**Amazon Product Review Analysis Insights**

* **Electronics**: This category generated the highest revenue and had the highest average ratings, showing both strong product quality and commercial success. This category can serve as a benchmark for improving product strategies in weaker categories.
* **Home & Kitchen:** This category products had the highest number of reviews, indicating high customer engagement. These products can be used in cross-sell and upsell strategies to boost visibility across the store.
* **Computers and Accessories, Musical instruments and Office products:** these categories performed in the mid-range across key metrics such as revenue, customer ratings, and review count. This suggests stable but untapped potential for growth.
* **The Car and Motorbike category:** this had the lowest ratings and lowest review volume, suggesting potential issues with quality or relevance. Improving product design, descriptions, and targeted campaigns could help reposition this segment.
* **Toys and Games:** underperformed across all metrics such as revenue, ratings, and discount offerings. Offering better deals or promotional bundles can help drive both engagement and sales in this category.
* **Health and personal care and home improvement:** these categories were low performing in terms of revenue, ratings and reviews. These products may not be aligned with the customer needs, lack of marketing efforts, low discount offers and the products were not the customers’ expectations which might lead to lower ratings.
* The **deep discounts in Electronics** strongly correlated with higher ratings and review volume. Replicating this pricing approach (e.g., flash sales) in other categories could drive similar success.
* Over **60% of products had fewer than 1,000 reviews**, highlighting a gap in customer interaction. Review generation campaigns, such as post-purchase follow-ups or small incentives, can increase trust and conversion rates.

**Product Improvement Insights**

* Investigate customer complaints and prioritize product redesigns or vendor replacement for the under-performing categories
* Consider bundling low-selling items with popular ones to increase sales, improving product descriptions and using high quality images to boost appeal and clarity, or offering stronger promotions to improve value perception.
* Refresh and update underperforming inventory with more relevant or in-demand products.
* Use Electronics as a benchmark for quality standards across other categories.

**Marketing Strategy Insights**

* Offer time-limited or category-based discounts to stimulate sales in low-performing segments like Toys or Car.
* Launch review-generation campaigns, including email follow-ups or small coupon incentives.
* Leverage top-performing products in advertisements and store promotions.

**Customer Engagement Insights**

* Use Top Products to Attract New Customers: Products with both high reviews and ratings (e.g., best-selling headphones or kitchen tools) are excellent hooks. Promote them in ads and highlight them on landing pages.
* Launch review-boosting efforts for the 60%+ of products with under 1,000 reviews.
* Use social media or influencer content to create interest around low-performing categories like Car and Toys.
* Send post-purchase follow-up emails to gather feedback and promote related items.
* Share user-generated content and customer testimonials to build community and interest.