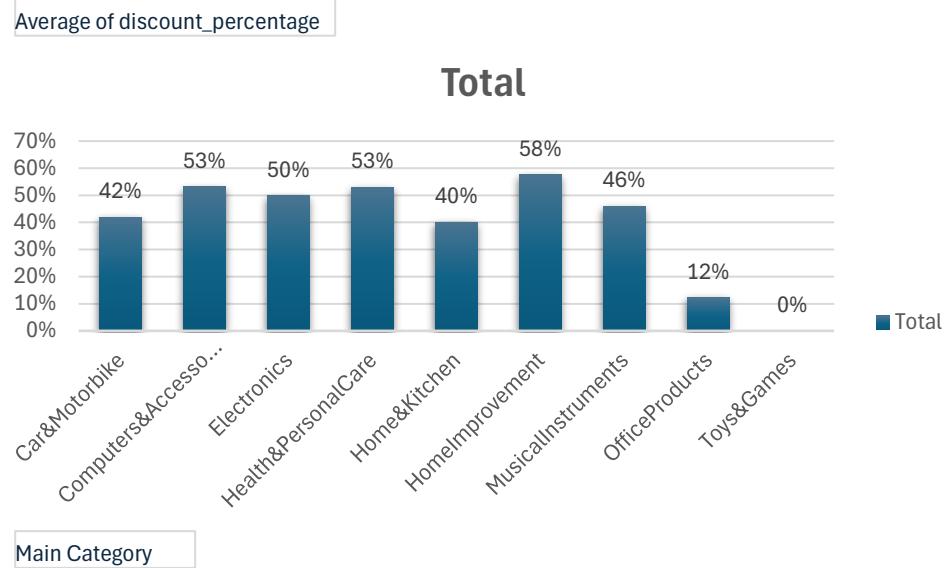


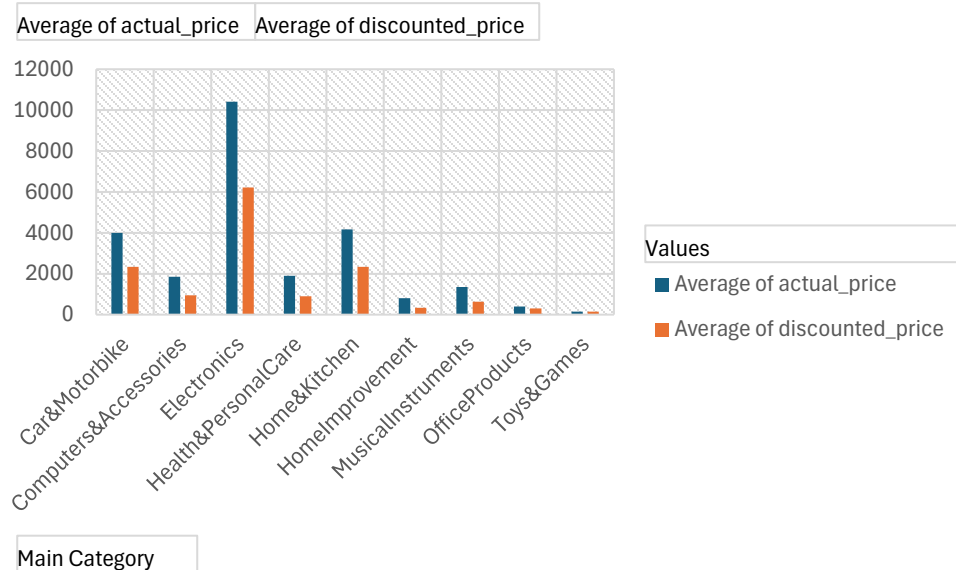
Average Discount Percentage By Product Category



Home improvement has the highest average discount.

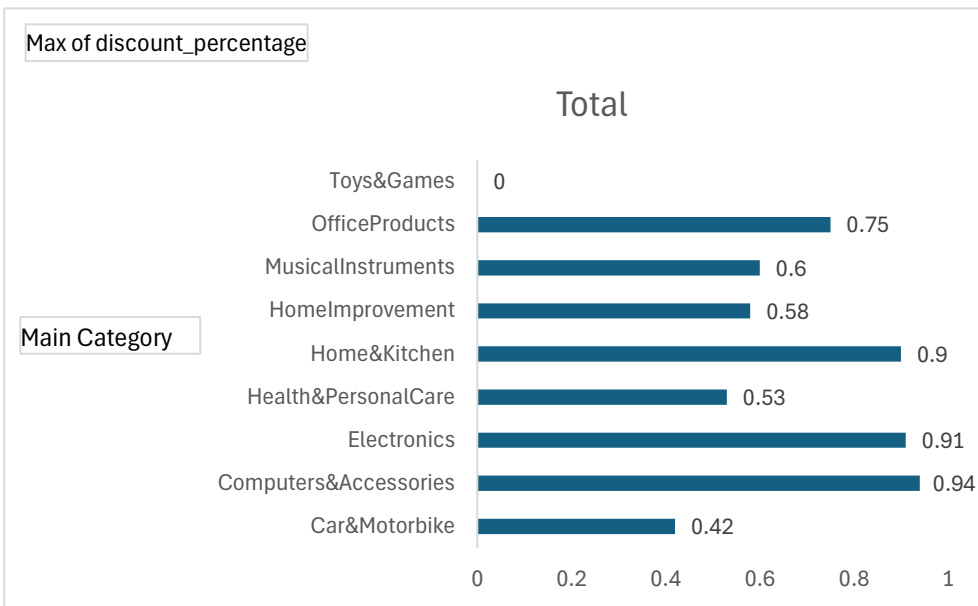
Toys and Games maintain the lowest discount percentage.

Average Actual vs. Discounted Price By their Category



Electronics receives the highest average discount, with prices reduced from \$999 to \$800 — a 20% cut.”

Maximum Discount by Product Category

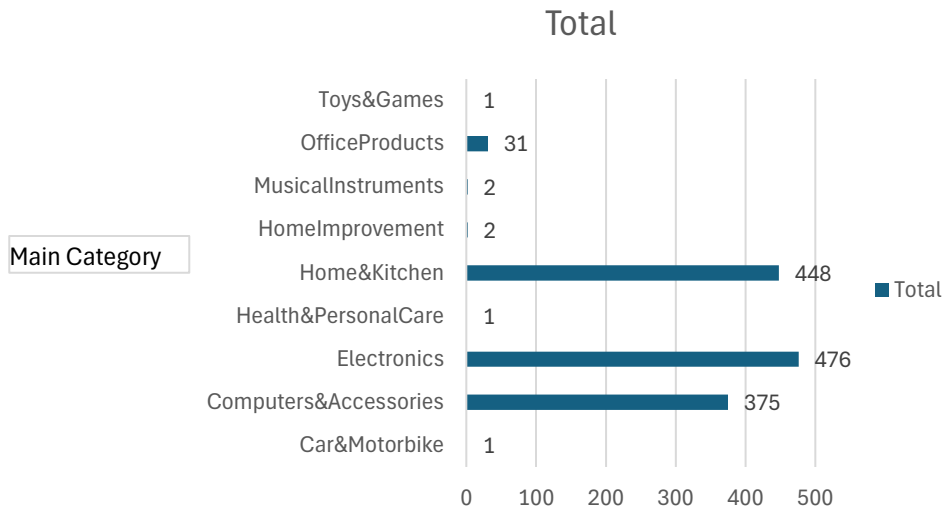


Top 5 Products by Quality & Popularity

Computer and Accessories rank top 5 in quality and popularity.

Product Listed Under Each Category

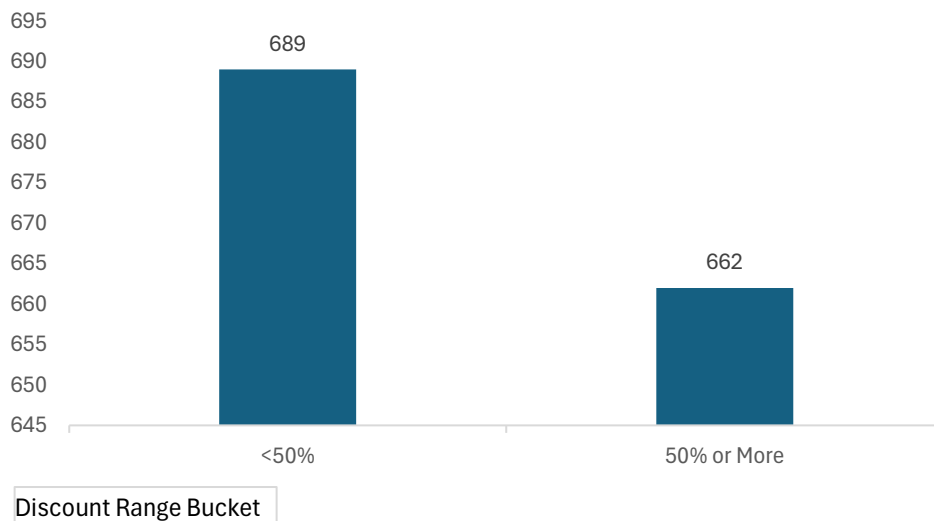
Distinct Count of product_name



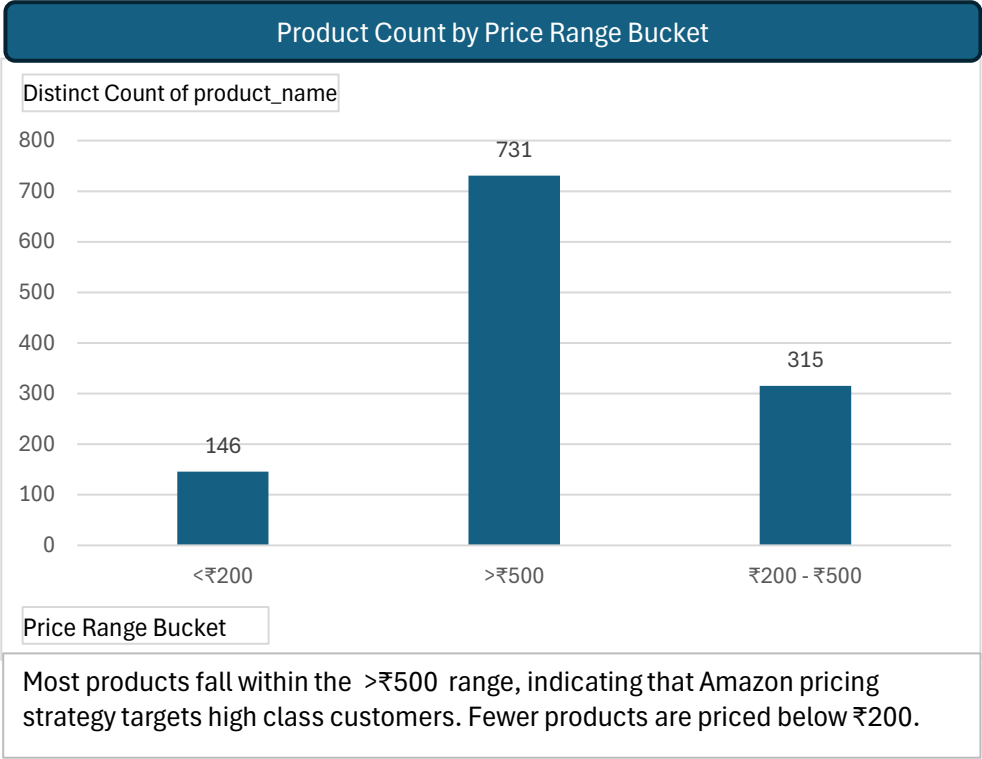
Electronic has the highest number of unique products listed, indicating it's a highly diverse or broad category.

Product with less than 50% and 50%+ Discount

Count of Discount Range Bucket



662 out of 1351 products have a discount of 50% or more, indicating a high proportion of deep markdowns that could affect profit margins or signal clearance stock.

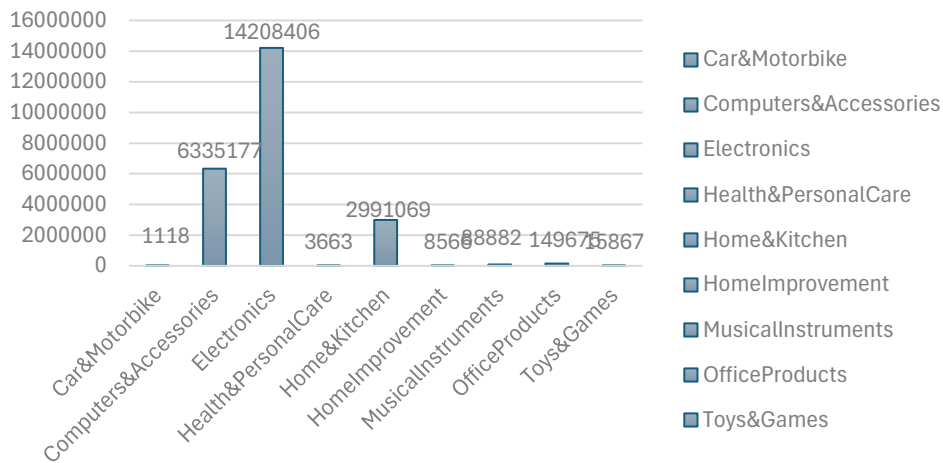


Products that have the highest number of reviews

Home&Kitchen and Computer & Accessories has the highest number of reviews

Total Review By Category

Sum of rating_count



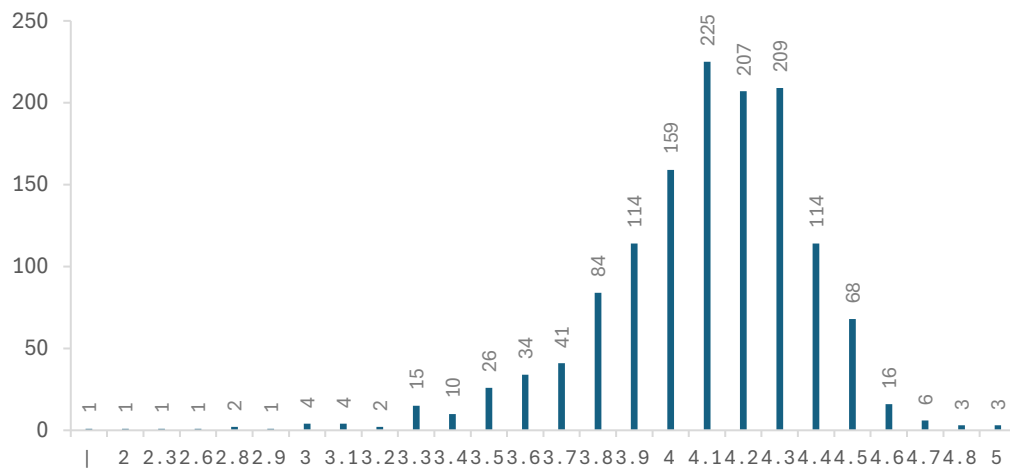
Main Category

Electronics received the highest total number of reviews, suggesting high engagement or customer interest.”

“Categories with fewer reviews (like health or Personal care) may need better promotion or visibility

Distribution of Product Ratings

Count of product_name

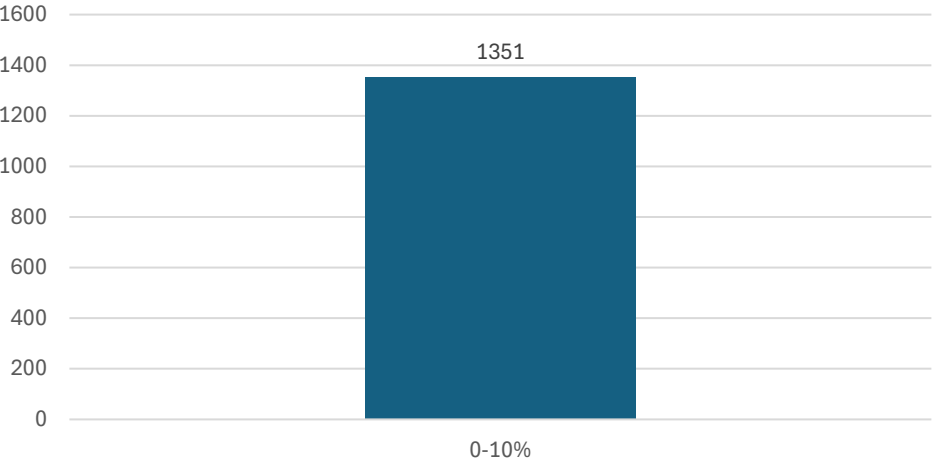


rating

Most products are rated 4 or 5 stars, indicating strong customer satisfaction overall. Few products fall below 3 stars, which may signal good product quality control.

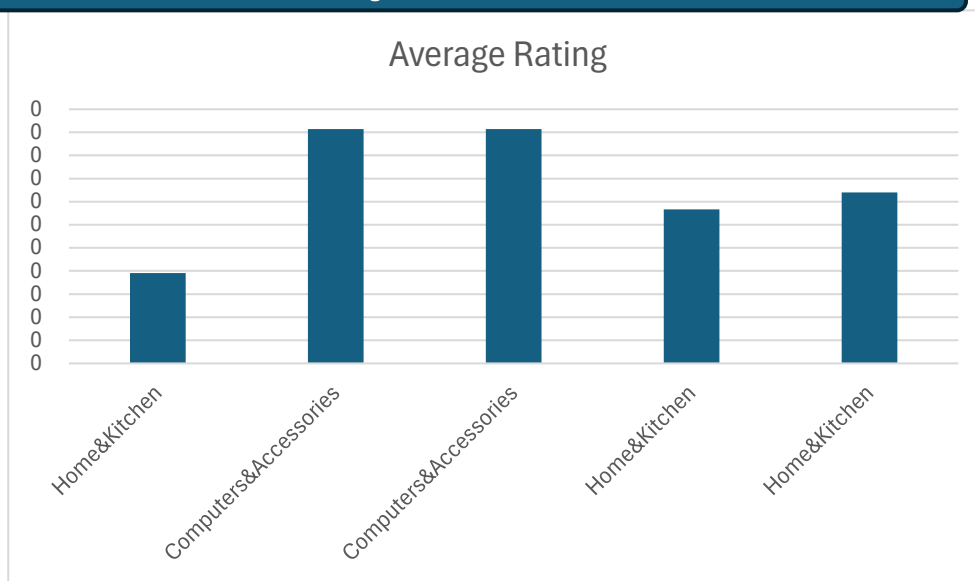
Average Rating By Discount Level

Count of Average Rating



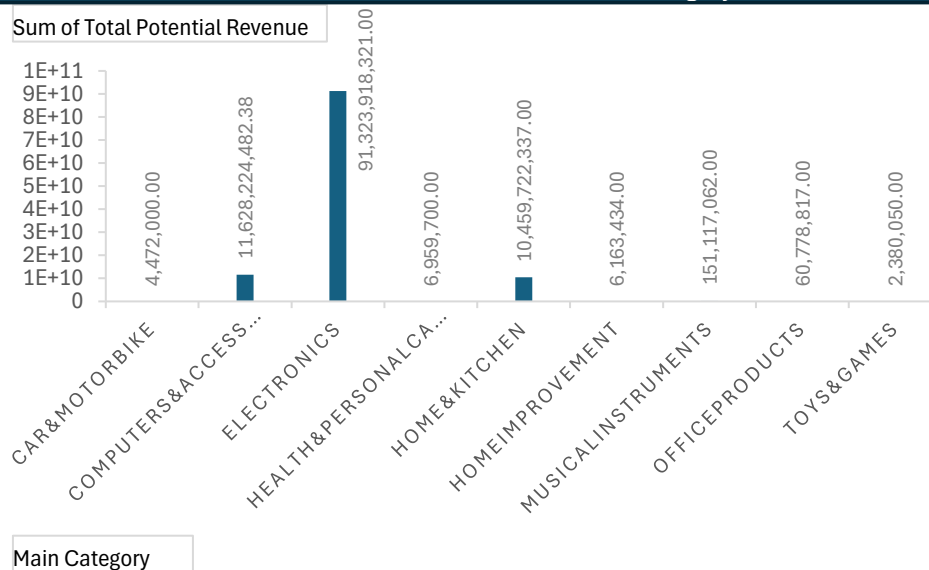
Discount Bucket

Highest Rated Product




Home & Kitchen and Computer &Accessories had the highest rating.

Potential Revenue of each Product Category



Electronics contribute the highest potential revenue, suggesting they are both high-value and frequently reviewed. Marketing efforts could be focused here for greater ROI.

Product review Distribution:<1,000 vs. ≥1,000

 281 of 1,351 products have fewer than 1,000 reviews
(≈ 20.8% of total products)