

## Amazon Product Insights: Recommendations for Growth

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### Product Improvement Insights

#### 1. Promote Hidden Gems

Some products have excellent ratings (4.5+) but few reviews. These are likely great products that aren't getting enough attention.

- *What to do:* Boost visibility with targeted promotions or feature them in recommendation sections.

#### 2. Fix Low-Rated Popular Products

A few products have thousands of reviews but poor ratings.

- *What to do:* Investigate complaints, improve product quality, update descriptions, or consider retiring underperformers.

#### 3. Repeat What Works

High-rated products in categories like Electronics and Home perform well.

- *What to do:* Launch similar products in underperforming categories based on what's working.



### Marketing Strategy Insights

#### 4. Showcase Top Performers

The top 5 products by rating and review volume are proven crowd-pleasers.

- *What to do:* Feature these in online ads, email campaigns, or the homepage.

#### 5. Smart Discounts by Category

Discounts are more common in Beauty and Home categories.

- *What to do:* Use flash sales and bundles to move products while protecting brand value.

#### 6. Price-Based Campaigns

Most products are priced over ₹500.

- *What to do:* Create targeted messages like "Top Picks under ₹500" or "Best Value for Premium Buyers."



### Customer Engagement Insights

#### 7. Get More Reviews

Many products have strong ratings but few reviews.

- *What to do:* Send follow-up emails, offer small incentives, or add "Review & Save" badges.

#### 8. Build Trust with Badges

Products with 4.0+ ratings and 1K+ reviews inspire confidence.

- *What to do:* Use badges like “Top Rated” or “Most Trusted” to highlight them.

## 9. Track Post-Discount Satisfaction

There’s no strong link between discounts and ratings.

- *What to do:* Keep an eye on reviews after discounts to make sure quality isn’t affected.



### Summary: Action Plan

Area	Insight	Action
Product Development	Great products hidden in plain sight	Promote them through ads or bundles
Product Quality	Top sellers getting bad reviews	Improve based on feedback
Marketing	Best products by rating + reviews	Feature in marketing campaigns
Pricing	Discounts vary by category	Use smarter discount strategies
Engagement	Many products lack reviews	Send reminders and incentives to review

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### Final Thought

By using these insights, you can improve not just sales — but the customer experience itself. Combining data-driven decisions with marketing creativity will help your products stand out and succeed.