

The background features a complex abstract design. It includes vibrant, swirling ink-like splashes in shades of blue, teal, and magenta. These are overlaid on a light gray grid of squares. Within these squares, there are various geometric patterns: concentric circles, dashed lines, and solid lines, creating a layered, technical aesthetic.

Visual analysis of Amazon

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The Data Source

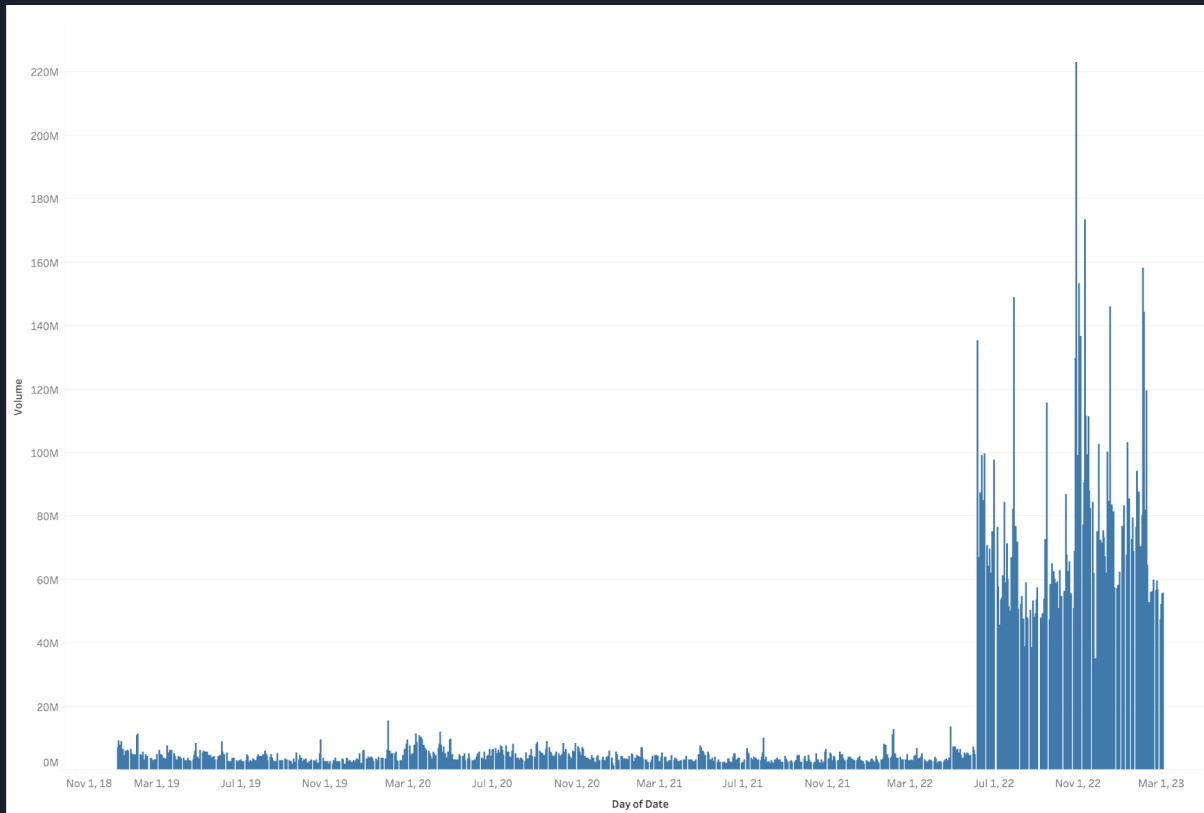
- We use the data from Yahoo Finance, data.world
- Urls: <https://data.world/datafiniti/consumer-reviews-of-amazon-products>
- Urls: <https://data.world/promptcloud/amazon-product-dataset-2020>

The Stock Price of AMZN (Amazon)



Since then, the stock price has generally shown a pattern of rising and then falling. The current level of stock price has returned to the level of 2020, falling about 50% since the peak (\$186.6).

The Volume of AMZN

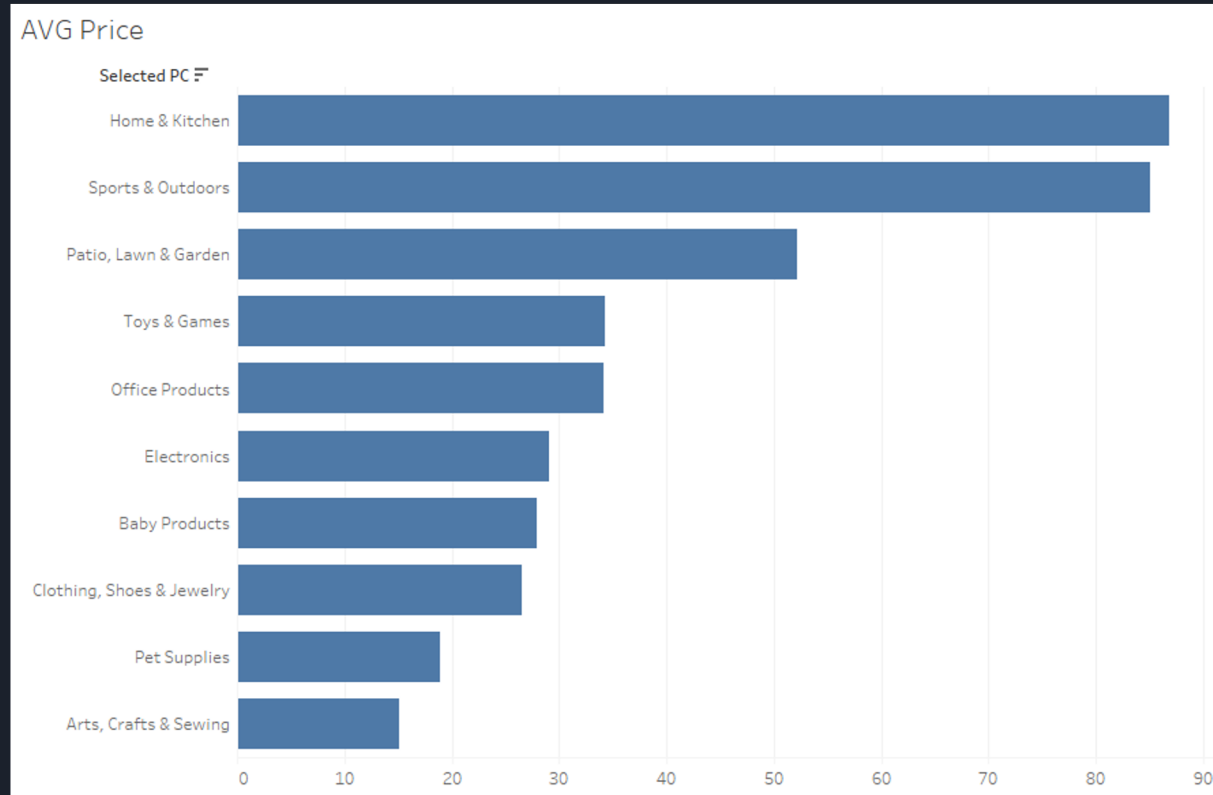


It is noteworthy that AMZN's trading volume has changed significantly since June 2022.

Amazon Product Analysis

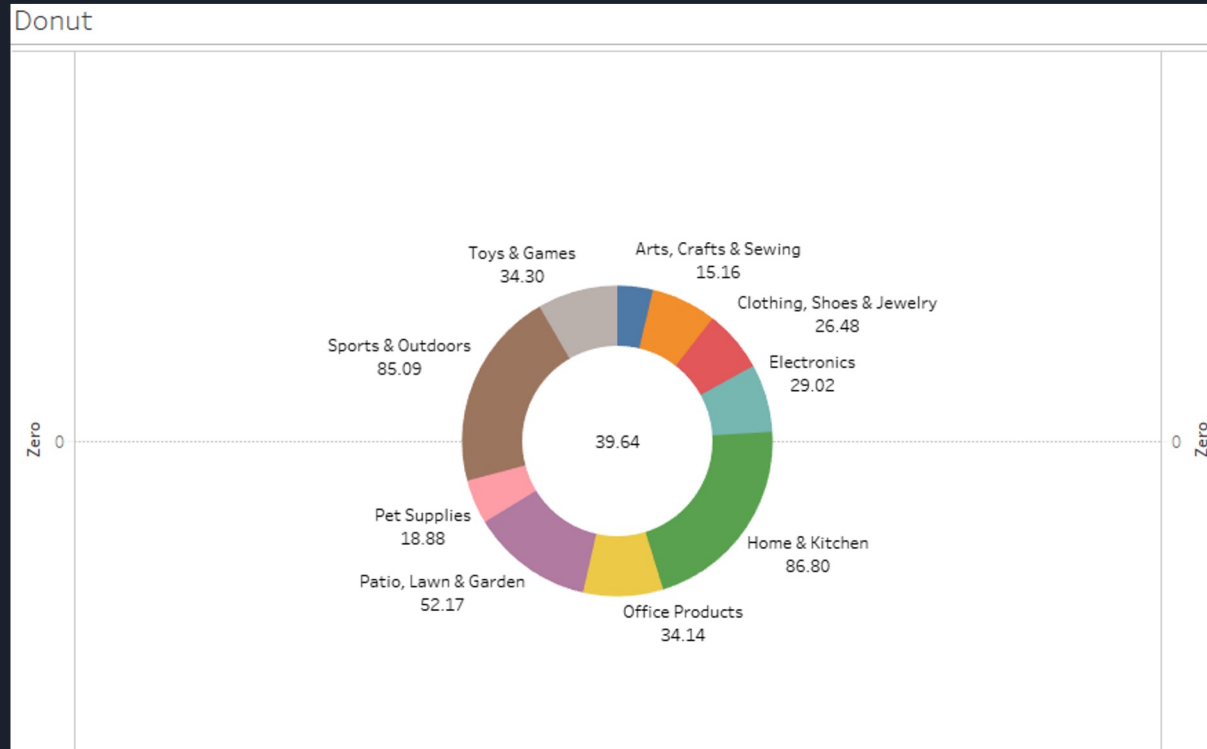
Average Price Analysis

This bar chart ranked the average price of each main category of Amazon's product. We find that Home & Kitchen category costs most and Arts, Crafts & Sewing costs least.



Donut Chart Analysis

This Donut chart gives us an insight of how each main category have as a part of the average main product prices. We can see that Home & Kitchen and Sports & Outdoors almost contains 50% of the total average price.



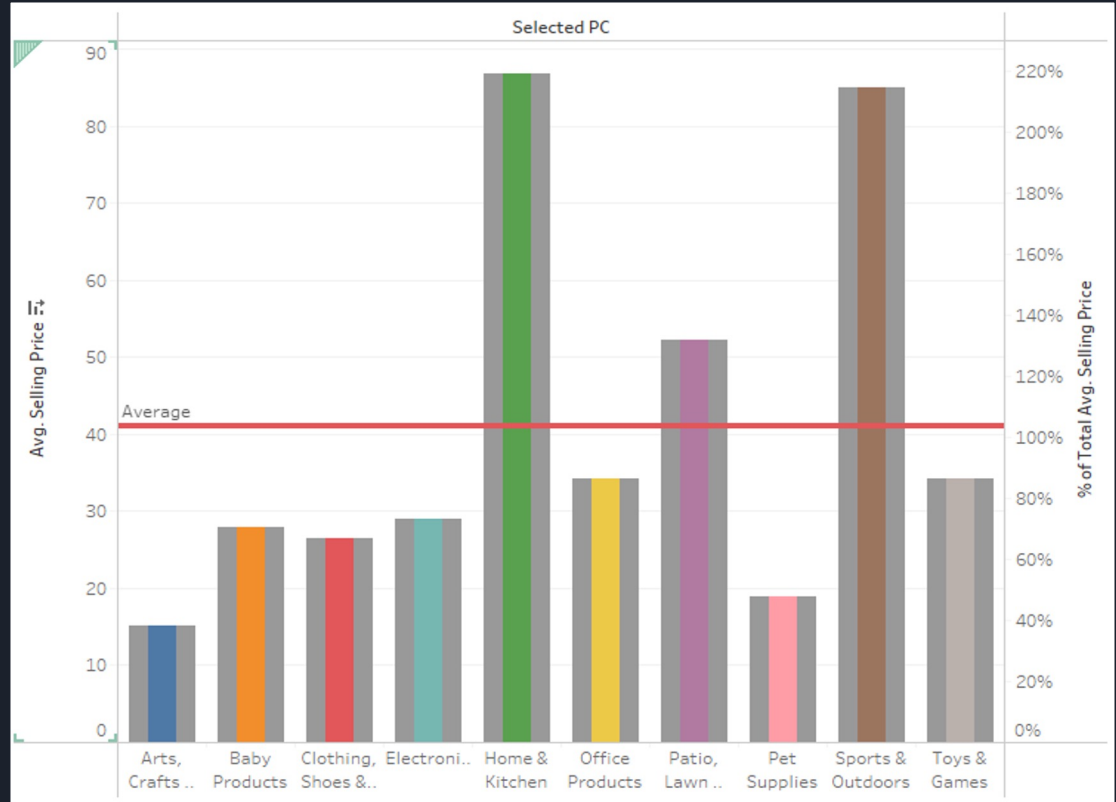
Is Amazon Seller Analysis

This jitter chart compares Amazon Seller(Y) and non-Amazon Seller(N)'s product price. We can find most category for Amazon seller has a lower price compares to non-Amazon Seller.

Y/N		Selected PC									
If Amazon Sells		Arts, Crafts & Sewing	Baby Products	Clothing, Shoes & Jew...	Electronics	Home & Kitchen	Office Products	Patio, Lawn & Garden	Pet Supplies	Sports & Outdoors	Toys & Games
N		7.7	20.2			138.7	40.6		10.9	155.6	49.1
Y		15.3	28.1	26.5	29.0	84.1	34.0	52.2	19.5	80.3	34.1

Thermometer Analysis

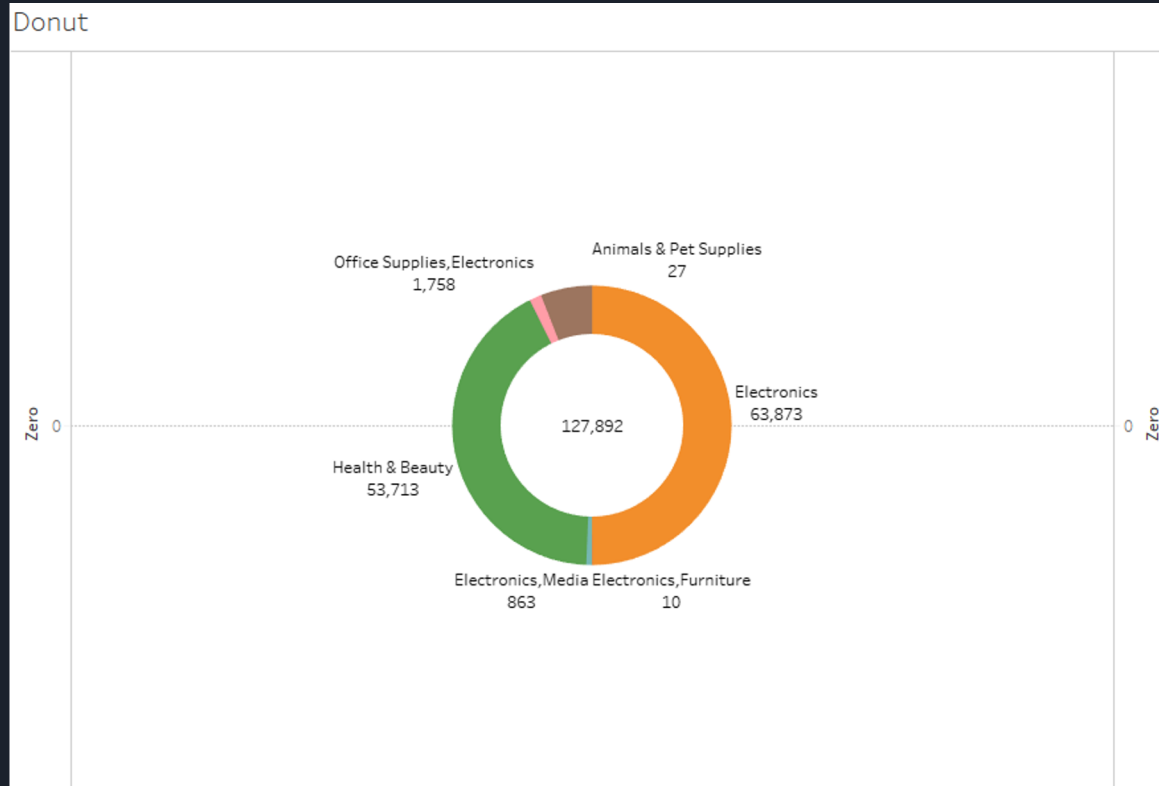
This thermometer graph we find the relationship between each main category and the average price as percentage. We find three categories that are above the average.



Amazon Customer Review Analysis

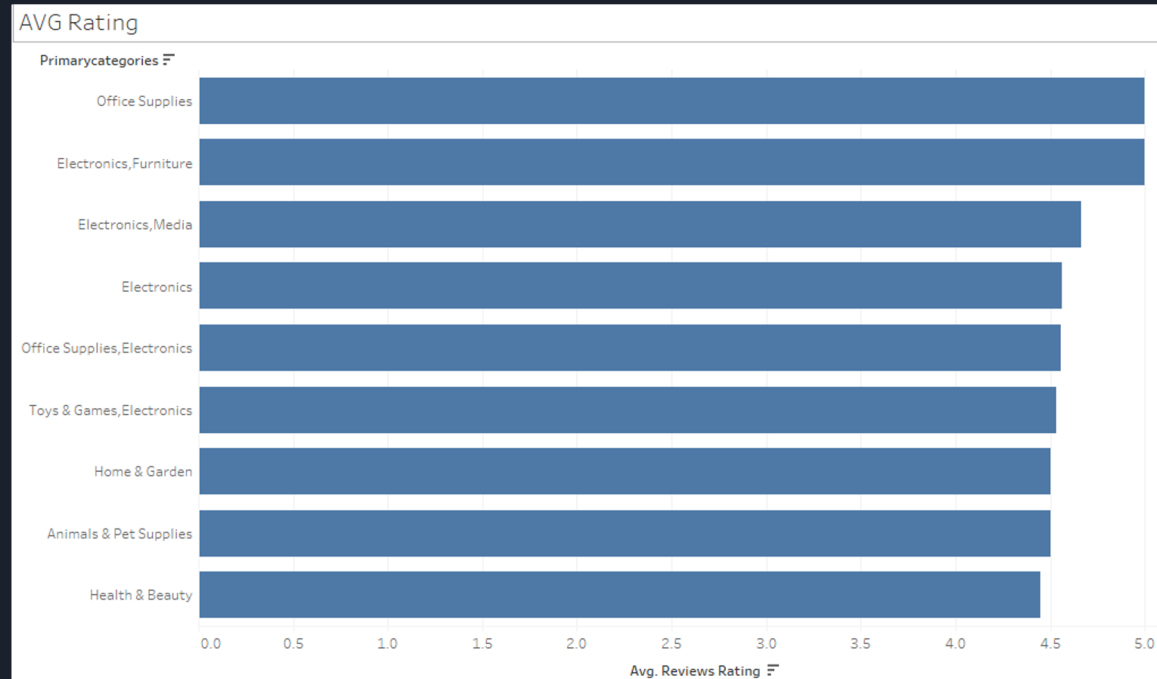
Donut Chart Analysis

This donut chart shows the sum of each primary category's review as a whole. We find most reviews come from Health & Beauty and Electronics departments.



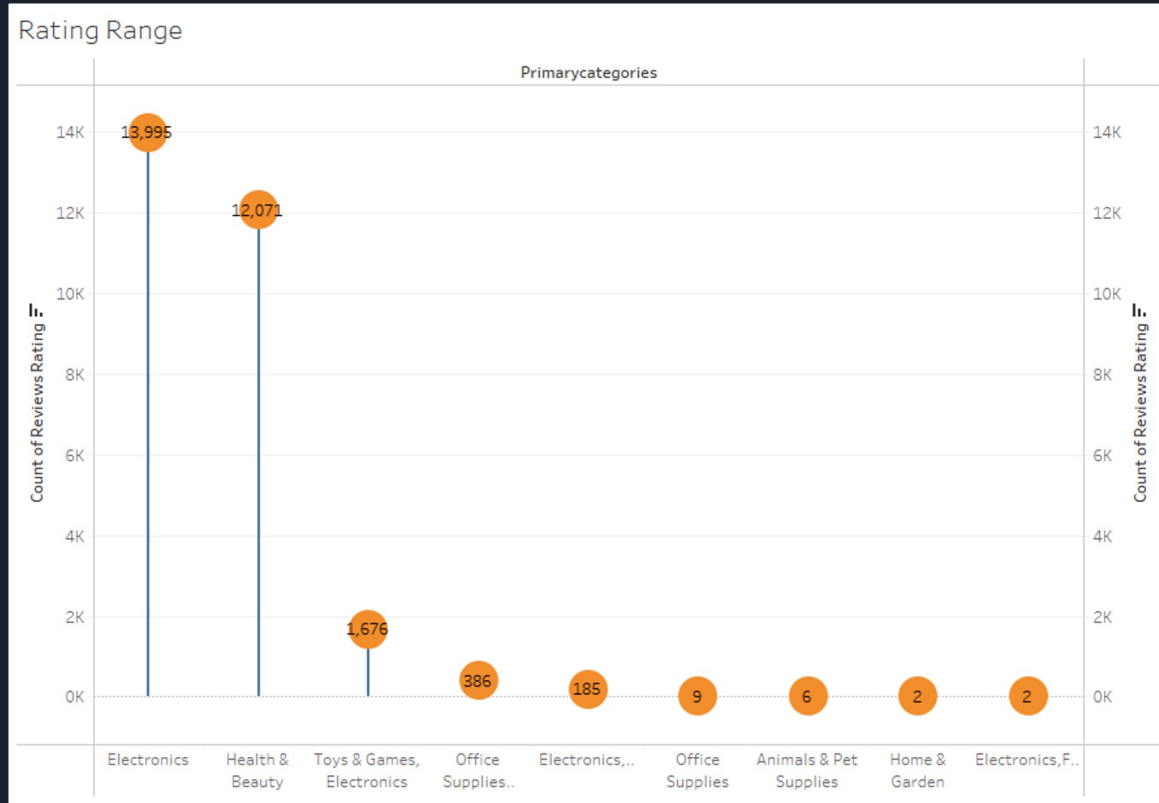
Average Review Rating Analysis

This horizontal bar chart shows each primary category's average review rating. Ranking from high to low. We find most electronics related category have a relatively high review rating. Health & Beauty has the lowest average review rating.



Rating Range Analysis

For this bubble chart, we can adjust the parameter from 1-5 to find how many satisfied ratings are in each primary categories to explore which category have a relative high range of rating. We find Electronics department performs best.



Review Quality Analysis

We define the review that are less than 20 words bad reviews and the reviews contains word “great” or “second” good reviews. The rest are fair reviews. We find our dataset contains most fair reviews and good reviews, which means the dataset is pretty clean.

