

[Amazon.in]

Computer Monitor Data Analysis Report

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Overview:

In this analysis, we will be examining the data which was scrapped from amazon.in with the search term as "monitor". The purpose of this analysis is to gain insights into the market share of different manufacturers, average star ratings and the average discount offered by each manufacturer.

Data Collection and Cleaning:

The data was collected by scrapping all the pages on amazon.in associated to the search term "monitor". Selenium (A python library) was used to download all pages, BeautifulSoup was used to parse the downloaded html files. Then lists were used to store the data and the all these lists were written to an excel file in their respective columns using pandas. The data was then cleaned and pre-processed to ensure that it was in a usable format for analysis. This involved removing any duplicate records, correcting any errors or inconsistencies, and transforming the data into a format that could be easily analyzed.

Data Exploration:

In exploring the data, we first looked at the overall distribution of monitor sales on Amazon. We found that there was a large number of different monitor brands and models available, with a wide range of prices, screen sizes, and features.

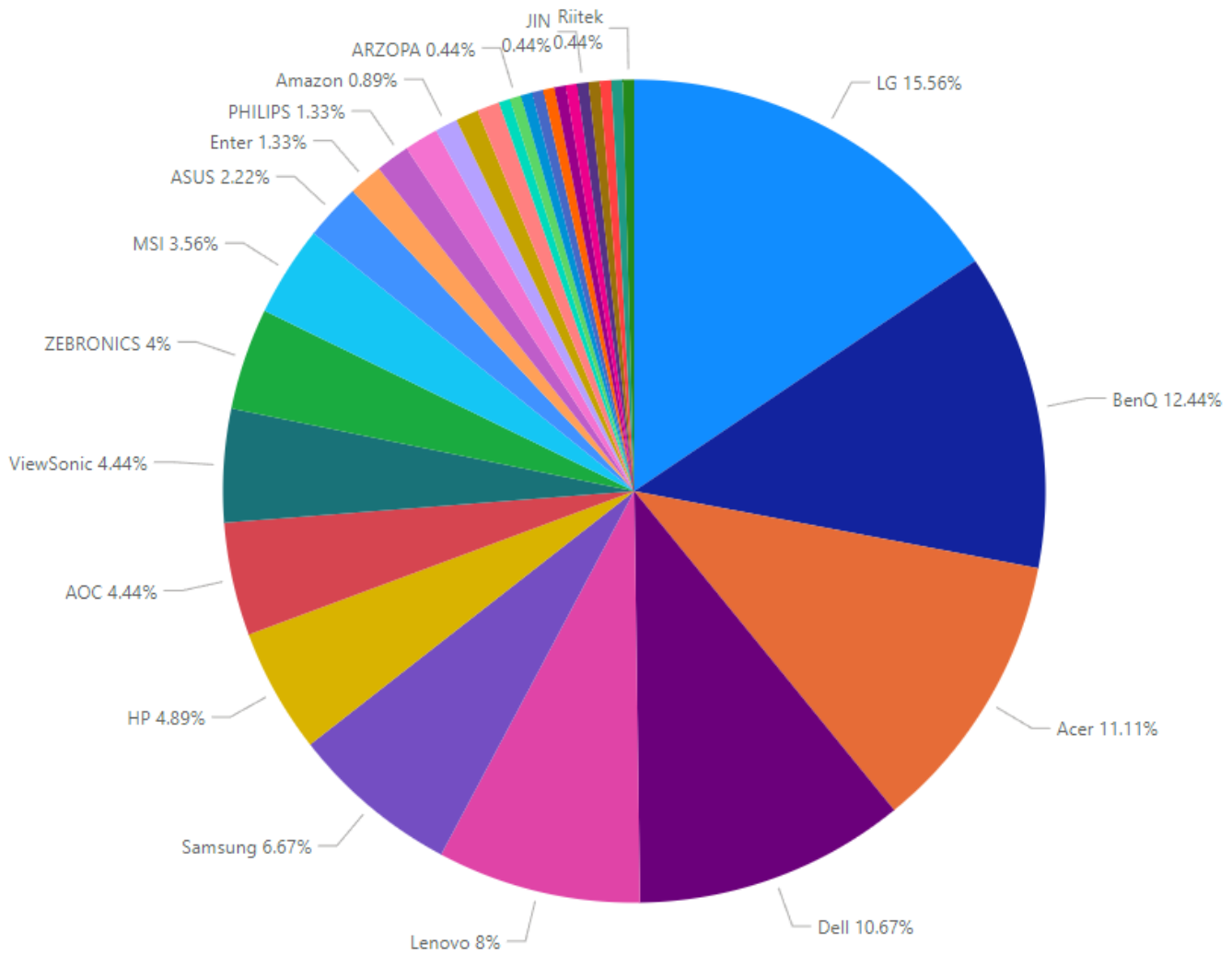
Data Analysis:

To further analyze the data, we performed a series of data visualizations using Microsoft Power BI. These allowed us to identify key trends and correlations in the data, and to gain insights into the monitor sales on Amazon.

Findings

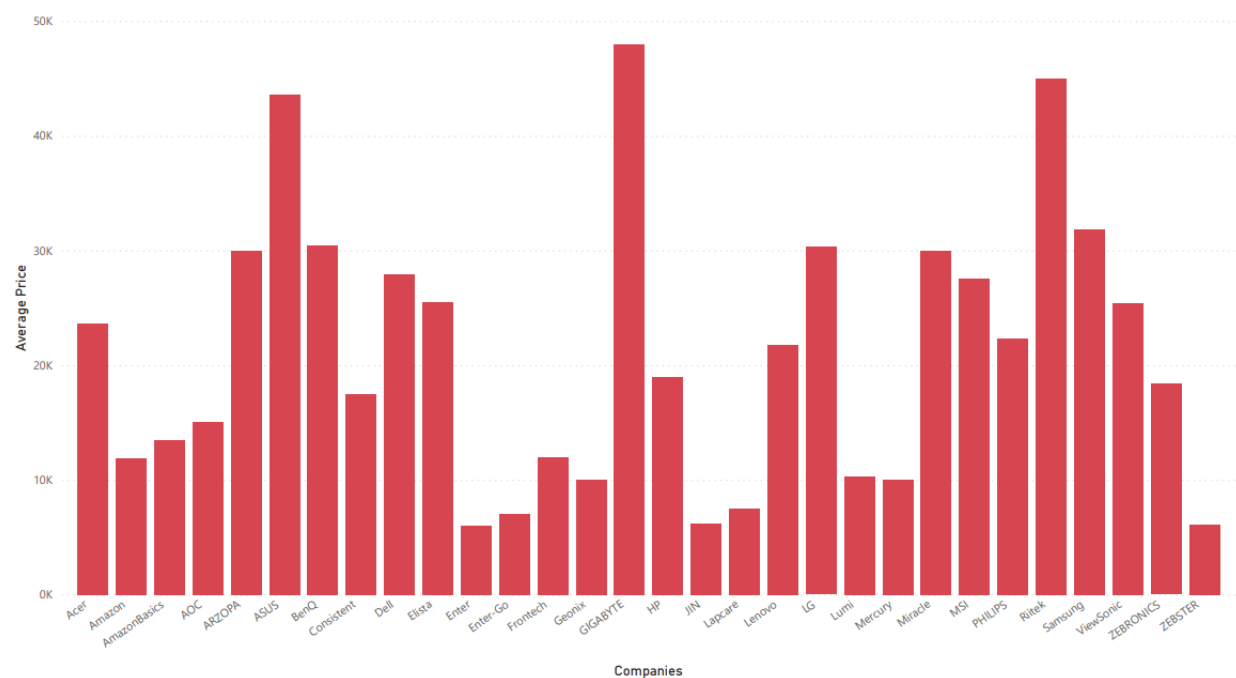
Finding 1

According to the data, LG, BenQ, Acer, Dell, Lenovo and Samsung have their market share greater than 7% as depicted by the pie chart below.



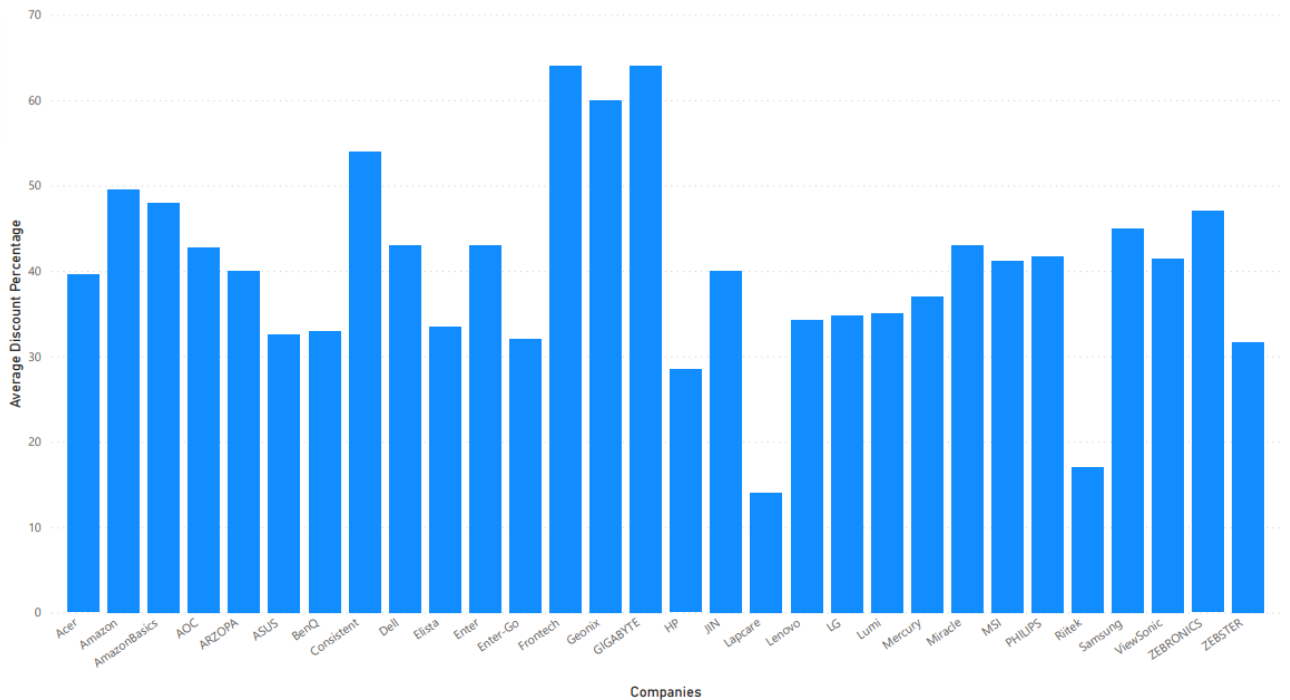
Finding 2

According to the data, Gigabyte, Riitek and Asus sell the most expensive monitors (at least on Amazon). On the other hand the cheapest monitors are manufactured by Zebster, Frontech and Enter as depicted by the histogram below.



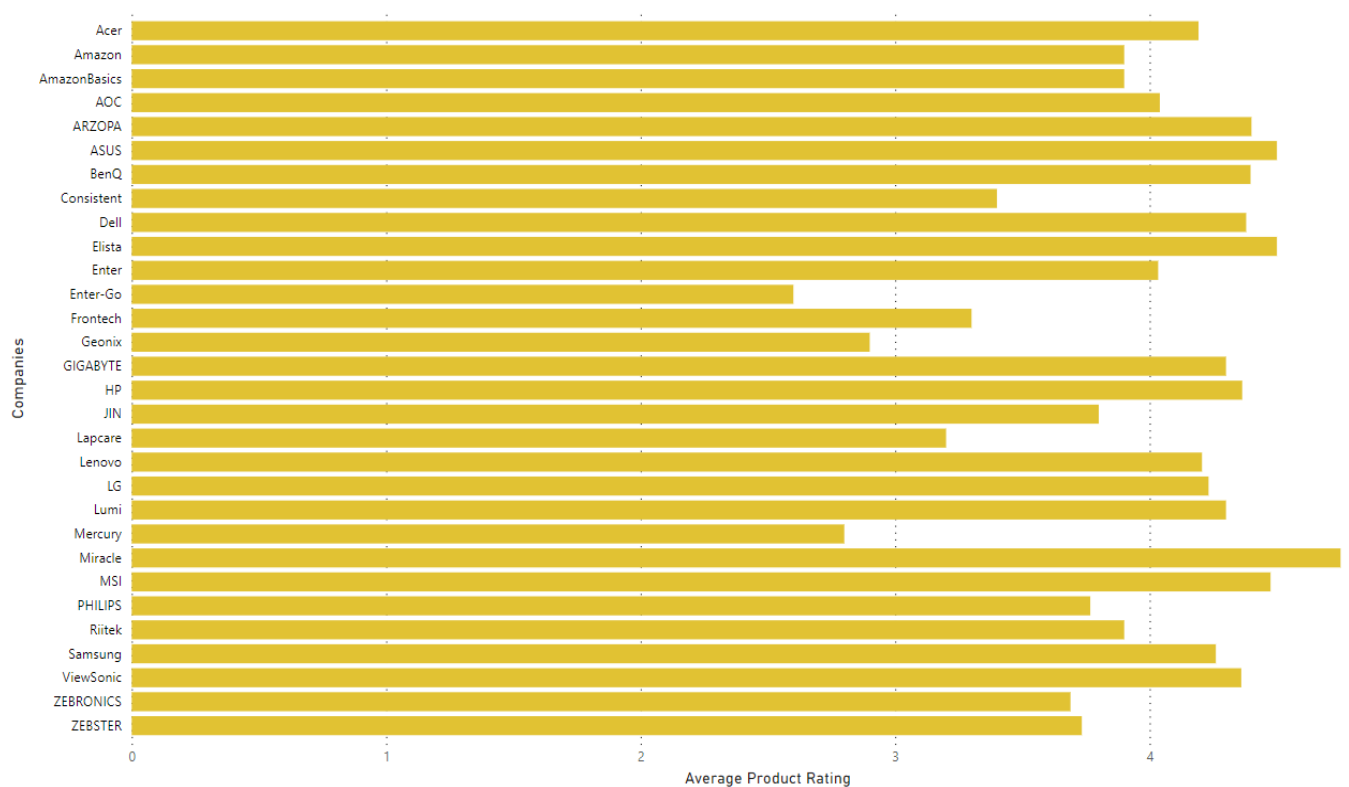
Finding 3

According to the data, Gigabyte, Frontech and Geonix offers the most discount and Lapcare offers the least discount as depicted by the histogram below.



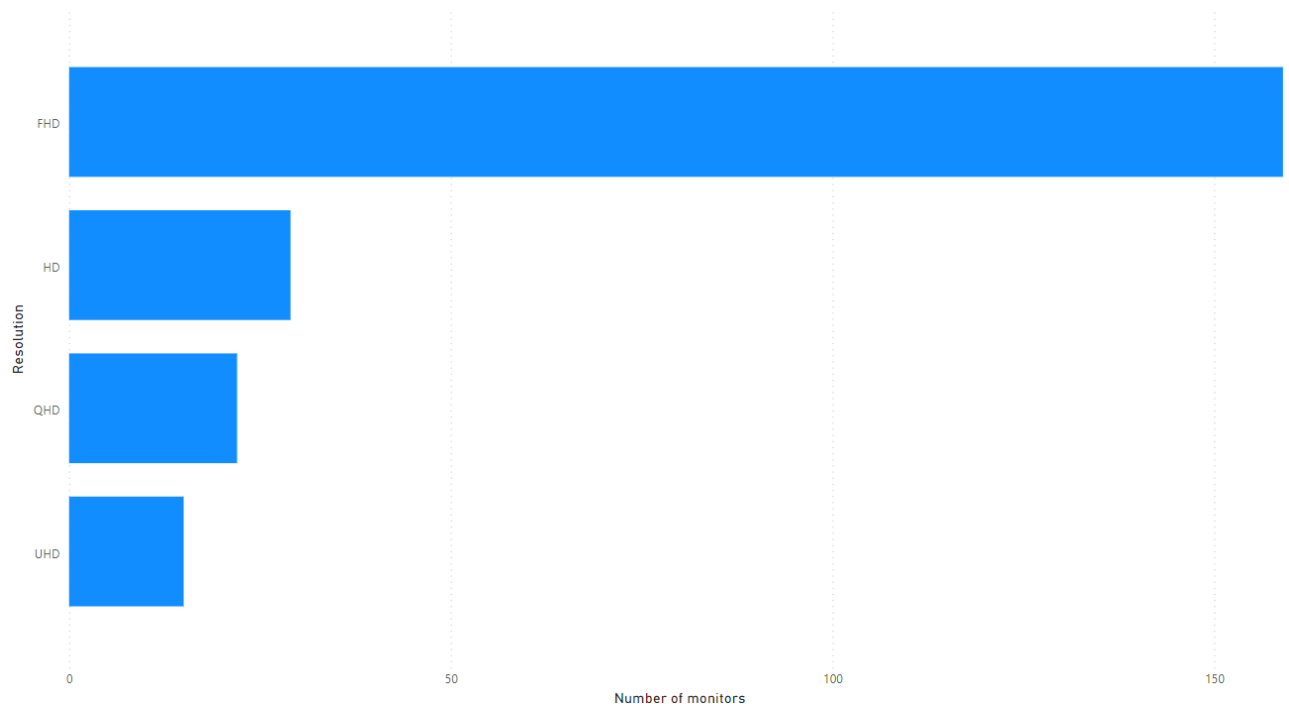
Finding 4

According to the data, LG and Miracle have the highest average star rating which is depicted by the histogram below.



Finding 5

According to the data, the most widely available monitors have FHD as their resolution which tells us that FHD is the most widely used resolution.



Conclusion

In conclusion, our analysis of Amazon's monitor sales data provides valuable insights into the market trends, consumer preferences, and factors that influence the sales of monitors on Amazon. The findings of this analysis can be used to inform future product design and development decisions, as well as to identify opportunities for increasing sales and improving customer satisfaction. Additionally, these insights can be used to reach a wider audience and increase market share.