

Amazon Ratings insights resume

csv of amazon from kaggle

ABOUT THE CSV

The csv contains info of buys, categories, ratings, discount and price on some amazon products, it has more than 1,000 rows and 16 columns.

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | (+) |
|----|------------|----------------------------|----------|------------|--------------|---------------------|----------|---------------|--------------------------|-------------|----------------|------------------|---------------|------------------|------------------|--------------|-----|
| | product_id | product_name | category | discounted | actual_price | discount_percentage | rating | rating_count | about_product | user_id | user_name | review_id | review_title | review_content | img_link | product_link | |
| 1 | B07JW9H4J1 | Wayona Nylk Computers&A | 1,399 | 1,099 | 64% | 4.2 | 24,269 | High Compat | AG3D6O4ST/Manav,Adar | R3HXWT0LR | Satisfied,Chi | Looks durabl | https://m.m | https://www.amaz | | | |
| 2 | B09NS6PVG | Ambrane Un Computers&A | 1,199 | 1,349 | 43% | 4 | 43,994 | Compatible | AECPPYFQVF | ArdKn,Nirbh | RGIQEG07R9 | A Good Braic | I ordered thi | https://m.m | https://www.amaz | | |
| 3 | B096MSW6C | Sounce Fast Computers&A | 1,199 | 1,899 | 90% | 3.9 | 7,928 | Fast Charg | AGU38BQZV/Kunal,Himar | R3J3EQQ9TZ | Good speed | Not quite du | https://m.m | https://www.amaz | | | |
| 4 | B08HDJ86NZ | boAt Deuce Computers&A | 1,329 | 1,699 | 53% | 4.2 | 94,363 | The boAt De | AEWAZDZZJ/Omkar dhale | R3EEU2KKK9 | Good produc | Good produc | https://m.m | https://www.amaz | | | |
| 5 | B08CF3B7N1 | Portronics Ki Computers&A | 1,154 | 1,399 | 61% | 4.2 | 16,905 | [CHARGE & S | AE3Q6KSUK/rahuls6099,S | R1BP4L2HH9 | As good as o | Bought this i | https://m.m | https://www.amaz | | | |
| 6 | B08Y1TFS6 | pTron Solerc Computers&A | 1,149 | 1,000 | 85% | 3.9 | 24,871 | Fast Chargin | AEQ2YMXSZ/Jayesh,Rajes | R7S8ANNSDI | It's pretty go | It's a good pr | https://m.m | https://www.amaz | | | |
| 7 | B08WRWPM | boAt Micro L Computers&A | 1,176.63 | 1,499 | 65% | 4.1 | 15,188 | It Ensures Hi | AG7C6DAAD/Vivek kumar | R8E73K2KWJ | Long durable | Build quality | https://m.m | https://www.amaz | | | |
| 8 | B08DRGWMT | MI Usb Type Computers&A | 1,229 | 1,299 | 23% | 4.3 | 30,411 | 1m Long Typ | AHW6E5LQZ/Pavan A H,Ja | R2X090D1YH | Worth for m | Worth for m | https://m.m | https://www.amaz | | | |
| 9 | B008IFXQFU | TP-Link USB Computers&A | 1,499 | 1,999 | 50% | 4.2 | 1,79,691 | USB WIFI Ad | AGV3IEFANZ/Azhar JuMan | R1LW6NWSV | Works on lin | I use this to | https://m.m | https://www.amaz | | | |
| 10 | B08L2GK39 | Ambrane Un Computers&A | 1,199 | 1,299 | 33% | 4 | 43,994 | Universal Co | AECPPYFQVF | ArdKn,Nirbh | RGIQEG07R9 | A Good Braic | I ordered thi | https://m.m | https://www.amaz | | |
| 11 | B08CF3D7QR | Portronics Ki Computers&A | 1,154 | 1,339 | 55% | 4.3 | 13,391 | [CHARGE & S | AGVLPKPZH/Tanya,Anu,A | R11MQ57WC | Good for fas | The cable is | https://m.m | https://www.amaz | | | |
| 12 | B0789LZTJC | boAt Rugged Computers&A | 1,299 | 1,799 | 63% | 4.2 | 94,363 | The boAt rug | AEWAZDZZJ/Omkar dhale | R3EEU2KKK9 | Good produc | Good produc | https://m.m | https://www.amaz | | | |
| 13 | B07KSMBL2H | AmazonBasii Electronics I | 1,219 | 1,700 | 69% | 4.4 | 4,26,973 | Flexible, lig | AEYJ5I6JZZP/Rishav Gosse | R1FKOKZ3HF | It's quite go | I am using it | https://m.m | https://www.amaz | | | |
| 14 | B085DTN6R2 | Portronics Ki Computers&A | 1,350 | 1,899 | 61% | 4.2 | 2,262 | [20W PD FAS | AGUAYQHAR/Priya,Mansi, | R1QETDIPRC | Works,Nice | I Definitely isi | https://m.m | https://www.amaz | | | |
| 15 | B09KLVZM3E | Portronics Ki Computers&A | 1,159 | 1,399 | 60% | 4.1 | 4,768 | [CHARGE & S | AF2XXVO7J/Deepaak Sin | R20XIOU25H | Great but,Wi | Loosing char | https://m.m | https://www.amaz | | | |
| 16 | B083342NKJ | MI Braided U Computers&A | 1,349 | 1,399 | 13% | 4.4 | 18,757 | 1M Long Cab | AGSGSRTEZB/Birendra ku | R2JPQNKCOI | Good produc | I like it | 8Y*8Y | https://m.m | https://www.amaz | | |
| 17 | B08B67LX4C | MI 80 cm (32 Electronics I | 1,13,999 | 1,24,999 | 44% | 4.2 | 32,840 | Note : The bi | AHEVOQADJ/Manoj madd | R13UTIA6KO | It is the best | Pros- xiomis | 1 | https://m.m | https://www.amaz | | |
| 18 | B082LSVT4B | Ambrane Un Computers&A | 1,249 | 1,399 | 38% | 4 | 43,994 | Compatible | AECPPYFQVF | ArdKn,Nirbh | RGIQEG07R9 | A Good Braic | I ordered thi | https://m.m | https://www.amaz | | |
| 19 | B08WRB63X | boAt Type C Computers&A | 1,199 | 1,499 | 60% | 4.1 | 13,045 | Type C A 325 | AFB5KJ4Q5/Rohan Narka | R2BP8Y5OJX | Good for cha | Check for off | https://m.m | https://www.amaz | | | |
| 20 | B08DPLCM6T | LG 80 cm (32 Electronics I | 1,13,490 | 1,21,990 | 39% | 4.3 | 11,976 | Resolution: I | AH8NKB74LC/NIRMAL,N,M | R2PNR69G08 | Sound qualit | LG was alwai | https://m.m | https://www.amaz | | | |
| 21 | B09C6HXFC1 | Duracell USB Computers&A | 1,970 | 1,799 | 46% | 4.5 | 815 | Supports los | AFN9YBWKJL/Prasannavija | R12D18ZF9M | Good cable f | I trust this pr | https://m.m | https://www.amaz | | | |
| 22 | B085194JFL | tizum HDMI Electronics I | 1,279 | 1,499 | 44% | 3.7 | 10,962 | Superior Stal | AE05FHWNC/aditva d.,Par | R1GYK05NNK | Good produc | This connect | https://m.m | https://www.amaz | | | |

cleaning and formatting

A lot of the rows are text values that are not really useful. It is also necessary to transform and clean some of the useful columns like categories, that have too many subcategories, and price that we clean the euros symbol and make it a number category.

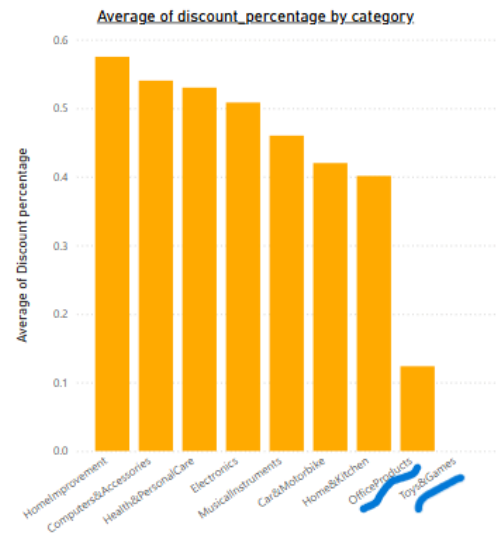
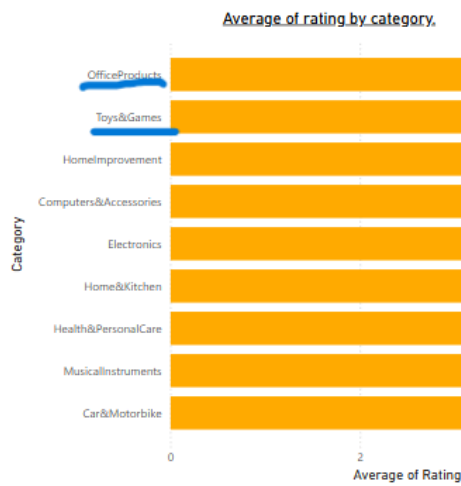
After all the processing of data I end up getting fewer columns but these are the ones of which we can make insights.

| Discount percentage | Rating | Index | Category | Discounted price | Actual price |
|---------------------|--------|-------|-----------------------|------------------|--------------|
| 0.5 | 4.2 | 9 | Computers&Accessories | 499 | 999 |
| 0.7 | 4.3 | 30 | Computers&Accessories | 299 | 999 |
| 0.8 | 3.9 | 35 | Computers&Accessories | 199 | 999 |
| 0.8 | 4 | 38 | Computers&Accessories | 199 | 999 |
| 0.67 | 3.3 | 46 | Computers&Accessories | 333 | 999 |
| 0.6 | 3.6 | 49 | Electronics | 399 | 999 |
| 0.86 | 4 | 63 | Computers&Accessories | 139 | 999 |
| 0.6 | 4.1 | 75 | Computers&Accessories | 399 | 999 |
| 0.8 | 4.5 | 89 | Computers&Accessories | 199 | 999 |
| 0.8 | 4.1 | 94 | Computers&Accessories | 199 | 999 |
| 0.65 | 3.7 | 98 | Computers&Accessories | 345 | 999 |
| 0.65 | 4.2 | 105 | Computers&Accessories | 349 | 999 |
| 0.6 | 4.3 | 106 | Computers&Accessories | 399 | 999 |
| 0.7 | 4.3 | 108 | Computers&Accessories | 299 | 999 |
| 0.73 | 4.3 | 112 | Computers&Accessories | 273.1 | 999 |
| 0.6 | 4.1 | 114 | Computers&Accessories | 399 | 999 |
| 0.65 | 3.5 | 118 | Computers&Accessories | 147 | 999 |
| 0.85 | 4 | 119 | Computers&Accessories | 349 | 999 |
| 0.6 | 4.3 | 132 | Computers&Accessories | 399 | 999 |
| 0.66 | 4.3 | 162 | Computers&Accessories | 339 | 999 |
| 0.67 | 4.3 | 174 | Computers&Accessories | 325 | 999 |
| 0.15 | 4.1 | 183 | Computers&Accessories | 849 | 999 |
| 0.65 | 4 | 204 | Electronics | 249 | 999 |

final insights

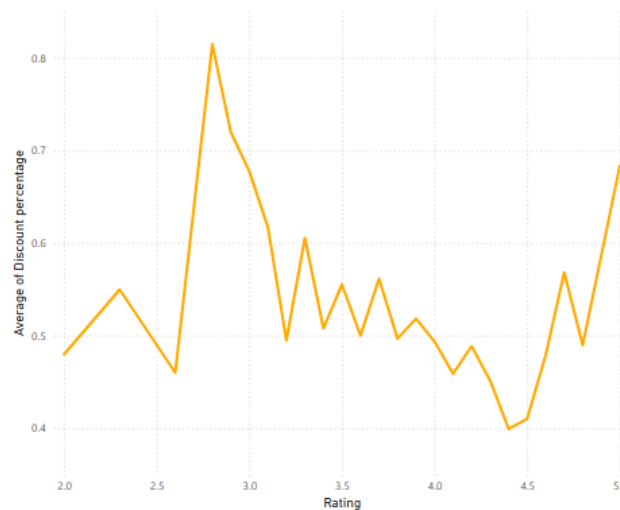
the conclusions and info that we can gather from this csv are not very useful but can serve to get some knowledge on the ratings of products, i think the 2 most important are:

1.- the rating of the 2 best categories are not link to the discount (its not recommended to increase discount if you want to bust your ratings)

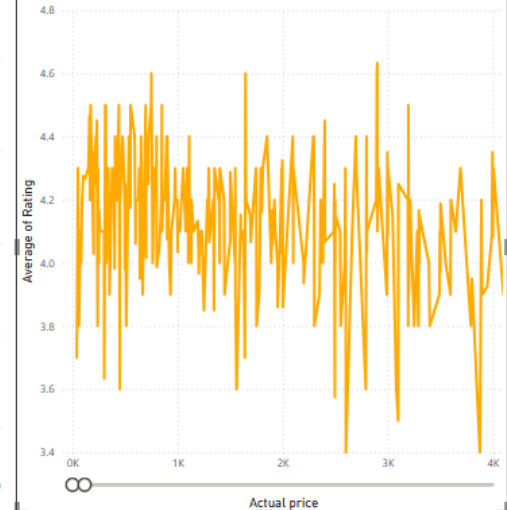


2.- the ratings are not dependent on the discount or price of the products, some other factors should be more important on that regard.

Average of Discount percentage by Rating



Average of Rating by Actual price



at the end the most relevant information we get from this data is the we need more numerical data in order to make better inferences on this topic.