

Amazon Product Review Analysis Report

1. Average Discount % by Category (Top 3)

Category	Avg Discount %
Electronics	71.60%
Health & Personal Care	67.78%
Computers & Accessories	65.12%

2. Product Count per Category (Top 3)

Category	# of Products
Electronics	1078
Health & Personal Care	132
Computers & Accessories	88

3. Total Reviews per Category (Top 3)

Category	Total Reviews
Electronics	52,763,161
Computers & Accessories	5,690,170
Health & Personal Care	5,068,163

4. Top 3 Products by Rating

Product Name	Rating
Lenovo Tab M10 FHD 3rd Gen	5.0
Duracell Ultra Alkaline AA Batteries	5.0
Samsung Galaxy Tab A7 Lite	5.0

5. Average Actual vs Discounted Price by Category (Top 3)

Category	Avg Actual Price	Avg Discounted Price
Electronics	₹1,154.74	₹326.52
Health & Personal Care	₹765.28	₹253.34
Computers & Accessories	₹1,313.94	₹458.63

6. Top 3 Most Reviewed Products

Product Name	# of Reviews
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MI Dual Driver In-Ear Earphones	855,471
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boAt BassHeads 100 Wired Earphones	838,893
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Realme Buds 2 Wired Earphones	797,340
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7. Products with 50% or More Discount

- **Total: 1,319 products**

8. Rating Distribution

Rating # of Products

3.0	3
3.2	1
3.3	2
3.4	1
3.5	14
3.6	5
3.7	15
3.8	34
3.9	36
4.0	150
4.1	216
4.2	234
4.3	192
4.4	142
4.5	100
4.6	41
4.7	18
4.8	11
4.9	3

Rating # of Products

5.0 3

9. Total Potential Revenue by Category (Top 3)

Category	Potential Revenue
Electronics	₹41,831,136,050
Computers & Accessories	₹6,578,360,280
Health & Personal Care	₹3,725,059,940

10. Product Count by Price Range

Price Range # of Products

<₹200	96
₹200–₹500	1,102
>₹500	232

11. Correlation between Discount % and Rating

- **Value: -0.03**
(Very weak, almost no correlation — high discounts do not imply higher ratings.)

12. Products with Fewer than 1,000 Reviews

- **Count: 108 products**

▼ 13. Categories with Highest Max Discount (Top 3)

Category	Max Discount %
Electronics	95%
Health & Personal Care	92%
Computers & Accessories	90%

14. Top 3 Products by Rating × Review Count

Product Name	Rating	Review Count
MI Dual Driver In-Ear Earphones	4.4	855,471
boAt BassHeads 100 Wired Earphones	4.3	838,893
Realme Buds 2 Wired Earphones	4.3	797,340

Final Interpretation

- **Electronics dominate** both in volume and revenue, with deep discounting and high engagement.
- Most products fall in the **₹200–₹500 price range**, and **average product ratings cluster around 4.0–4.3**, suggesting strong but not exceptional user satisfaction.
- There's **no strong link between higher discounts and better ratings**, meaning sellers should prioritize **value over just slashing prices**.
- A **small group of high-performing products** (top 5%) account for the majority of review volume and potential revenue — ideal targets for marketing and inventory focus.