

# **Project Report Exploratory Data Analysis on Baby Products Sales Datasets**

## **Introduction:**

The Following Datasets of Baby products in Amazon E-retail. The dataset contained data on Discount prices, Actual prices, Product name, User ratings and no. of ratings.

## **Observations and Insights:**

From the initial review and analysis of the Dataset the following are the observation:

### **1. The Products with more availability:**

- minicult Cotton Pajama Pants with All Over Print for Boys and Girls (Multicolor Designs)(Regular Fit)(Pack of 5)
- Jikonet Women's Cotton, Rayon Maternity Gown Feeding Kurti
- CEE 18 Women's Cotton Rayon A-Line Printed Stylish and Comfortable Pre and Post Maternity Kurti | Motherhood Maternity Fee...
- THE LITTLE LOOKERS Soft Plush Stretchable Baby Feeding Bottle Cover with Easy to Hold Strap | Cute Animated Overall Print ...

### **2. The Products with Highest ratings:**

- Mee Mee Soft Baby Knee/Elbow Pads for crawling, Anti-slip padded stretchable elastic, Breathable cotton comfortable (Singl...')
- L'Oreal Paris Kids Tropical Mango Shampoo\xa0250ml")
- CLAP Baby Girl's Midi Dress (Pack of 4)
- Super bottoms BASIC Pack of 2 Diaper+2 Inserts, Combo Pack of Assorted Free size Washable and reusable cloth diaper with dry...

### **3. The Products with Lowest ratings:**

- Safe-O-Kid- Pure Metal Baby Safety Gate (75-85 cm) +4 Electric Socket Covers +4 Sharp Corner Guards, Adjustable, 2 Way Aut...
- ANAB GI 6 Pack Squishies Mochi Squishy Toys Glow in The Dark Party Favors for Kids - Mini Kawaii Squishies Mochi Animals S...

### **4. The Products with Highest price:**

- Toy Park Baby Playpen Kids Activity Centre Safety Play Yard Home Indoor Outdoor, Happy Game Enclosure Ball Pool (Multicolo...

**5. The Products with Highest price after discount:**

- R for Rabbit Premium Chocolate Ride Stylish Baby Stroller and Pram for Baby, Kids, Infants, Newborn, Boys & Girls of 0 to ...

**6. The Product with Lowest Price:**

- Odomos Non-Sticky Mosquito Repellent Cream With Vitamin E & Almond - 50 Gm

**7. The Product with Lowest Price after discount:**

- Odomos Non-Sticky Mosquito Repellent Cream With Vitamin E & Almond - 50 Gm

**8. Product with more sales based on no of ratings:**

- Huggies Complete Comfort Wonder Pants, Medium (7-12kg) Size Count 100 Baby Diaper Pants Combo Pack of 2, 50 count Per Pac...
- Huggies Complete Comfort Wonder Pants Extra Large (XL) Size Baby Diaper Pants Sumo Pack, 168 count, with 5 in 1 Comfort
- Huggies Complete Comfort Wonder Pants, Large (L) Size Baby Diaper Pants, (64 count) (9-14Kg) with 5 in 1 Comfort
- Huggies Complete Comfort Wonder Pants, Medium (M) Size Baby Diaper Pants, 50 count, with 5 in 1 Comfort
- Huggies Complete Comfort Wonder Pants, Small (S) Size Baby Diaper Pants, Combo Pack of 2, 56 count Per Pack, (112 count) w...
- Huggies Wonder Pants Small (S) Size Baby Diaper Pants, 20 count, with Bubble Bed Technology for comfort

**9. Products with no sales based on the ratings:**

- Mamy Poko Pants Extra Absorb XXL28
- HASTHIPÂ® Hair Bows Holder Wall Hanging Headband Hair Clips Organizer for Girls Room, Large Capacity Felt Storage Display f...
- 100% Muslin Cotton 4 Layer Newborn Baby Blanket up to 5 Years, Soft Dream Blanket, Muslin Baby Blankets for Girls & Boys, L...
- StarAndDaisy Baby High Chair Booster Seat for Dining Table Height Adjustable Toddlers Chair Portable Foldable Highchair wi...

**Suggestions:**

From the insights and findings:

- We can observe that the highest rated and Products with more sales are less in quantity compared to the products which have high availability in the Dataset. It is better to promote and produce products with good brand image i.e., good ratings.
- We must stop the sales of products with no ratings or low ratings, because these are the under-performing products with negative or bad image in the public. Promoting these products will leave a bad image in the market.
- The promotion and production of products whose ratings between 2 and 1 should be in limited quantities because it suggests the product has seasonal demand or on a limited category of population require the product.
- Required measures by marketing team should be taken to promote the highly rated and most purchased products.
- To recover cost of production we must place High discounts on products with ratings between 0 to 1
- Marketing teams and Brand managers should take necessary measures to promote products with the good ratings but low sales.
- The Products with Negative demand i.e., the products with '0' ratings should be rebranded and sold based on demand trends.

**Conclusion:**

The following are the insights and suggestions Based on the EDA performed on the Data set. Required Graphs representing the demand trends is attached with the Reports.