**Amazon Product Review Analysis Report**

**1. Data Overview**

The file contains three sheets:

* **Pivot Table** – Summary statistics and aggregated data
* **Amazon Product** – Raw product-level data including prices, ratings, and reviews

**2. Key Insights from Pivot Table**

**Average Discount Percentage by Category**

* **Home Improvement** products have the highest average discount (~57.5%).
* **Computers & Accessories** and **Health & Personal Care** follow (~53%).

**Total Number of Reviews per Category**

* **Electronics** received the highest number of cumulative ratings (≈1998).
* **Home & Kitchen** and **Computers & Accessories** are also high performers.

**Price Comparison (Actual vs Discounted)**

| **Category** | **Avg. Actual Price** | **Avg. Discounted Price** |
| --- | --- | --- |
| Electronics | ₹10,418.08 | ₹6,225.87 |
| Home & Kitchen | ₹4,162.07 | ₹2,330.62 |
| Car & Motorbike | ₹4,000.00 | ₹2,339.00 |

This shows that while electronics are costlier, they also receive significant discounts.

**3. Product-Level Insights (from Amazon Product Sheet)**

**Sample Product Data**

* **Top Product Example**:
  + **Name**: *Wayona Nylon Braided USB to Lightning Cable*
  + **Category**: Computers & Accessories
  + **Discounted Price**: ₹399
  + **Actual Price**: ₹1,099
  + **Total Ratings**: 24,269
  + **Revenue Potential**: ₹26.67 lakh

**Common Traits Among Popular Products**

* Products priced under ₹500 dominate reviews.
* High-rated products often have:
  + Clear product descriptions
  + Durable and compatibility features
  + Strong branding

**Review Highlights**

* Most reviews are brief and sentiment-rich.
* Positive reviews often focus on **durability**, **fast charging**, and **value for money**.
* Some complaints concern **build quality** and **cable wear**.

**4. Observations**

* **Deep Discounts**: Common across categories, especially in accessories.
* **Price Range Influence**: Products in the ₹200–₹500 range seem to balance affordability and quality, driving engagement.
* **Missing Dashboard**: The "Dashboard" sheet is empty, which suggests visualization components may have been excluded or were meant to be added later.