_percentage
5   FROM
6       mytable
7   WHERE
8       discount_percentage BETWEEN 0.2 AND 0.4
9   ORDER BY discount_percentage ASC;
```

result Grid | Filter Rows: Export: Wrap

product_name	discount_percentage
Belkin Apple Certified Lightning To Type C Cable...	0.2
ESR USB C to Lightning Cable, 10 ft (3 m), MFi-...	0.2
Redmi Note 11 Pro + 5G (Stealth Black, 6GB RA...	0.2
Duracell Rechargeable AA 1300mAh Batteries, ...	0.2
Duracell Plus AAA Rechargeable Batteries (750 ...	0.2
Luxor 5 Subject Single Ruled Notebook - A4, 70 ...	0.2
Parker Classic Gold Gold Trim Ball Pen	0.2
APC Back-UPS BX600C-IN 600VA / 360W, 230V,...	0.2

7. Find products that have an actual price above ₹1,000 and are rated 4 stars or above.

```
2 •   select * from mytable;
3 •   SELECT
4       product_name, actual_price, rating
5   FROM
6       mytable
7   WHERE
8       actual_price >= 1000 AND rating >= 4
9   ORDER BY actual_price ASC;
```

Result Grid | Filter Rows: | Export: | Wrap

product_name	actual_price	rating
SanDisk Ultra® microSDXC™ UHS-I Card, 64GB,...	1000	4.4
SanDisk Ultra® microSDXC™ UHS-I Card, 64GB,...	1000	4.4
Amazon Basics Wireless Mouse 2.4 GHz Conne...	1000	5
Croma 1100 W Dry Iron with Weilburger Dual S...	1000	4.2
Crompton InstaGlide 1000-Watts Dry Iron with ...	1000	4.1
Morphy Richards Daisy 1000W Dry Iron with Am...	1010	4.1
Bajaj Waterproof 1500 Watts Immersion Rod H...	1020	4.1
Crompton IHL 251 1500-Watt Immersion Water ...	1020	4.1

8. Find products where the discounted price ends with a 9

```
2 •  select * from mytable;
3 •  SELECT
4      product_name, discounted_price
5  FROM
6      mytable
7 WHERE
8      discounted_price LIKE '%9%'
9 ORDER BY discounted_price ASC;
```

result Grid | Filter Rows: Export:

product_name	discounted_price
GIZGA essentials Universal Silicone Keyboard Pr...	39
E-COSMOS 5V 1.2W Portable Flexible USB LED L...	39
Inventis 5V 1.2W Portable Flexible USB LED Ligh...	39
FLiX (Beetel Flow USB to Micro USB PVC Data Sy...	57.89
Flix Micro Usb Cable For Smartphone (Black)	59
FLiX (Beetel USB to Micro USB PVC Data Sync & ...	59
Flix Micro Usb Cable For Smartphone (Black)	59
E-COSMOS 5V 1.2W Portable Flexible USB LED L...	59

9. Display review contents that contains words like worst, waste, poor, or not good.

```
2 •   select * from mytable;
3 •   SELECT
4     review_content
5   FROM
6     mytable
7 WHERE
8     review_content LIKE '%worst%'
9     OR review_content LIKE '%waste%'
10    OR review_content LIKE '%poor%'
11    OR review_content LIKE '%not good%';
```

review_content
Worth for money - suitable for Android auto.... ...
Check for offera before buying, 18w charging c...
LG was always Good , correct delivery, good se...
This connector has provided as a boon for my ol...
Overall good.,TV picture ok smart betterSound ...

10. List all products where the category includes "Accessories."

```
2 •   select * from mytable;
3 •   SELECT
4       product_name, category
5   FROM
6       mytable
7   WHERE
8       category LIKE '%Accessories%';
```

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

product_name	category
Wayona Nylon Braided USB to Lightning Fast Ch...	Computers&Accessories Accessories&Peripheral...
Ambrane Unbreakable 60W / 3A Fast Charging ...	Computers&Accessories Accessories&Peripheral...
Source Fast Phone Charging Cable & Data Sync...	Computers&Accessories Accessories&Peripheral...
boAt Deuce USB 300 2 in 1 Type-C & Micro USB ...	Computers&Accessories Accessories&Peripheral...
Portronics Konnect L 1.2M Fast Charging 3A 8 P...	Computers&Accessories Accessories&Peripheral...
pTron Solero TB301 3A Type-C Data and Fast C...	Computers&Accessories Accessories&Peripheral...
boAt Micro USB 55 Tangle-free, Sturdy Micro US...	Computers&Accessories Accessories&Peripheral...
MI Usb Type-C Cable Smartphone (Black)	Computers&Accessories Accessories&Peripheral...

SUMMARY

This project focuses on analyzing **Amazon's e-commerce sales data** using SQL queries. The goal is to extract meaningful insights from product, pricing, and customer review data. Key tasks include:

- Identifying products based on discount criteria (e.g., below ₹500, 50%+ discounts, 20-40% range).
- Filtering products by keywords (e.g., “Cable”) and categories (e.g., “Accessories”).
- Comparing actual vs. discounted prices to calculate price differences.
- Analyzing customer reviews mentioning specific terms like “fast charging.”
- Finding high-value products (above ₹1,000 with 4+ star ratings).
- Reviewing sales patterns such as products with prices ending in 9 or poor review words (waste, bad, not good).

This project highlights how **SQL can be used for data cleaning, filtering, and deriving insights** to support e-commerce decision-making.

KEY INSIGHTS

- 1. Discount Patterns:** Many products with high discounts (50% or more) are driving sales, showing the importance of promotions.
- 2. Affordable Products:** A large share of products under ₹500 attract more customers, indicating strong demand for budget-friendly items.
- 3. High-Value Segment:** Products priced above ₹1,000 with 4+ ratings highlight that customers are willing to pay more for quality.
- 4. Customer Reviews:** Frequent mentions of terms like “*fast charging*” and “*waste/poor quality*” show what features matter most to buyers.
- 5. Pricing Strategy:** Several items have discounted prices ending in “9,” reflecting a common retail pricing tactic to influence purchase behavior.
- 6. Category Insights:** Accessories and cables are frequently searched/purchased, showing their consistent demand.

RECOMMENDATIONS

- **Boost Discounts Strategically:** Continue offering discounts above 50% on selected products to attract more buyers, but balance to protect profit margins.
- **Focus on Budget-Friendly Items:** Strengthen the under ₹500 product segment since it drives high customer interest.
- **Highlight Premium Products:** Promote high-rated items above ₹1,000 as premium quality products to capture higher-value customers.
- **Leverage Customer Reviews:** Use feedback keywords (*fast charging, waste, poor quality*) to improve product descriptions and quality checks.
- **Use Psychological Pricing:** Maintain the “ending in 9” strategy for discounted prices to enhance perceived affordability.
- **Expand Popular Categories:** Increase variety and stock in *Accessories* and *Cables* since these show steady demand.

THANKU SO MUCH
Presentation by : Vikash Saini
Email id : Vikashsaini2810@gmail.com
Contact no : 9784334174

Linked in : <https://www.linkedin.com/feed/>