

AMAZON PRODUCT REVIEW CASE STUDY

TOTAL NO. OF PRODUCTS

1.465K

TOTAL POTENTIAL REVENUE

\$121bn

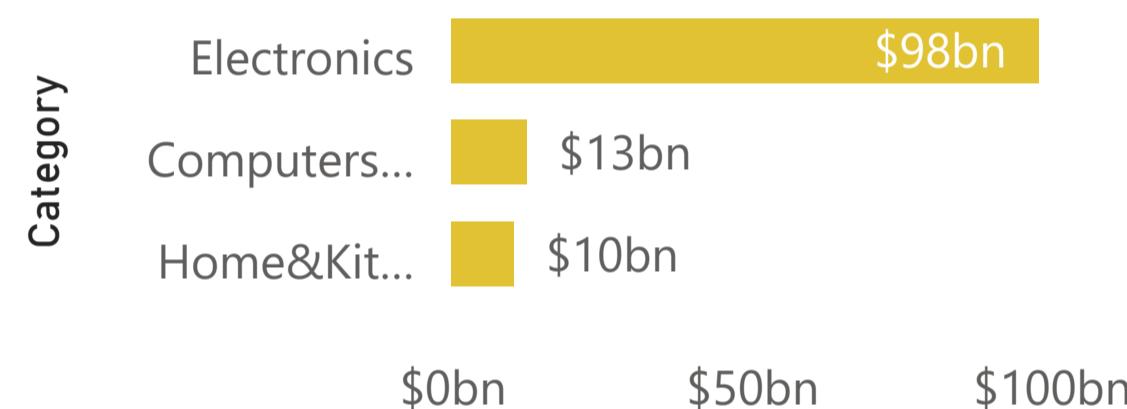
AVERAGE CUSTOMER RATING

4.09

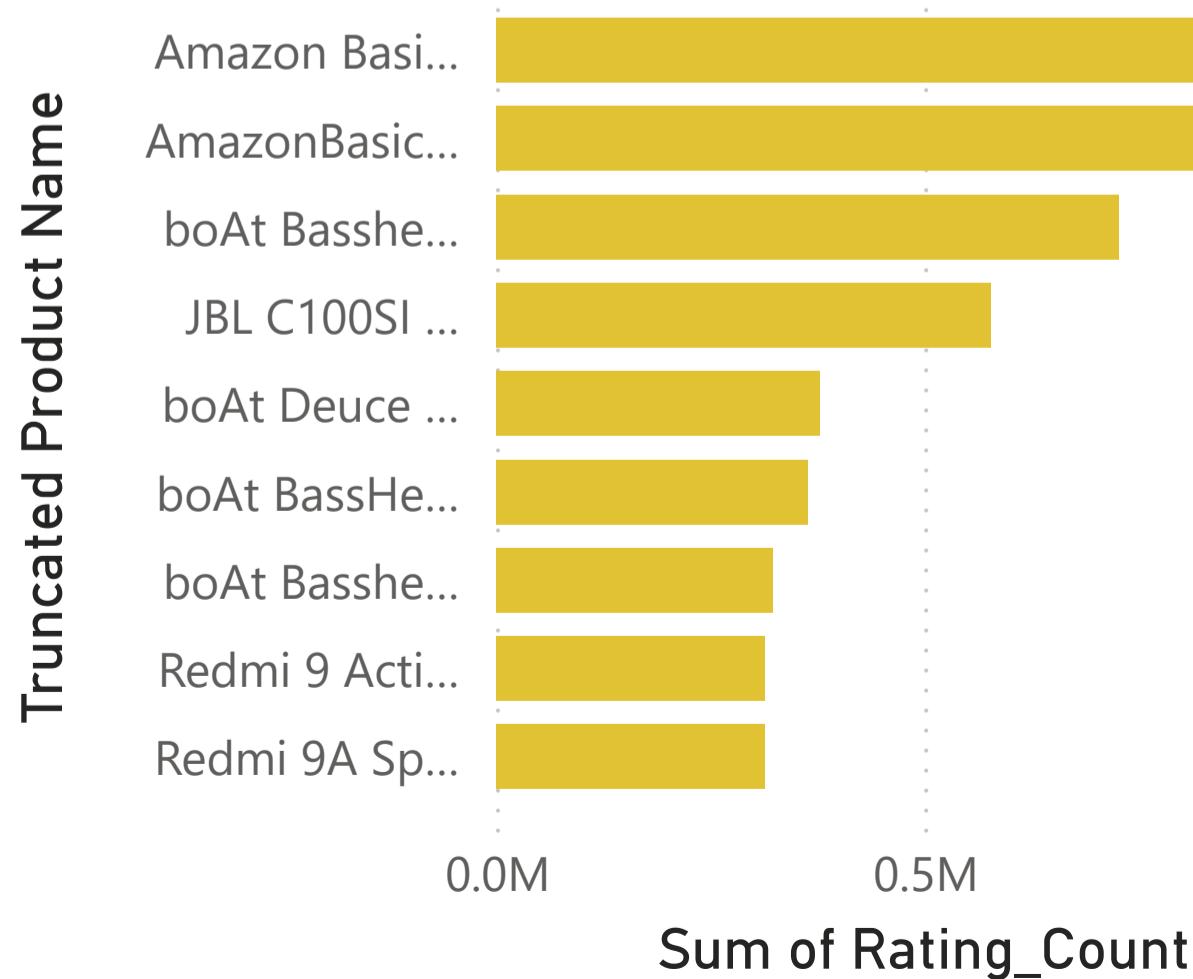
TOTAL CUSTOMER REVIEWS

27M

Top 3 Potential Revenue by Category

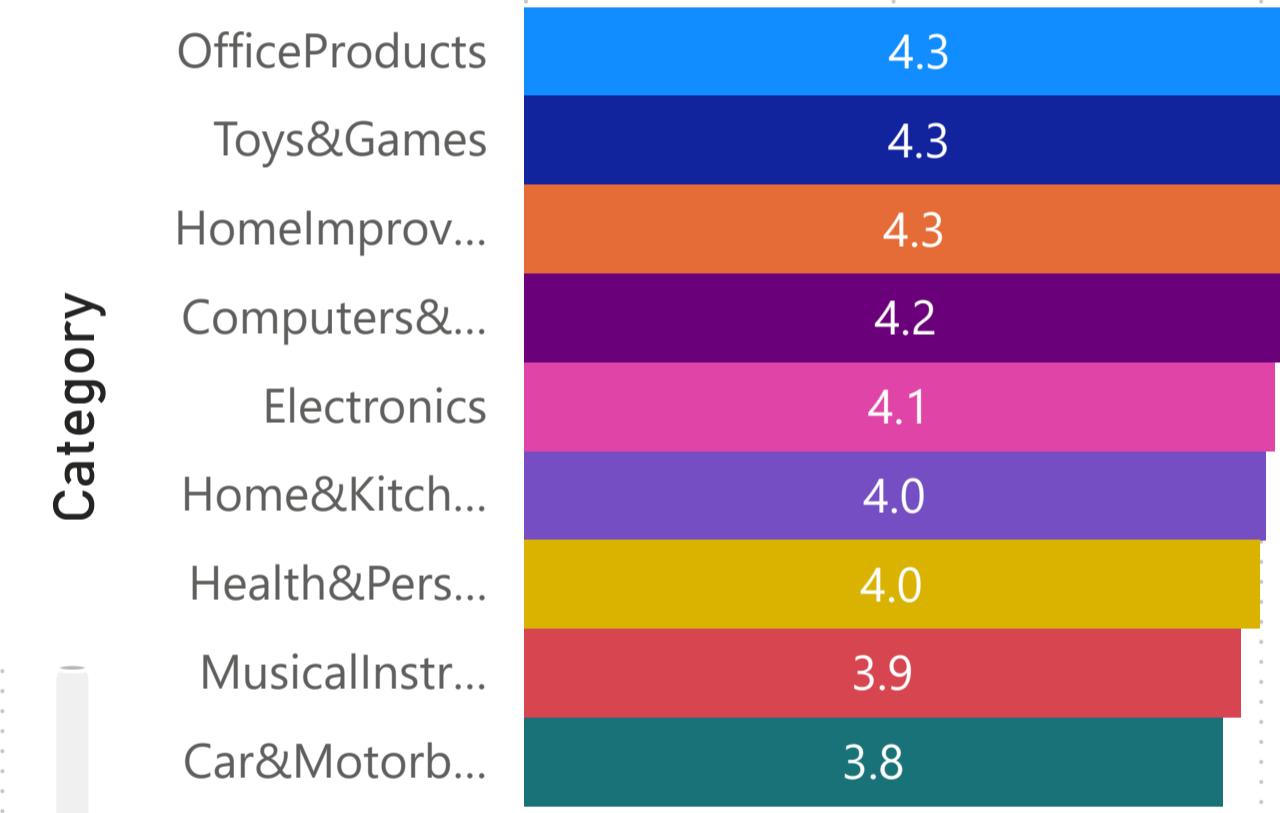


Top Products by Number of Reviews

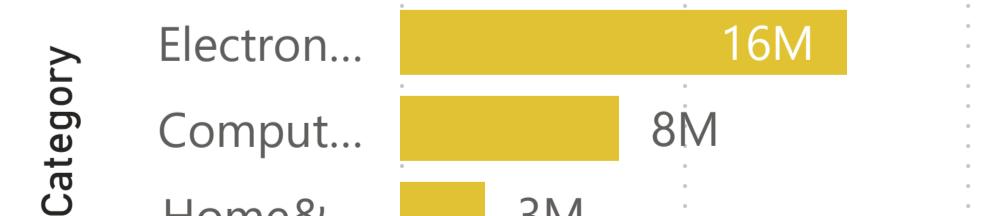


Average Customer Rating by Category

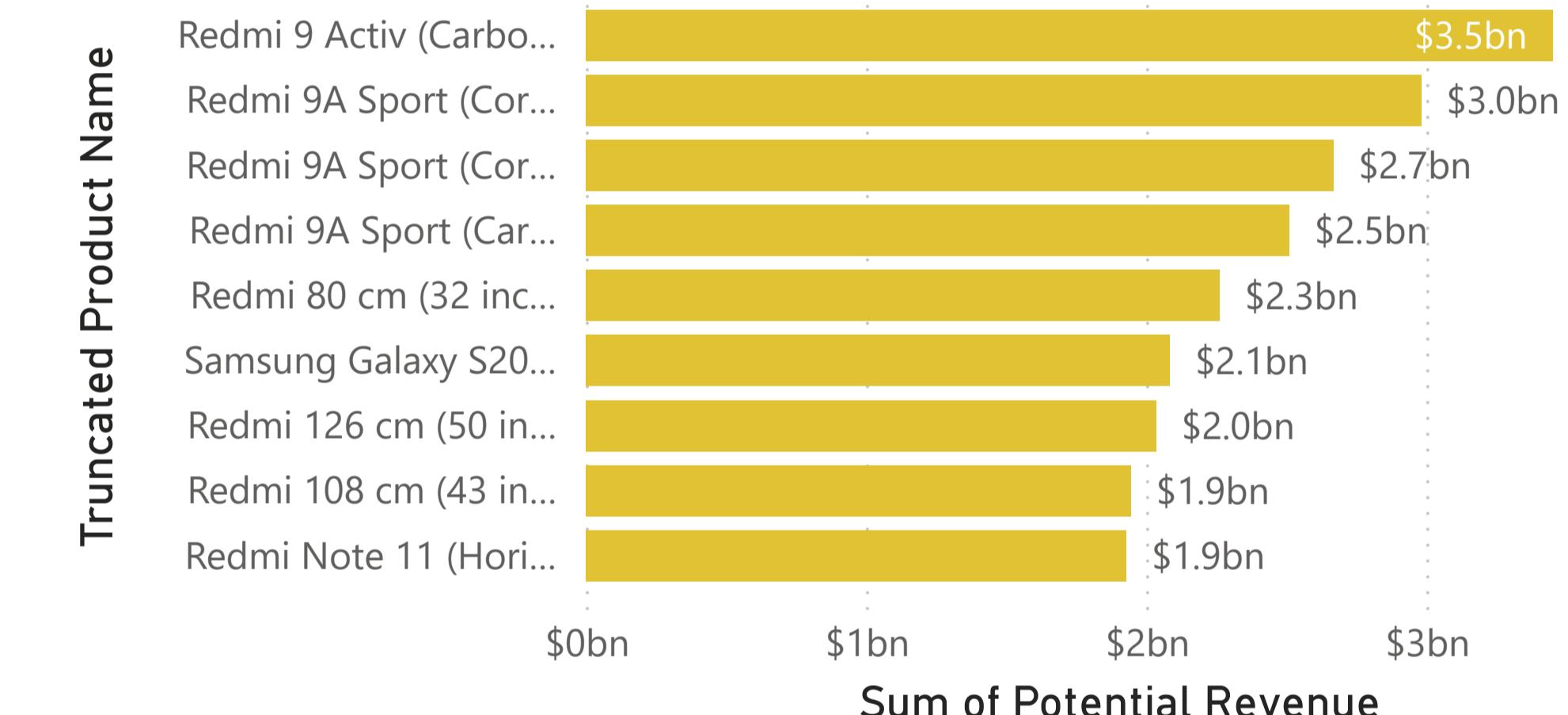
Category ● OfficeProducts ● Toys&Ga... ● Homel...



Top 3 Categories by Review

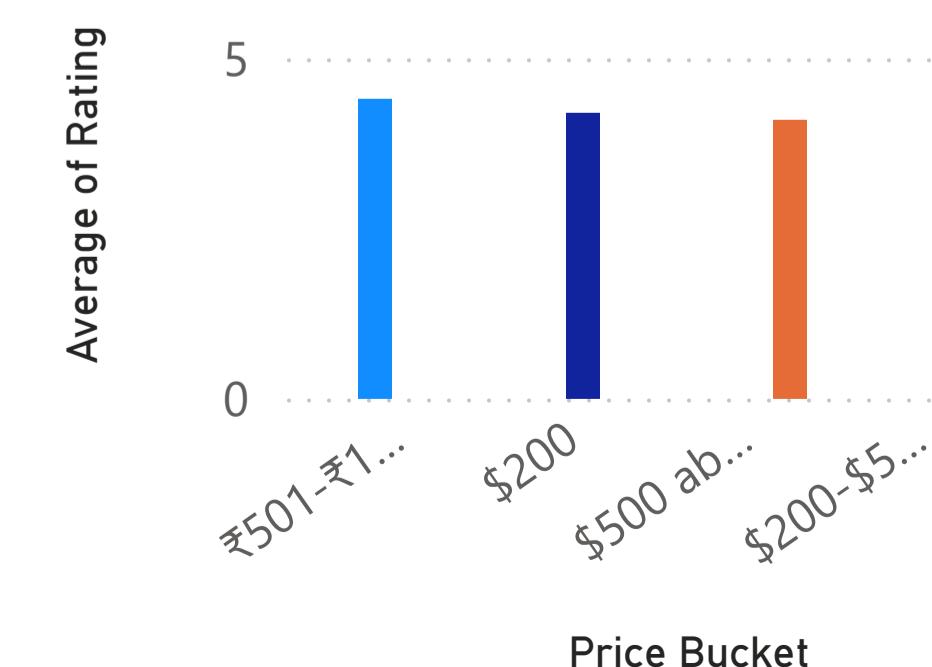


Top products by Potential Revenue



Average Rating by Price Bucket

Price B... ● ₹501-₹1000 ● \$200



Filter by Category

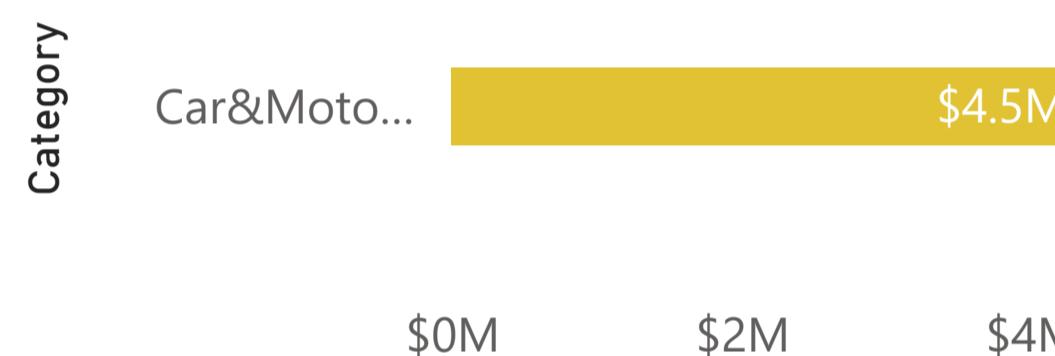
Car&Mo...	Health...	Musical...
Comput...	Home&...	OfficePr...
Electro...	Homel...	Toys&G...

AMAZON PRODUCT REVIEW CASE STUDY

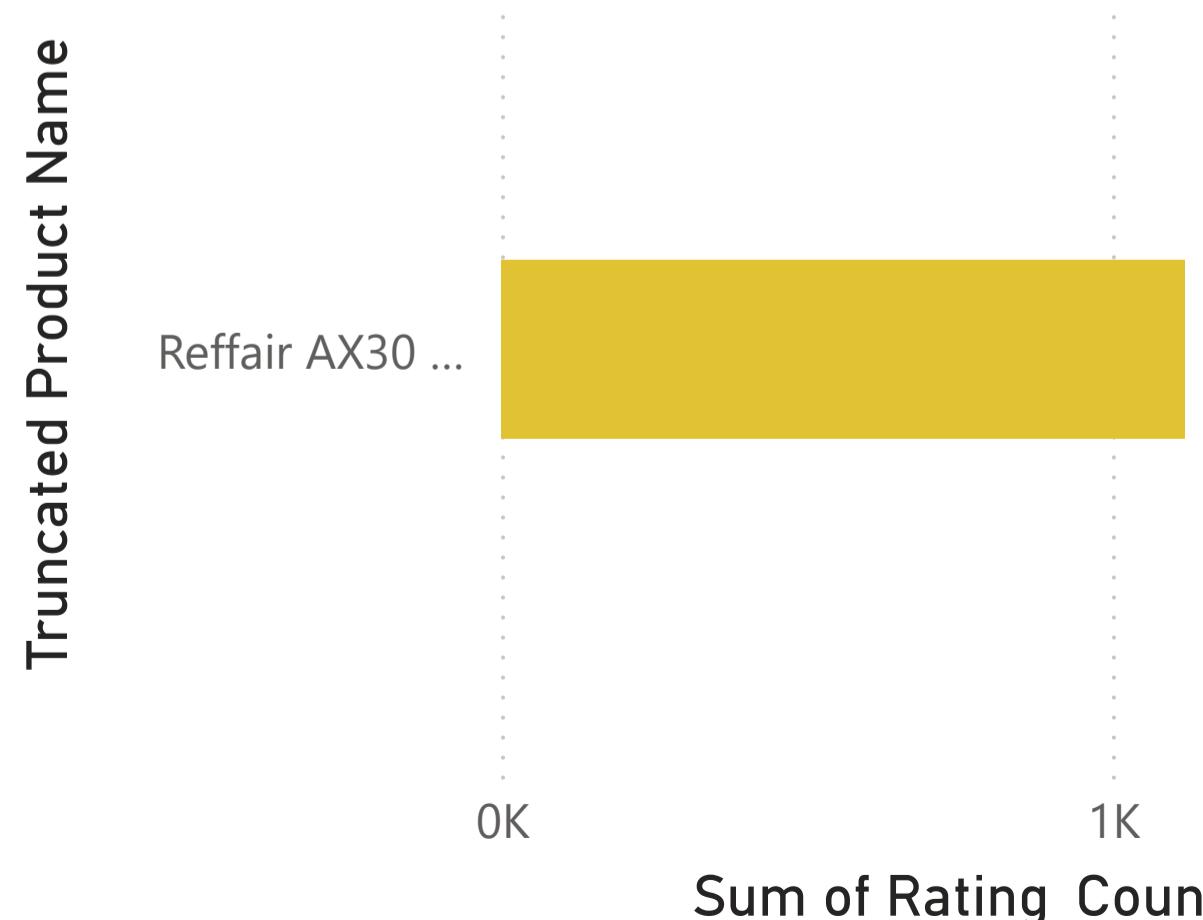
TOTAL NO. OF PRODUCTS

1

Top 3 Potential Revenue by Category



Top Products by Number of Reviews

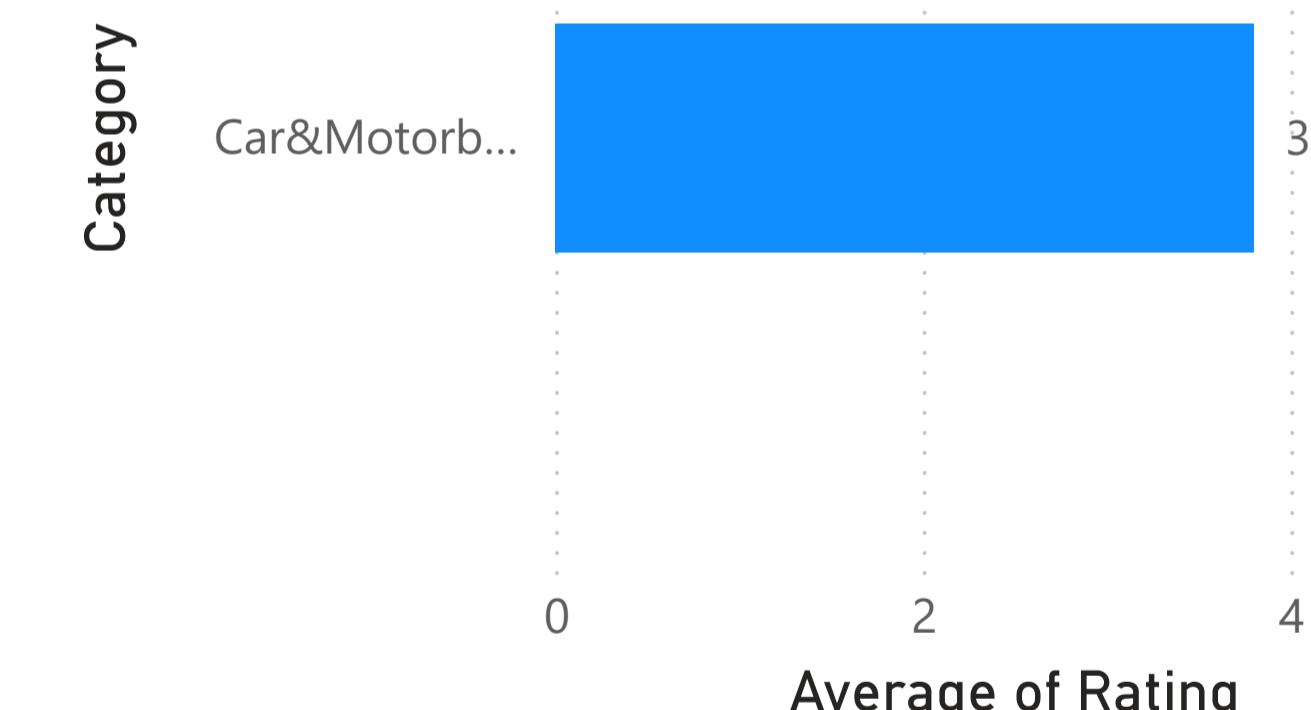


TOTAL POTENTIAL REVENUE

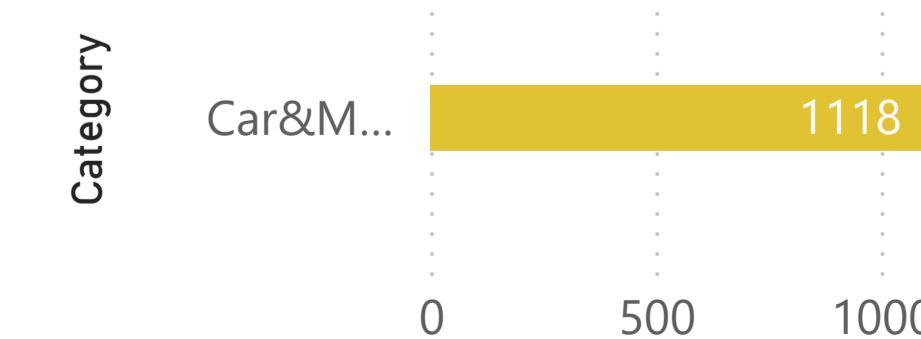
\$4M

Average Customer Rating by Category

Category ● Car&Motorbike



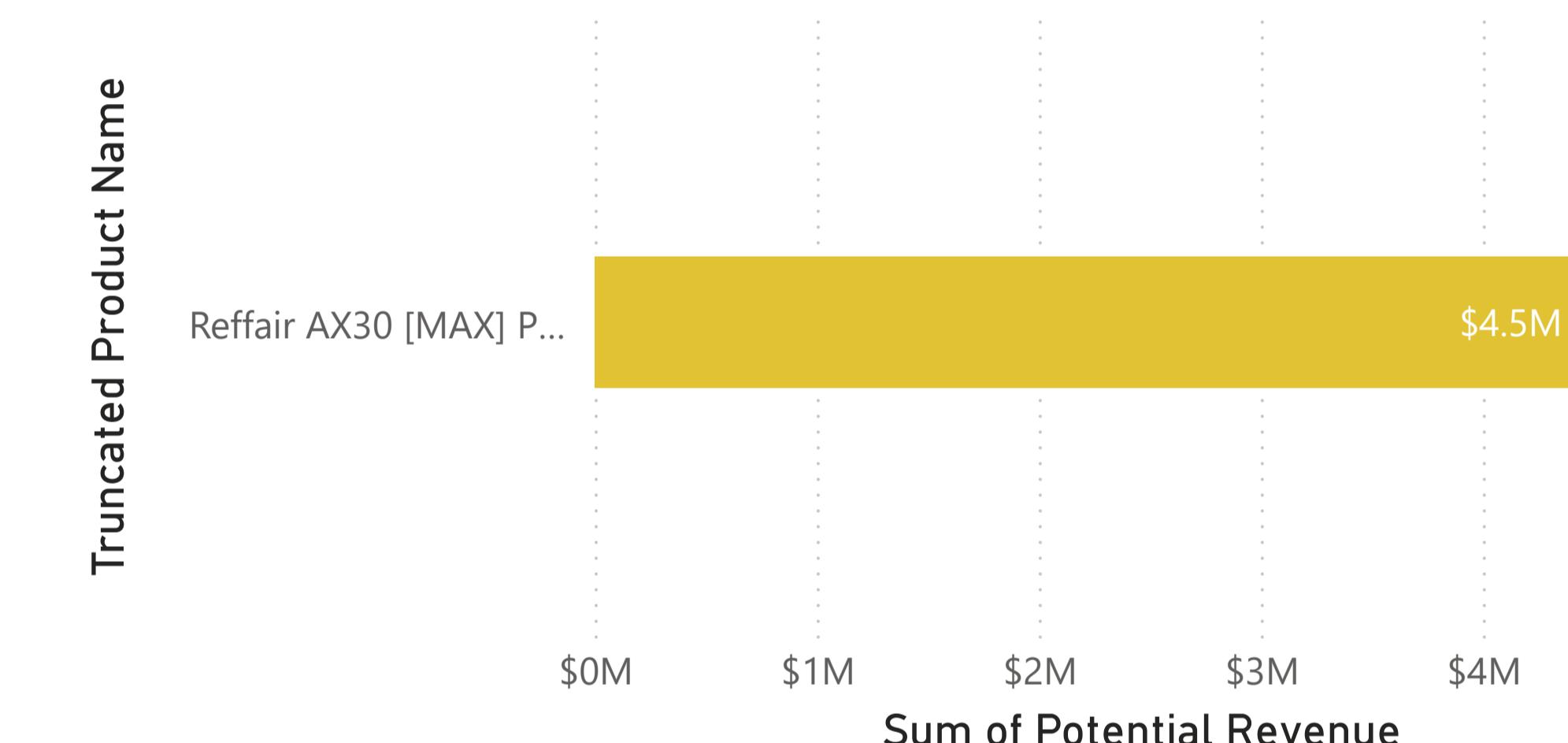
Top 3 Categories by Review



AVERAGE CUSTOMER RATING

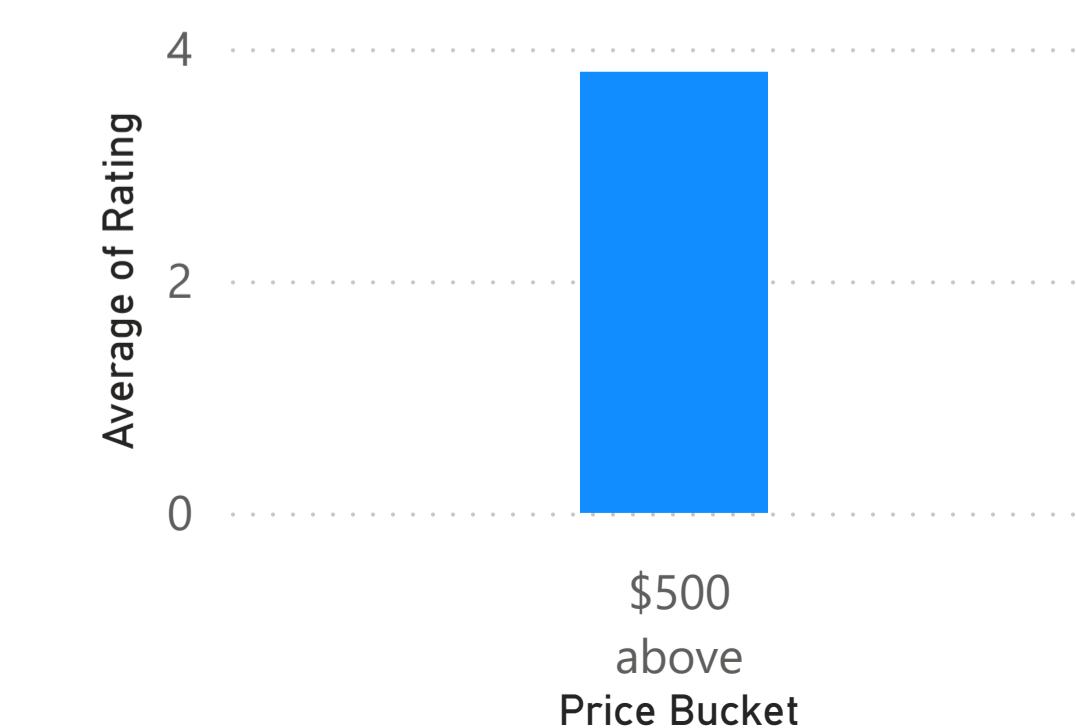
3.80

Top products by Potential Revenue



Average Rating by Price Bucket

Price B... ● \$500 above



TOTAL CUSTOMER REVIEWS

1K

Filter by Category

Car&Mo...	Health...	Musical...
Comput...	Home&...	OfficePr...
Electro...	Homel...	Toys&G...

AMAZON PRODUCT REVIEW CASE STUDY

TOTAL NO. OF PRODUCTS

1

TOTAL POTENTIAL REVENUE

\$7M

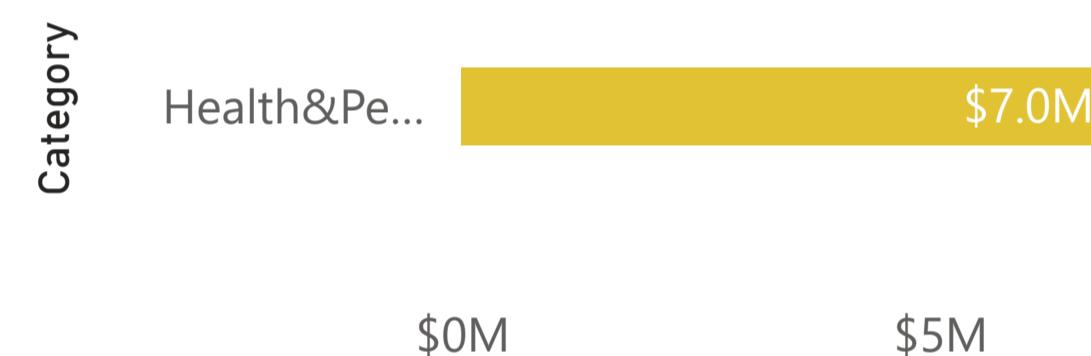
AVERAGE CUSTOMER RATING

4.00

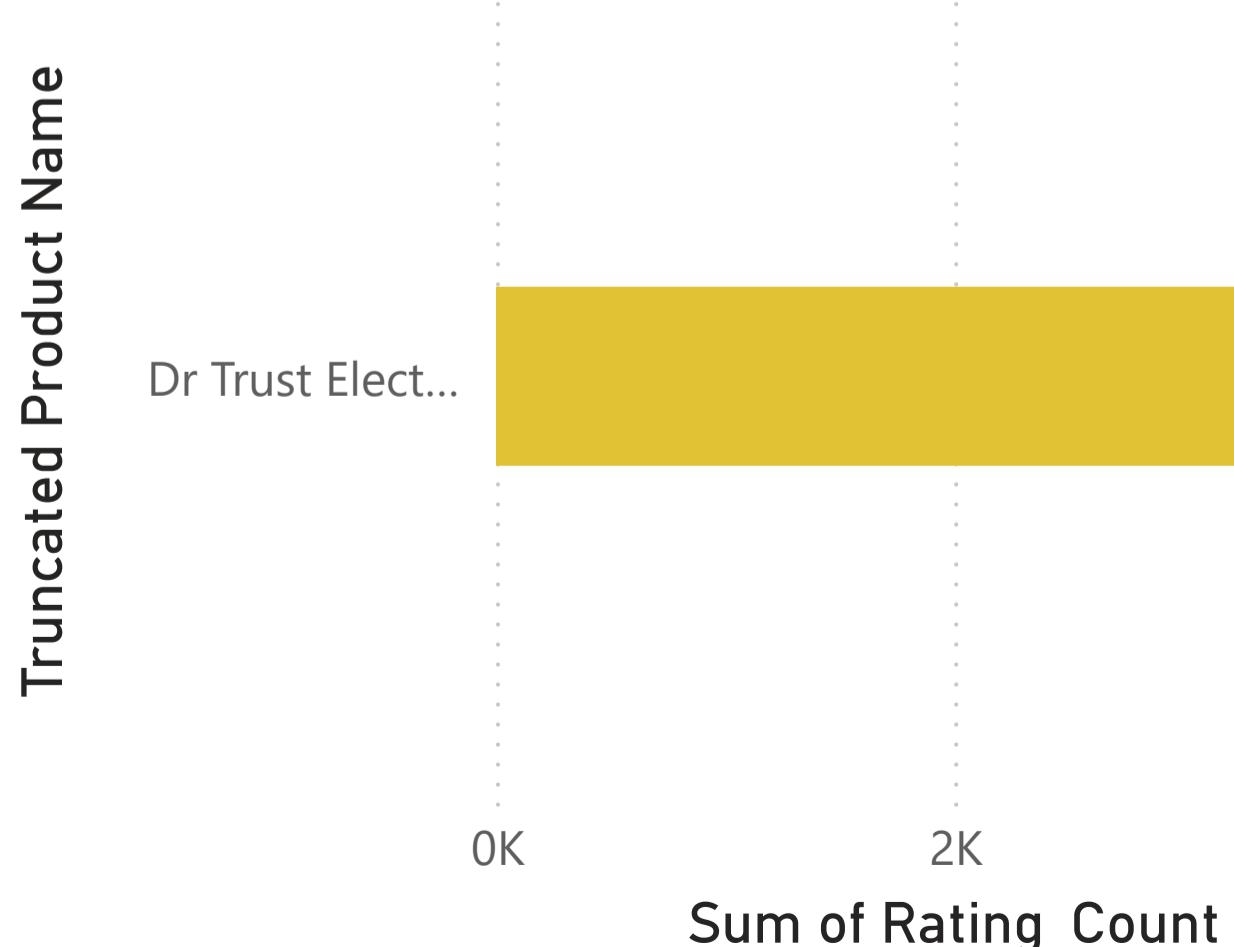
TOTAL CUSTOMER REVIEWS

4K

Top 3 Potential Revenue by Category

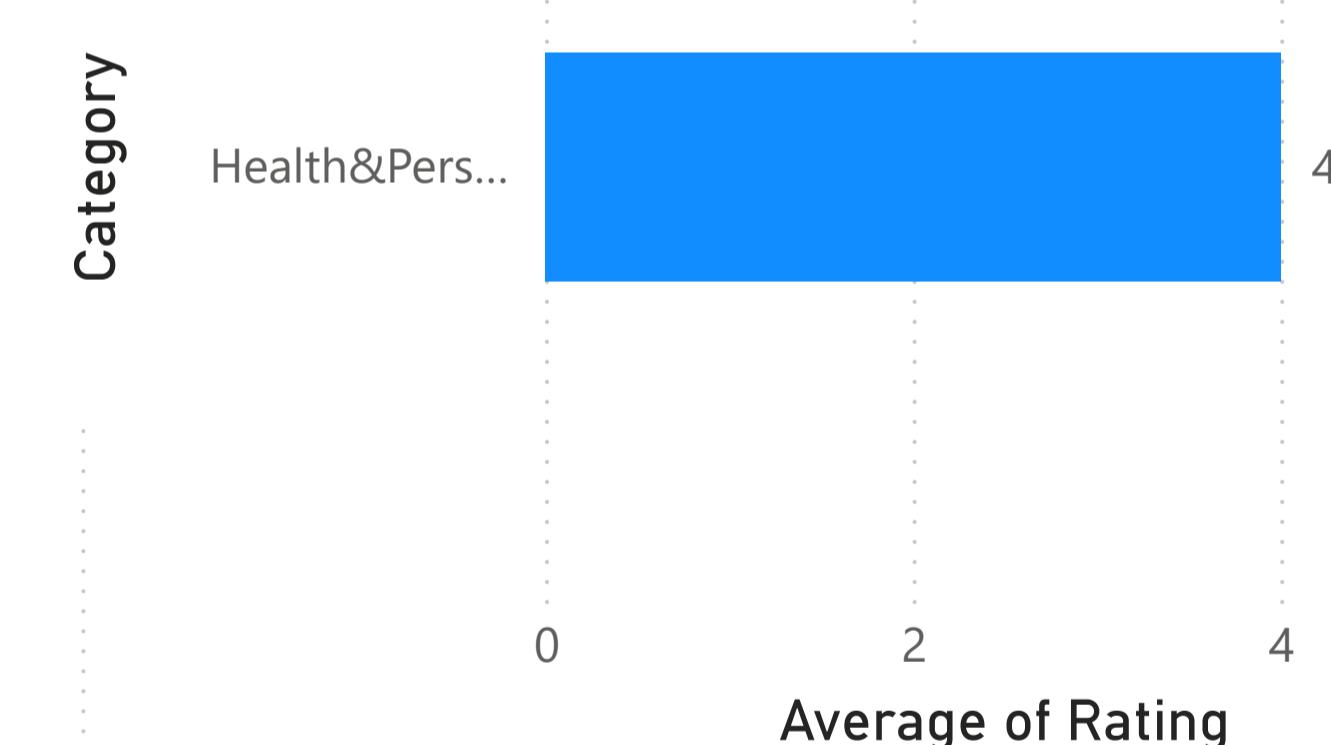


Top Products by Number of Reviews

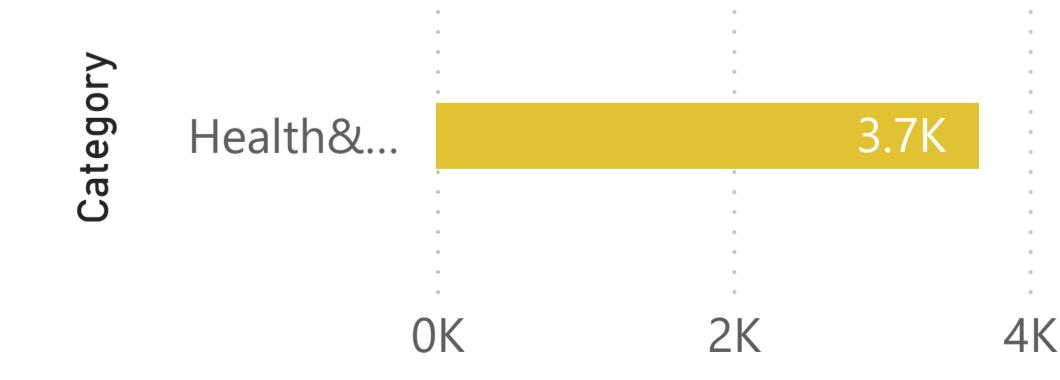


Average Customer Rating by Category

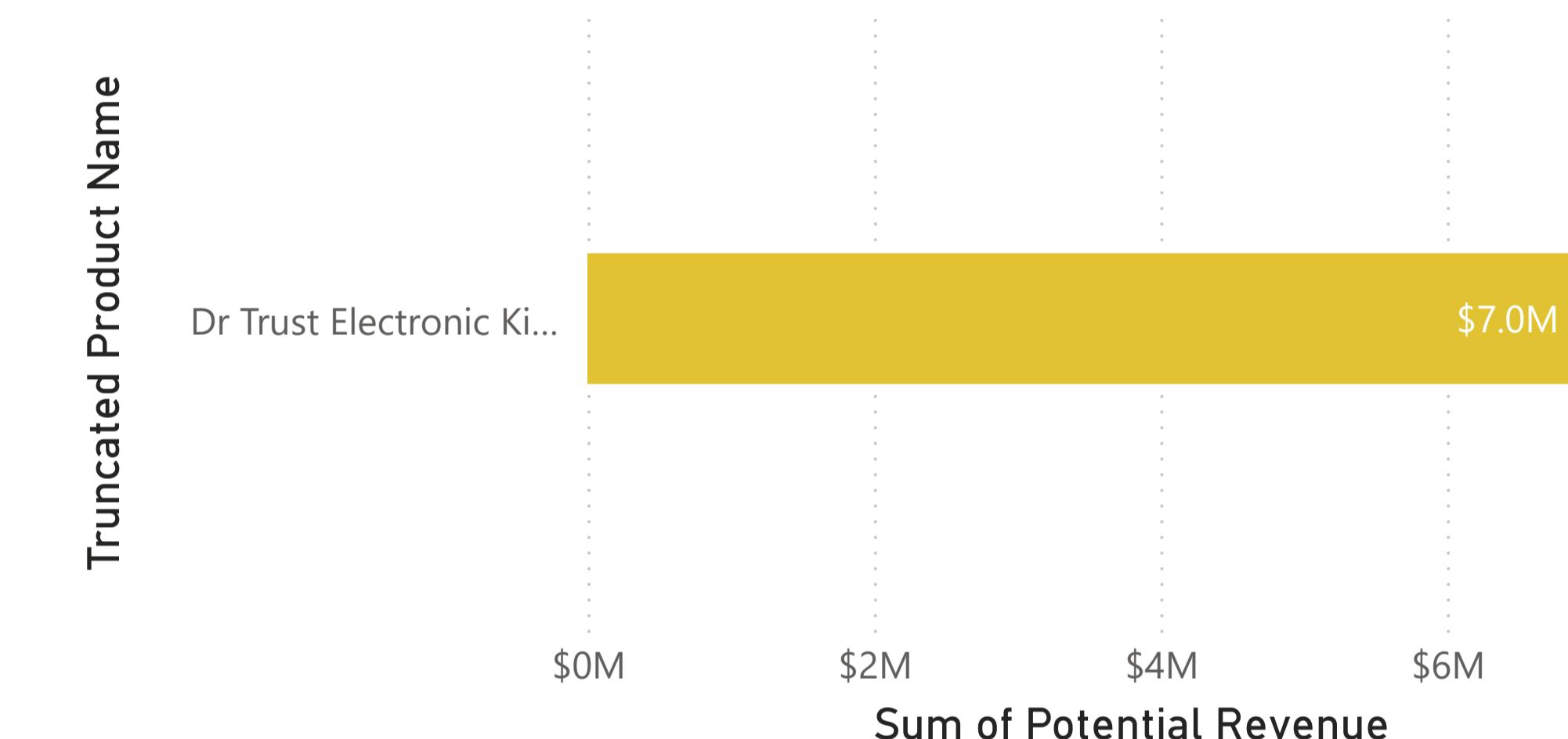
Category ● Health&PersonalCare



Top 3 Categories by Review

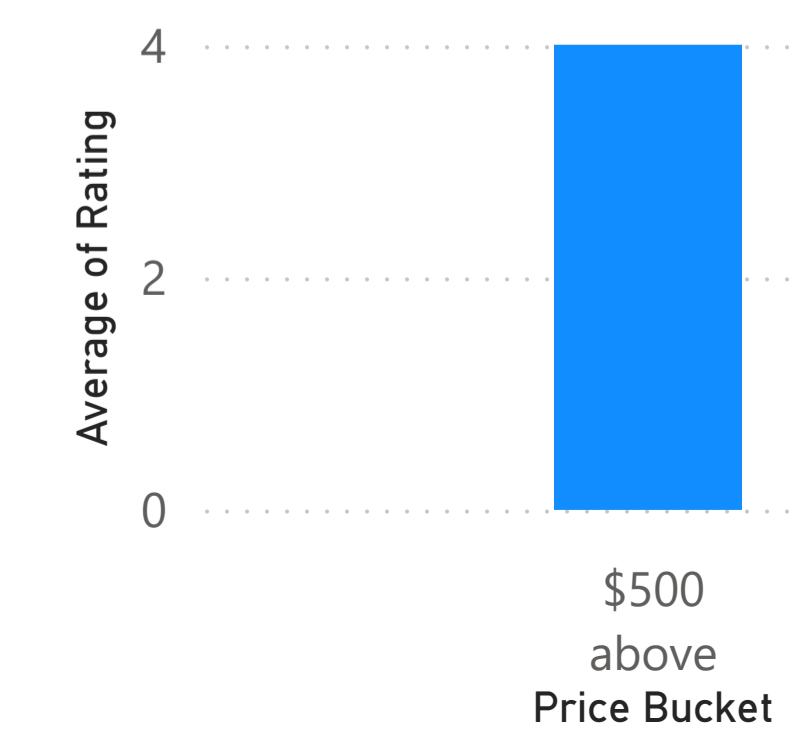


Top products by Potential Revenue



Average Rating by Price Bucket

Price B... ● \$500 above



Filter by Category

Car&Mo...	Health...	Musical...
Comput...	Home&...	OfficePr...
Electro...	Homel...	Toys&G...

AMAZON PRODUCT REVIEW CASE STUDY

TOTAL NO. OF PRODUCTS

2

TOTAL POTENTIAL REVENUE

\$151M

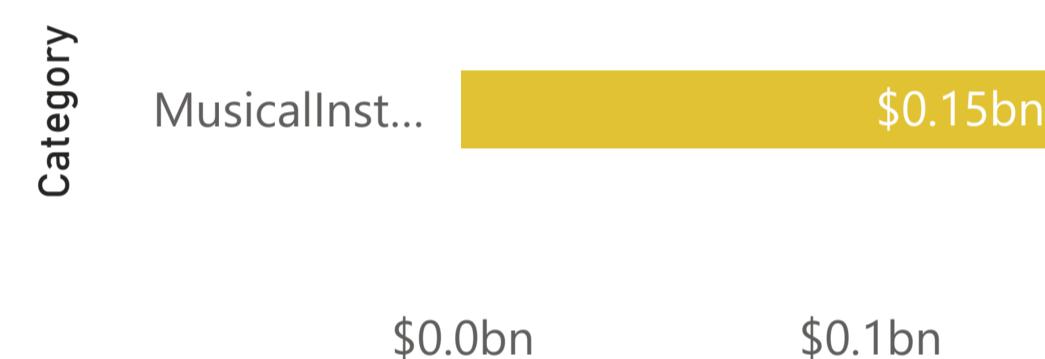
AVERAGE CUSTOMER RATING

3.90

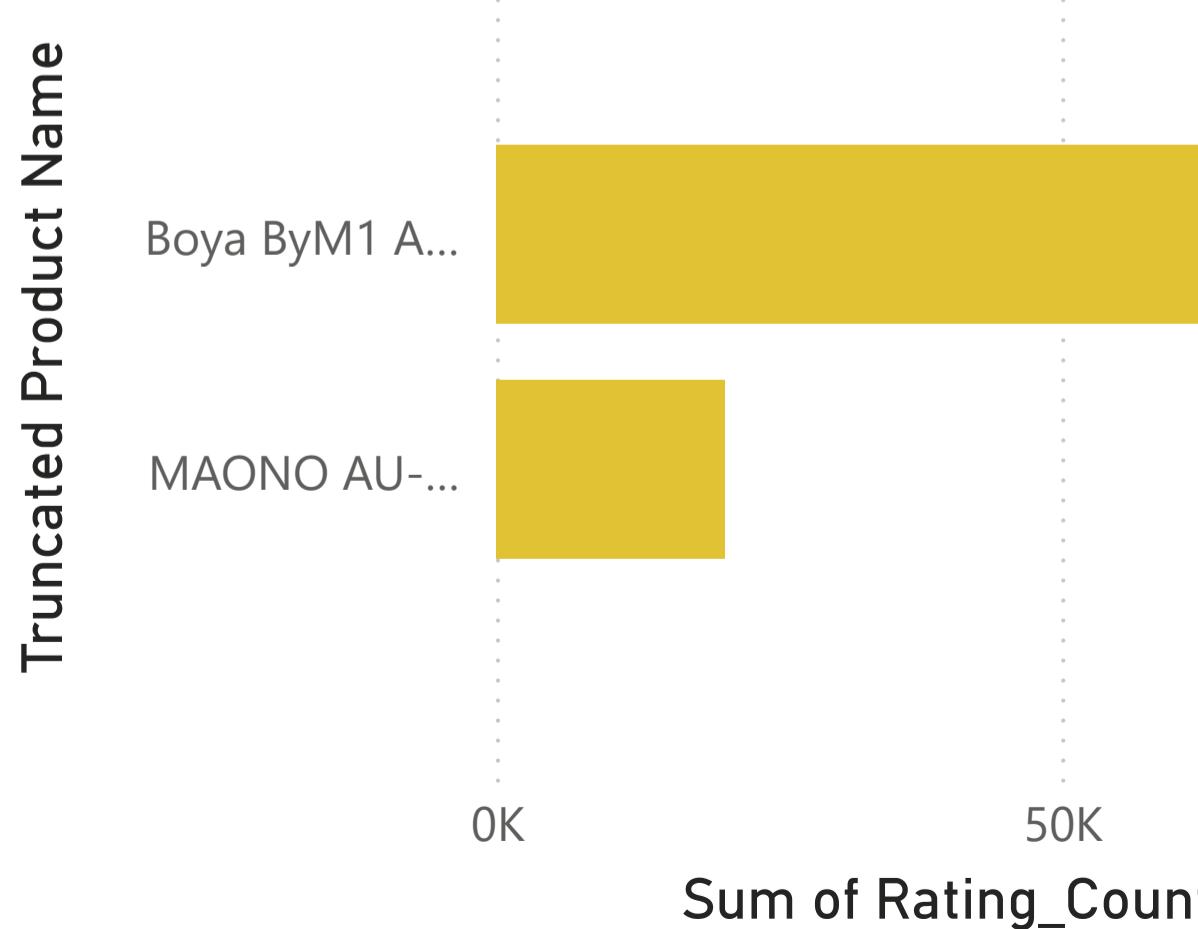
TOTAL CUSTOMER REVIEWS

89K

Top 3 Potential Revenue by Category

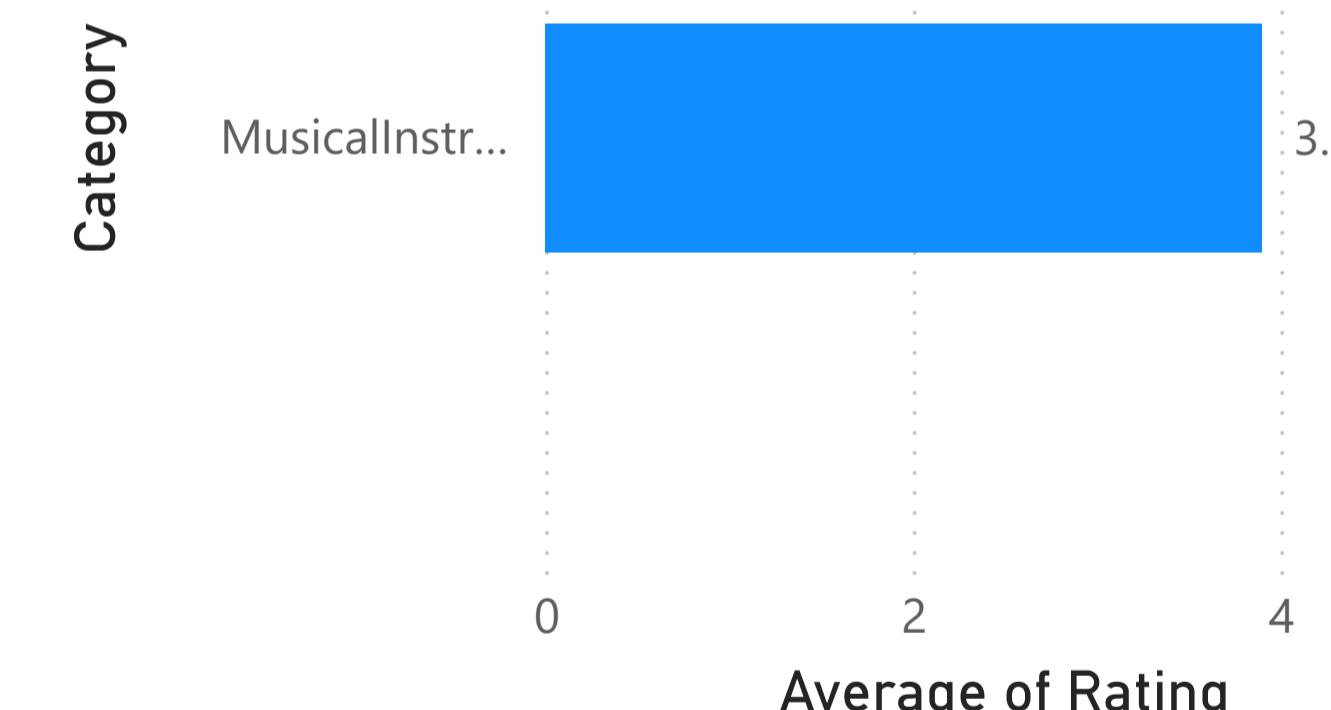


Top Products by Number of Reviews

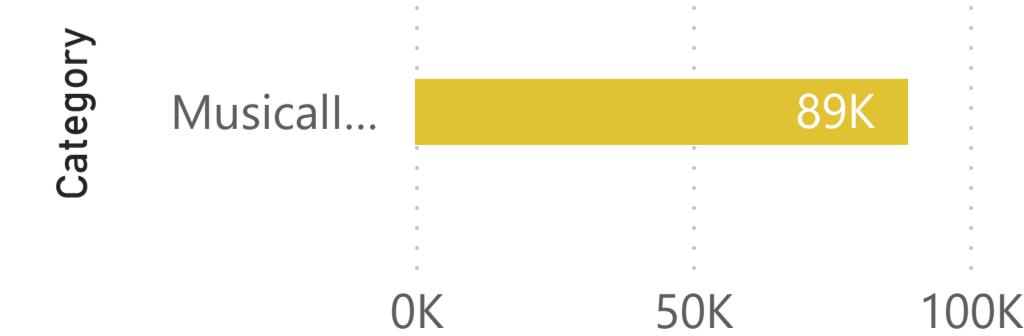


Average Customer Rating by Category

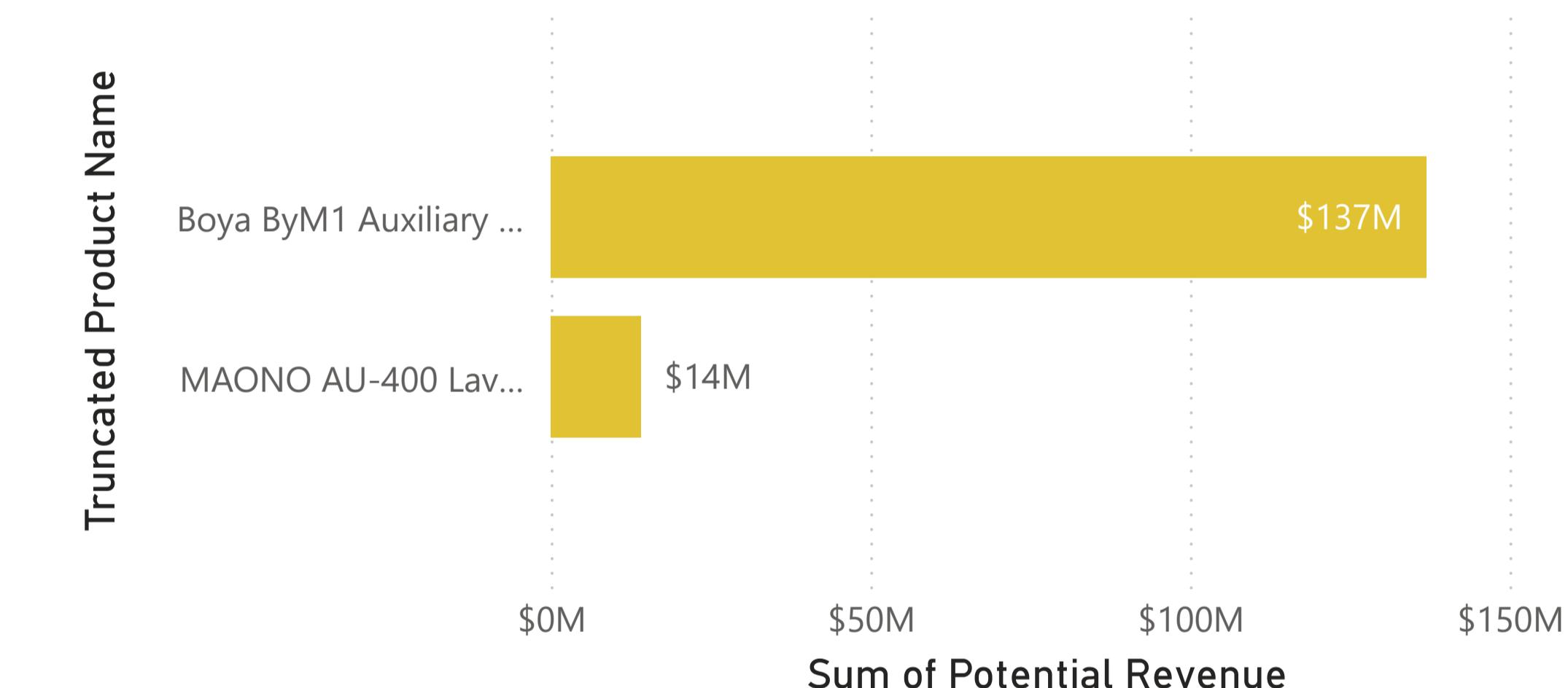
Category ● MusicalInstruments



Top 3 Categories by Review

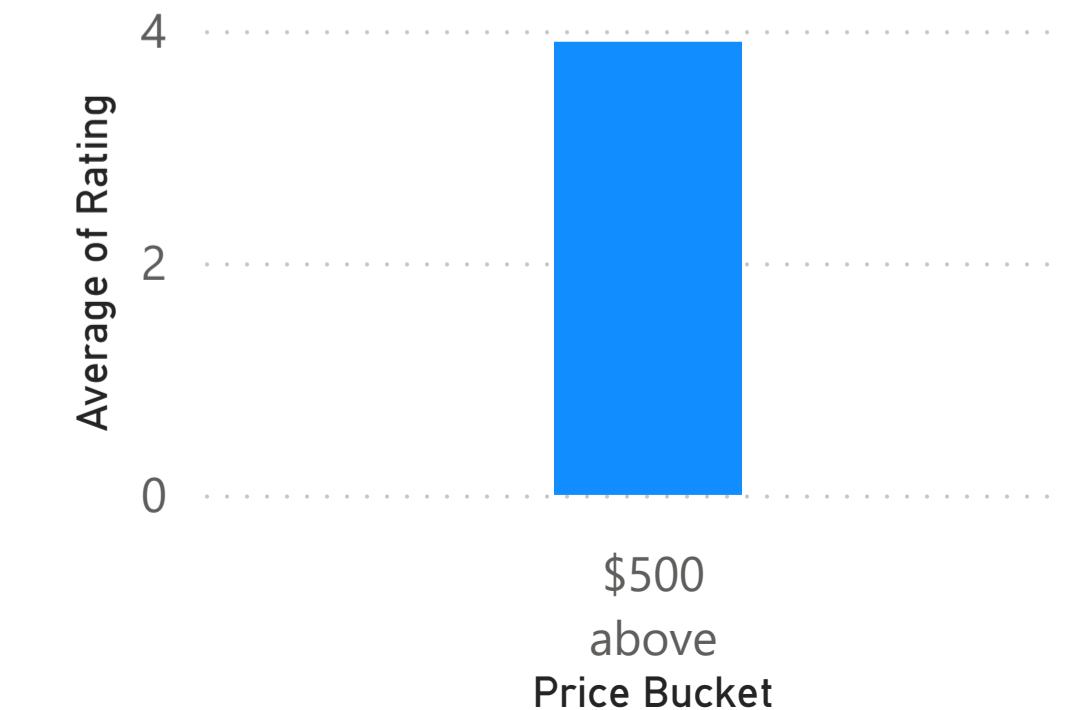


Top products by Potential Revenue



Average Rating by Price Bucket

Price B... ● \$500 above



Filter by Category

Car&Mo...	Health...	Musical...
Comput...	Home&...	OfficePr...
Electro...	Homel...	Toys&G...

AMAZON PRODUCT REVIEW CASE STUDY

TOTAL NO. OF PRODUCTS

453

TOTAL POTENTIAL REVENUE

\$13bn

AVERAGE CUSTOMER RATING

4.15

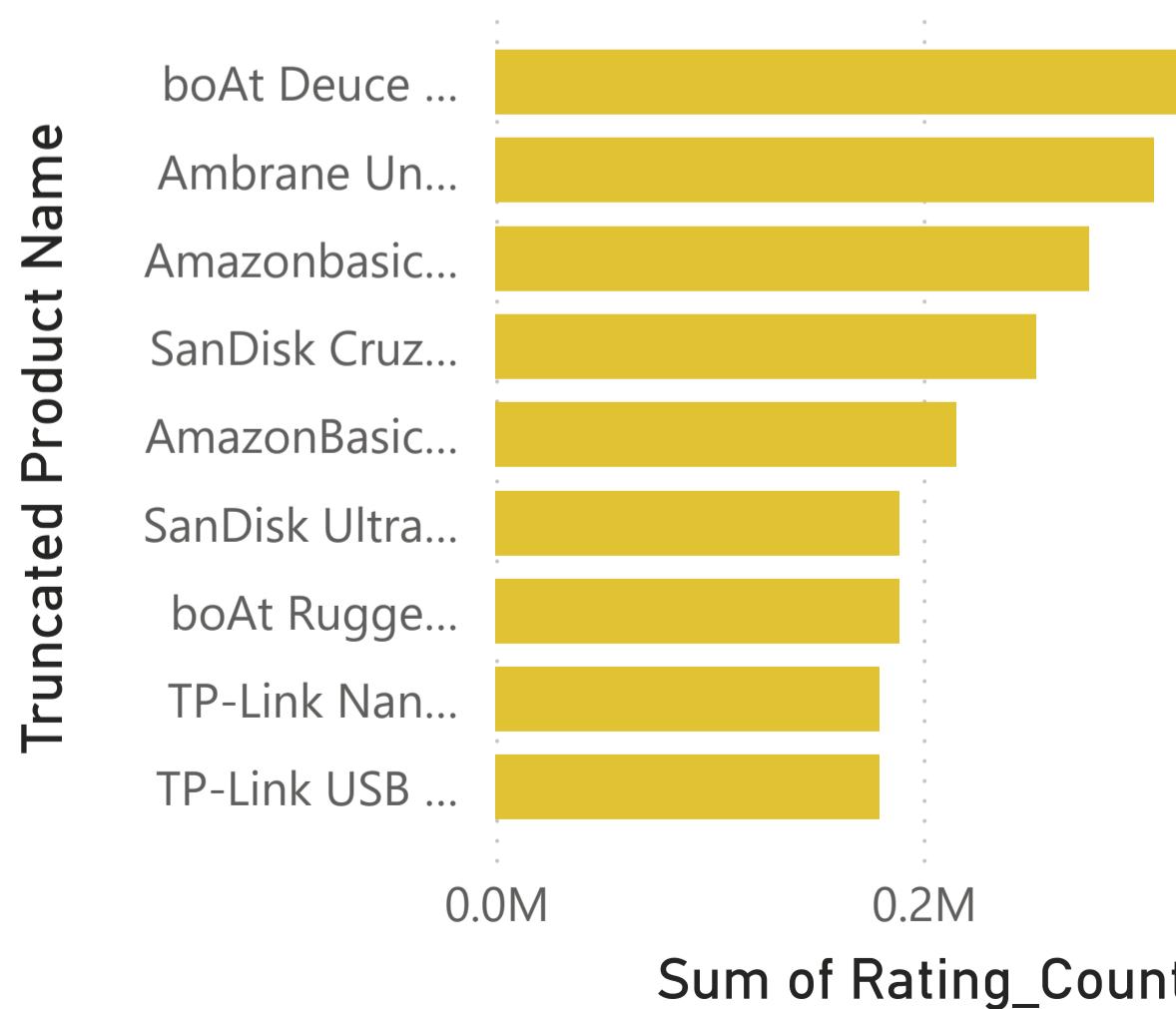
TOTAL CUSTOMER REVIEWS

8M

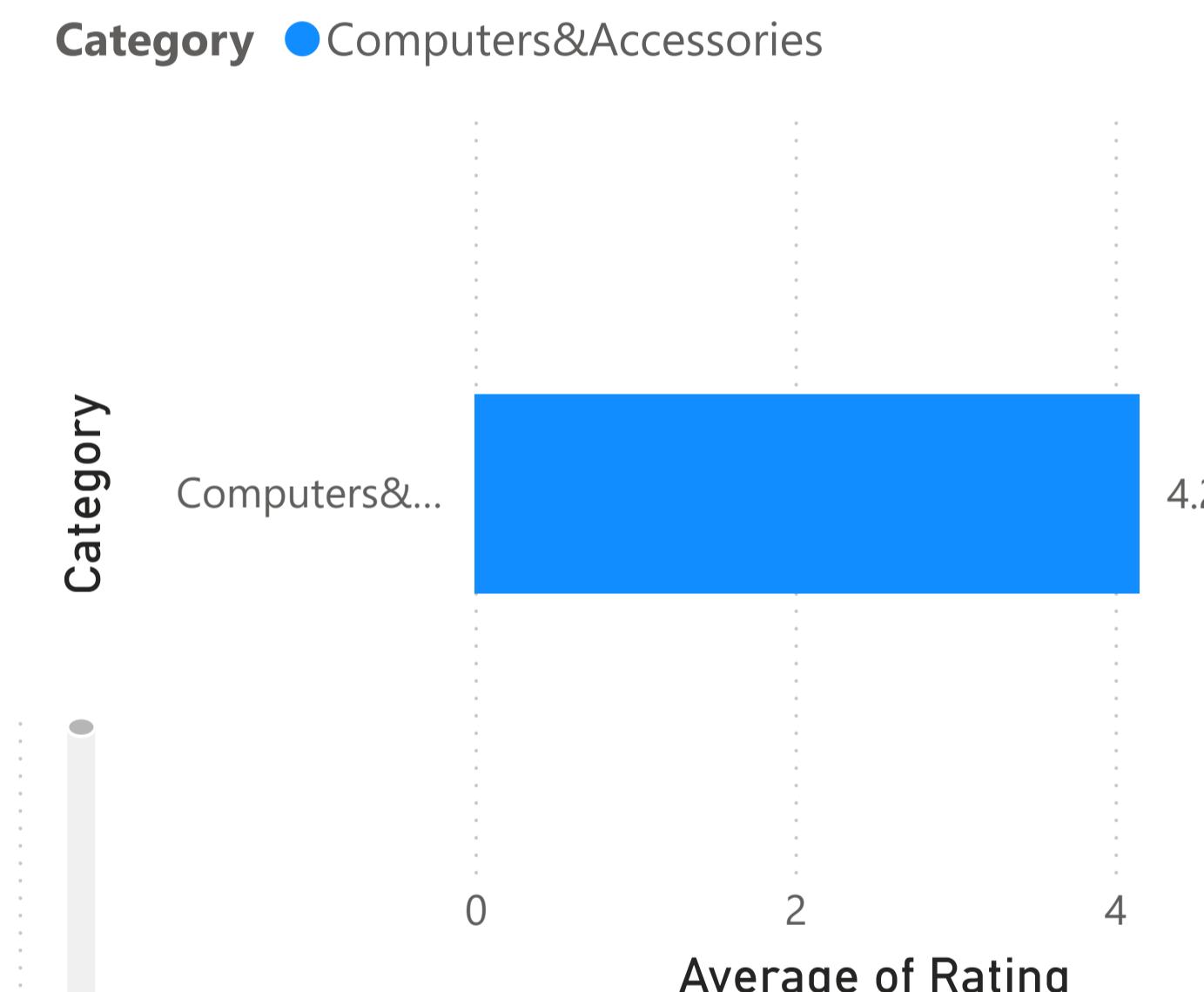
Top 3 Potential Revenue by Category



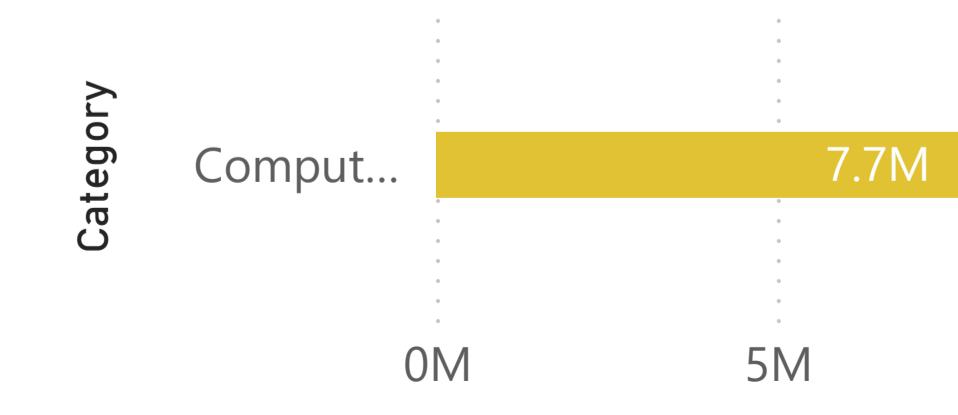
Top Products by Number of Reviews



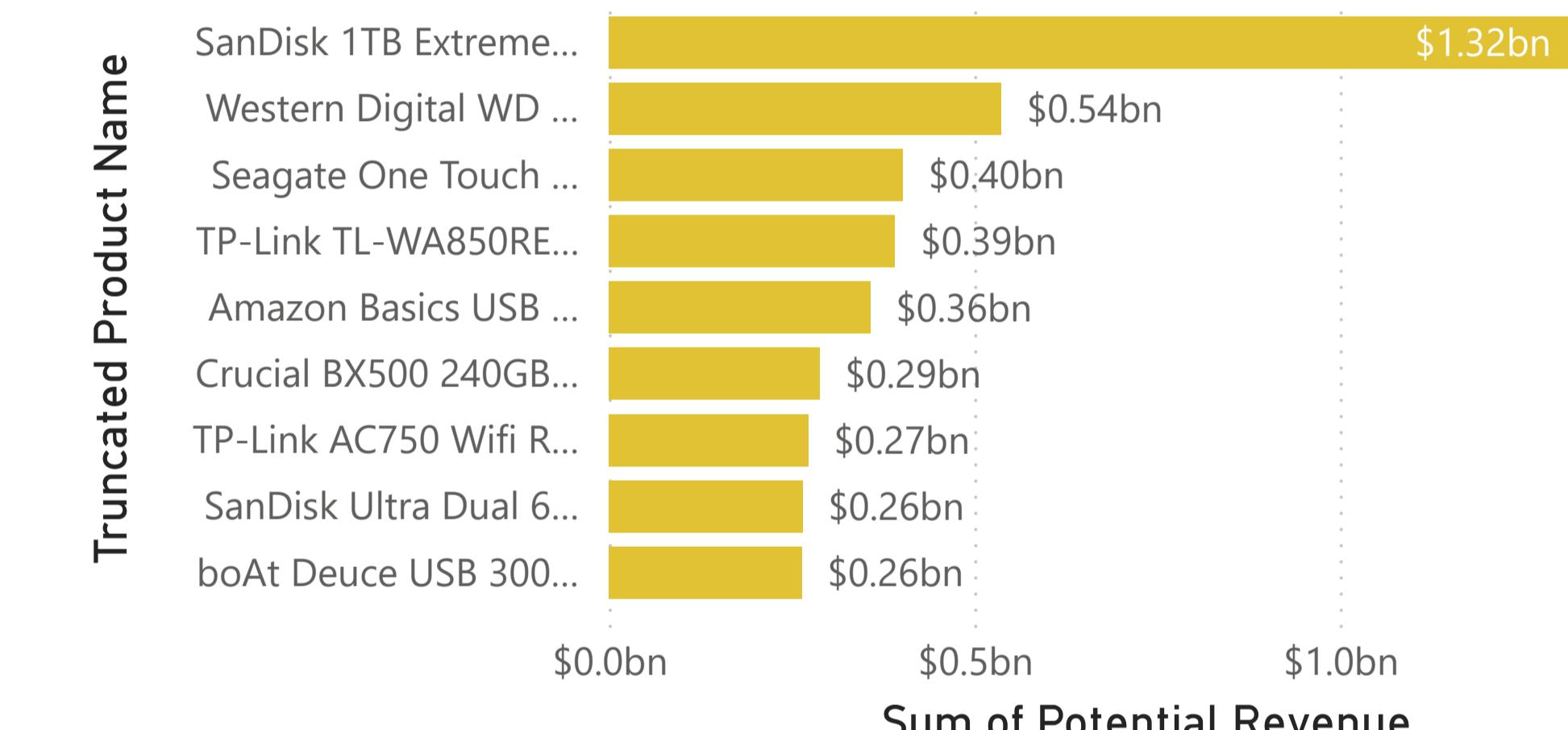
Average Customer Rating by Category



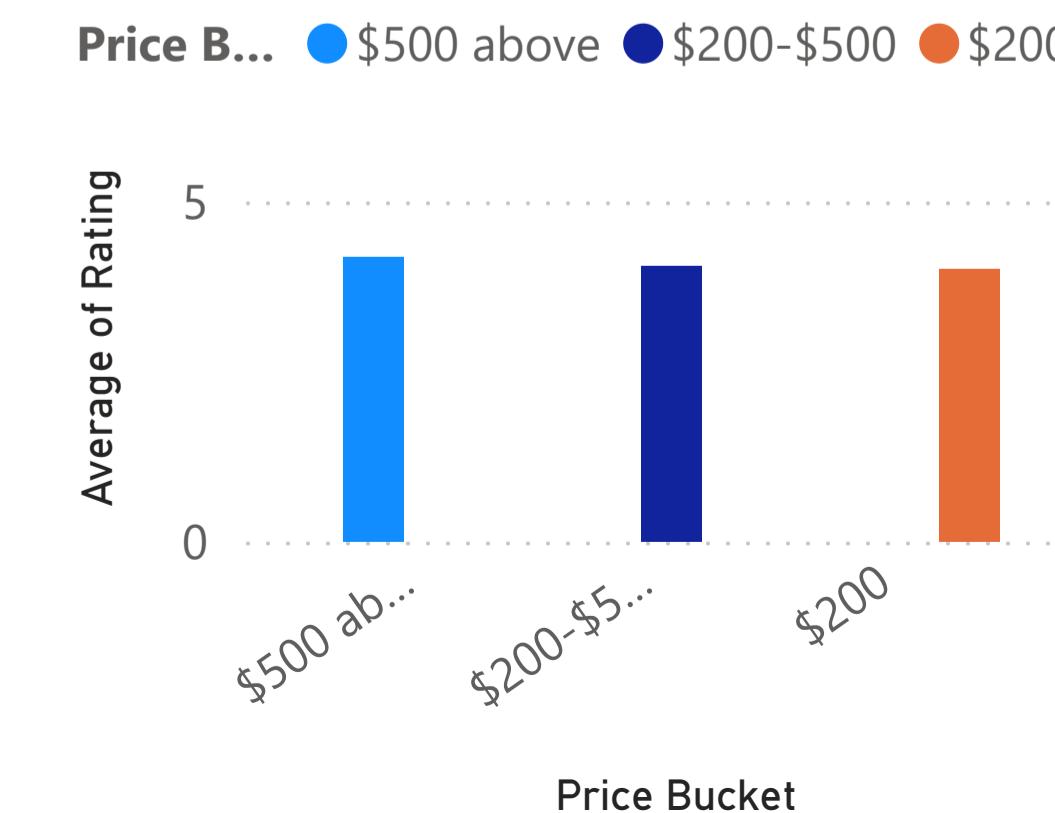
Top 3 Categories by Review



Top products by Potential Revenue



Average Rating by Price Bucket



Filter by Category

Car&Mo...	Health...	Musical...
Comput...	Home&...	OfficePr...
Electro...	Homel...	Toys&G...

AMAZON PRODUCT REVIEW CASE STUDY

TOTAL NO. OF PRODUCTS

448

TOTAL POTENTIAL REVENUE

\$10bn

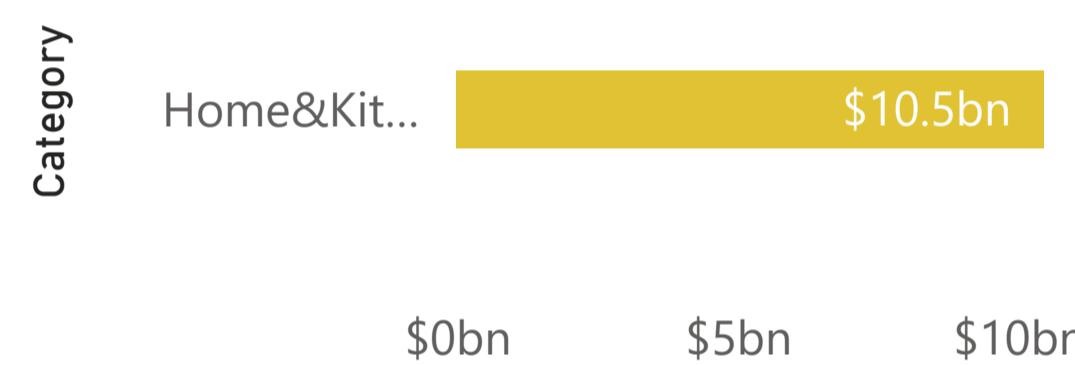
AVERAGE CUSTOMER RATING

4.03

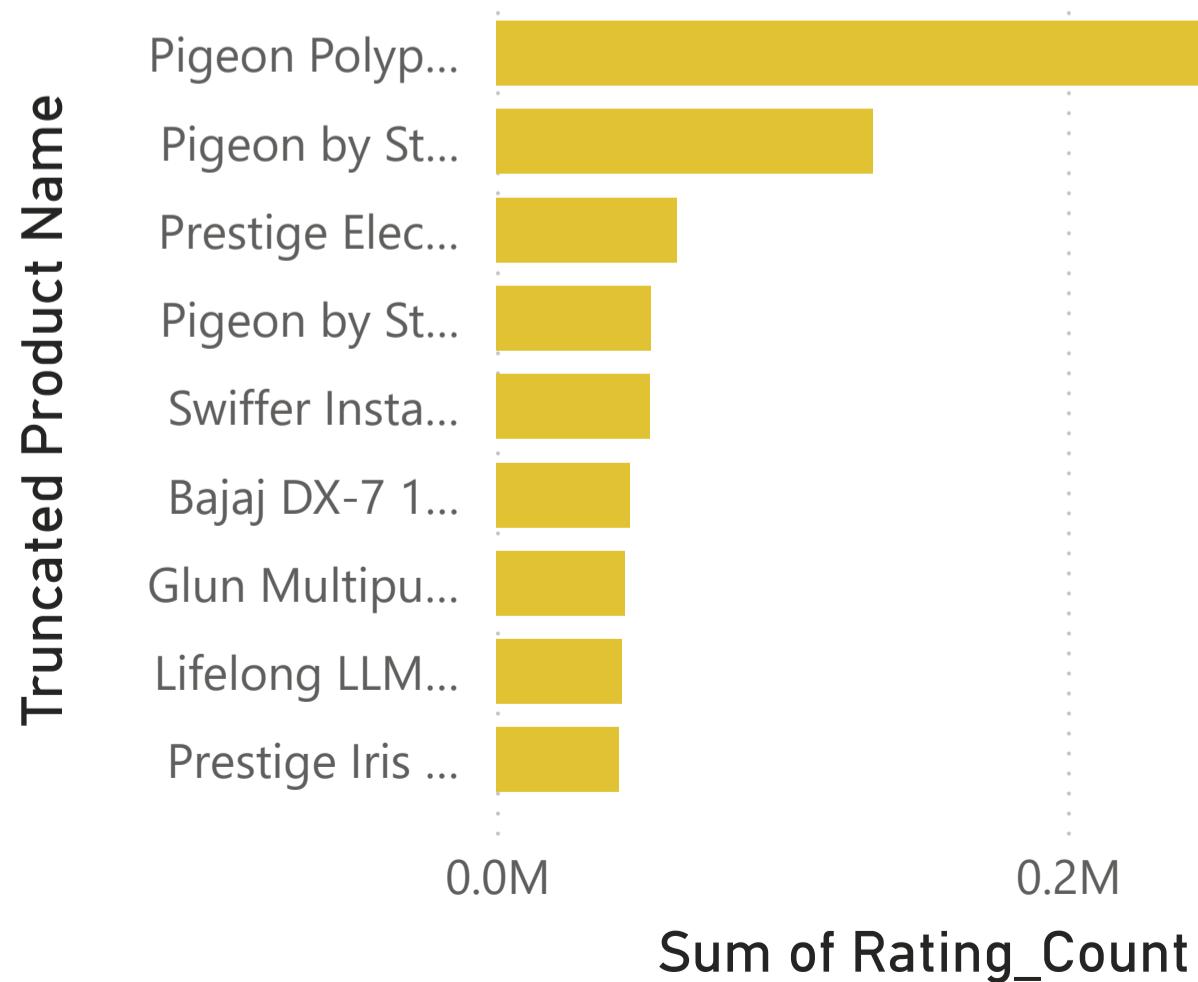
TOTAL CUSTOMER REVIEWS

3M

Top 3 Potential Revenue by Category



Top Products by Number of Reviews



Average Customer Rating by Category

Category

● Home&Kitchen

Category
Home&Kitchen

4.0

Average of Rating

Top 3 Categories by Review

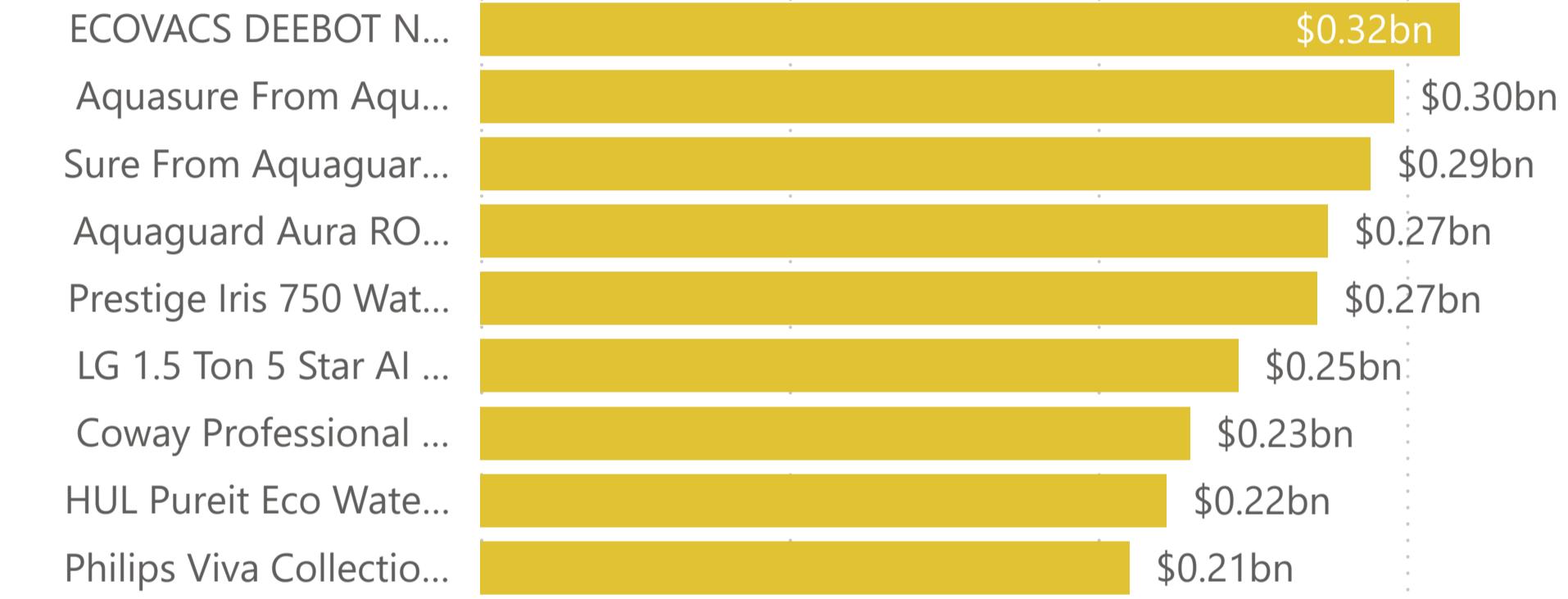
Category

Home&...

3.0M

Top products by Potential Revenue

Truncated Product Name



Average Rating by Price Bucket

Price B... ● \$200 ● \$500 above ● \$200-\$500

Average of Rating

\$200
\$500 ab...
\$200-\$5...

Price Bucket

Filter by Category

Car&Mo...	Health...	Musical...
Comput...	Home&...	OfficePr...
Electro...	Homel...	Toys&G...

AMAZON PRODUCT REVIEW CASE STUDY

TOTAL NO. OF PRODUCTS

31

TOTAL POTENTIAL REVENUE

\$61M

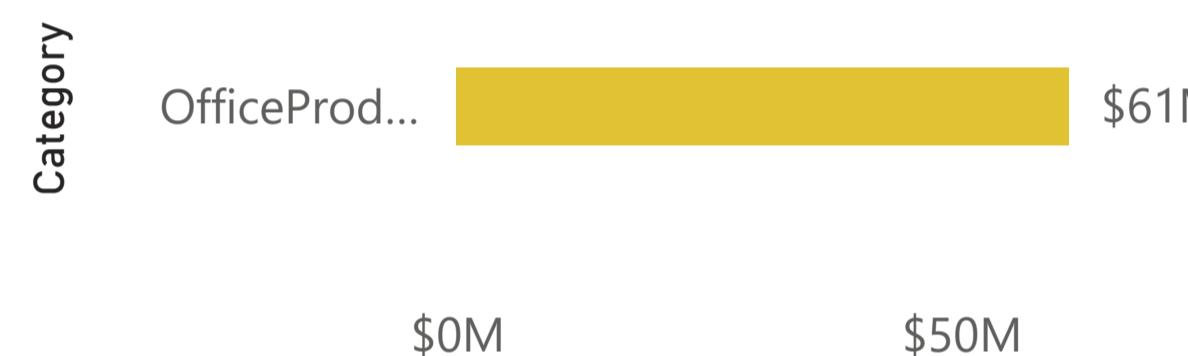
AVERAGE CUSTOMER RATING

4.31

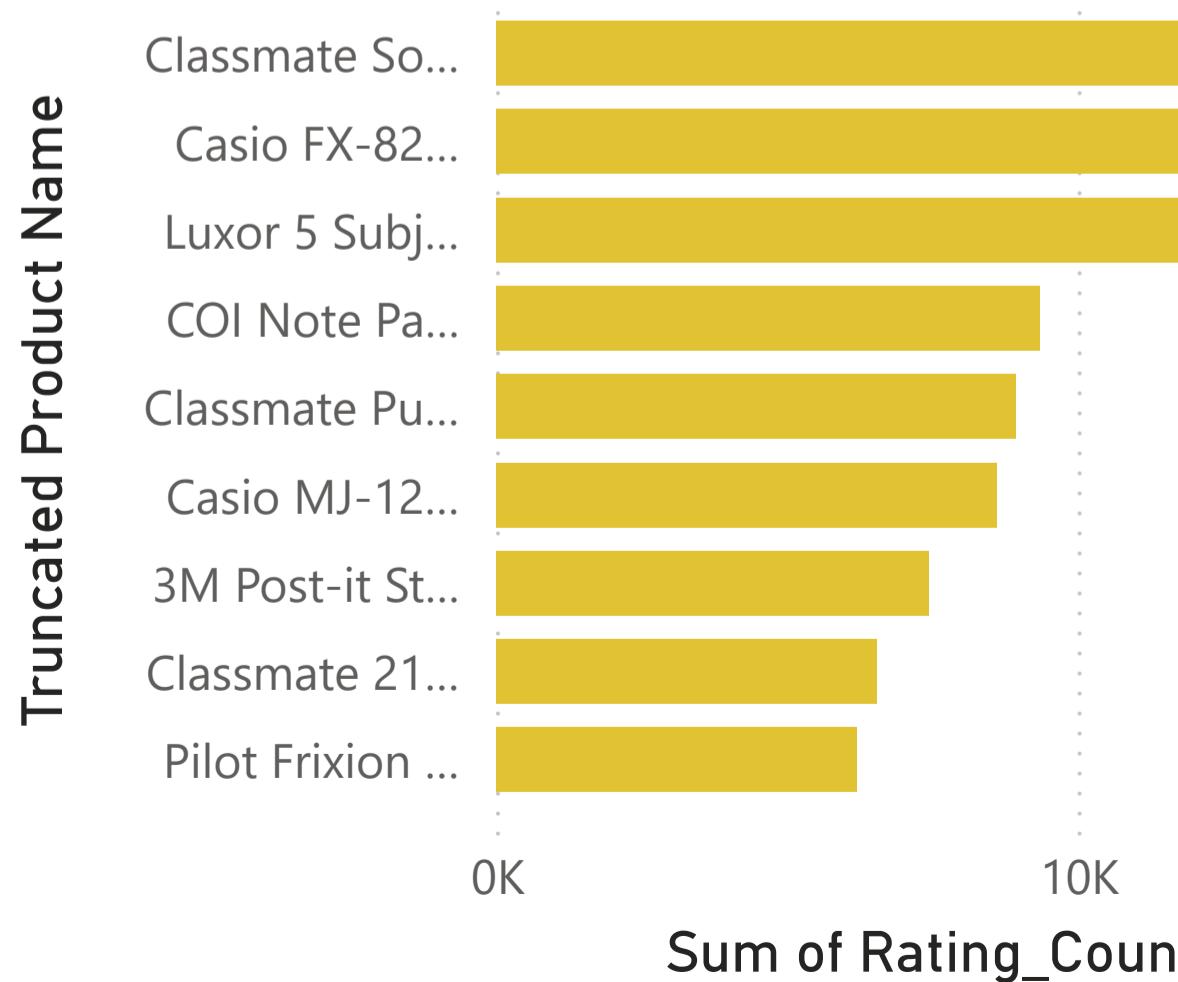
TOTAL CUSTOMER REVIEWS

150K

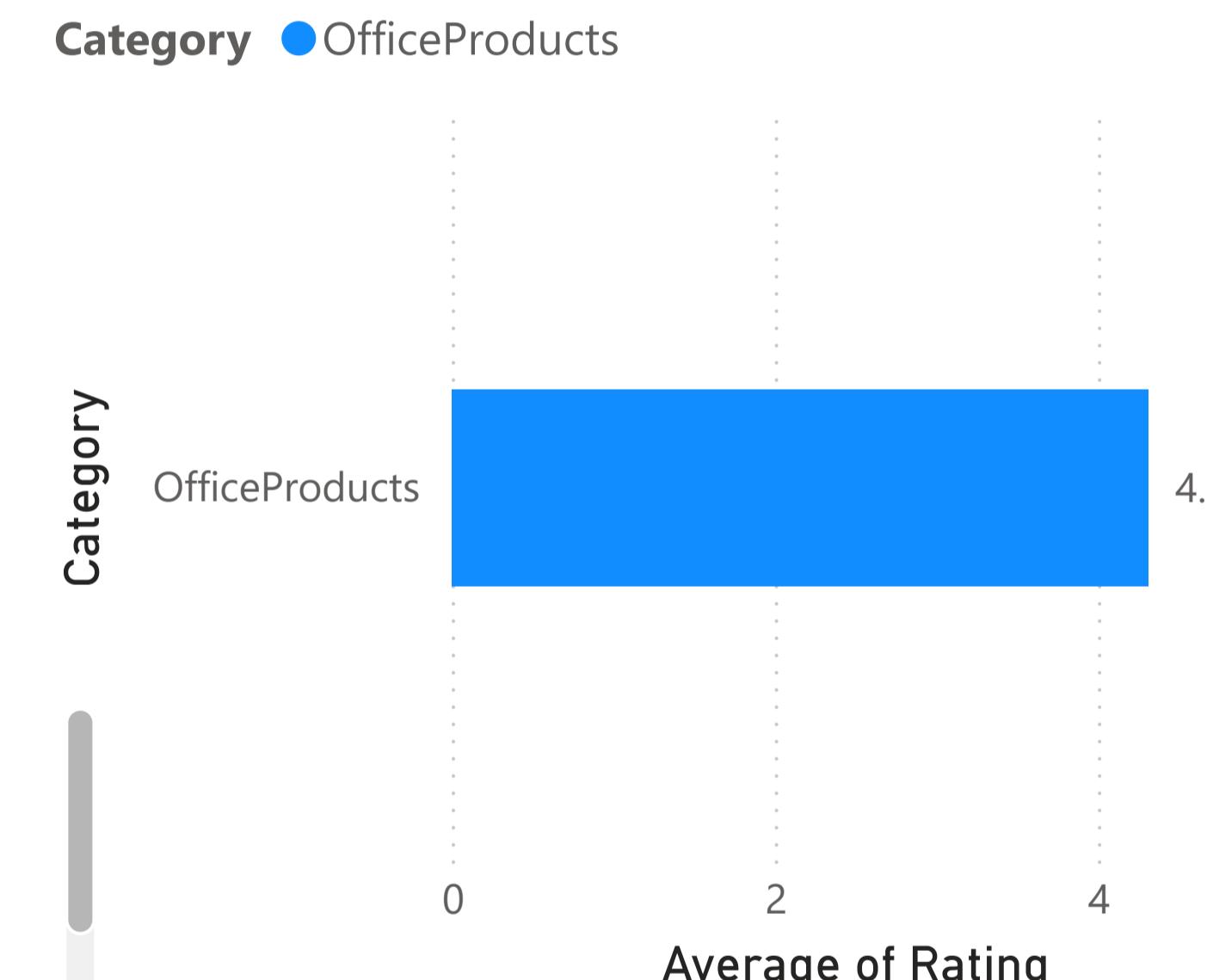
Top 3 Potential Revenue by Category



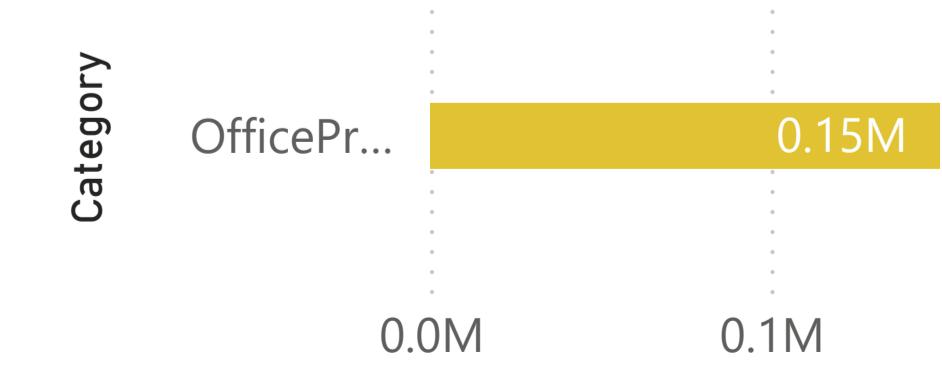
Top Products by Number of Reviews



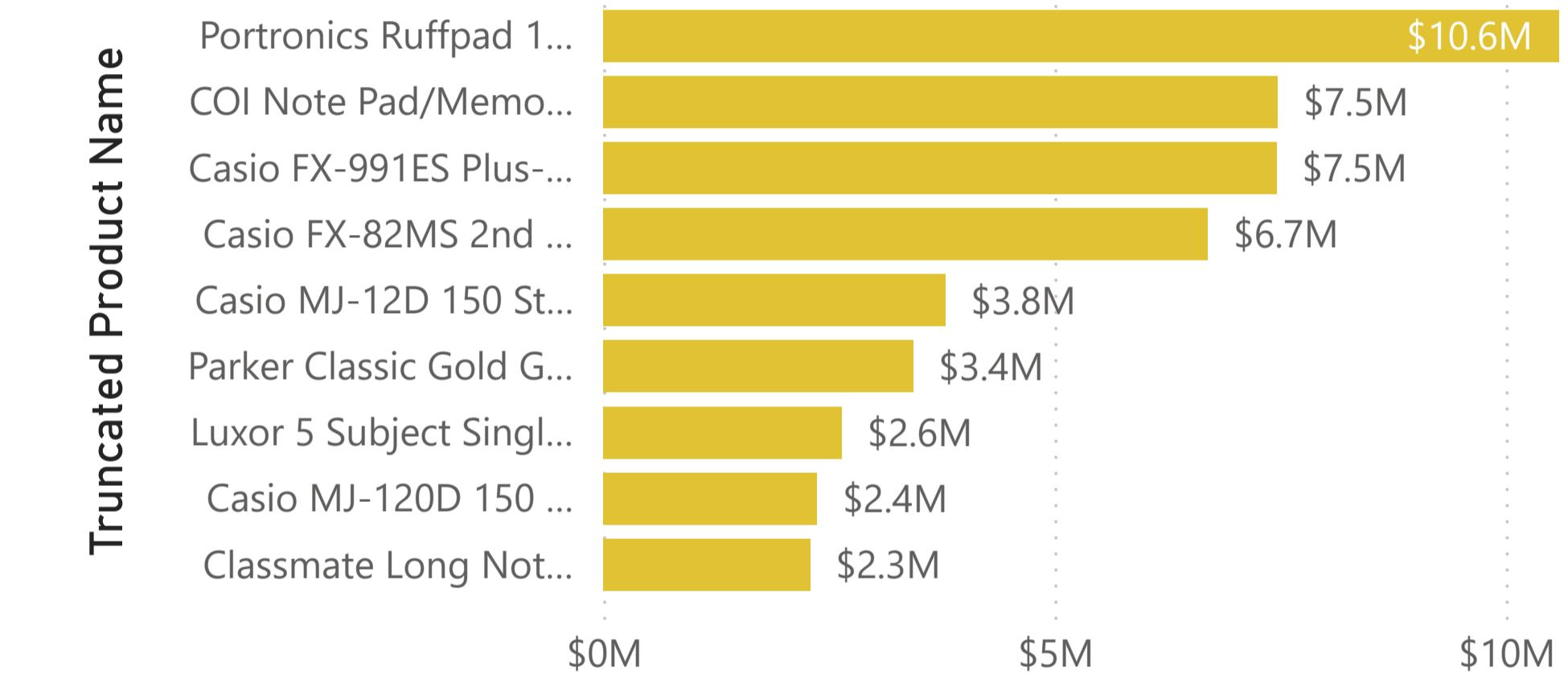
Average Customer Rating by Category



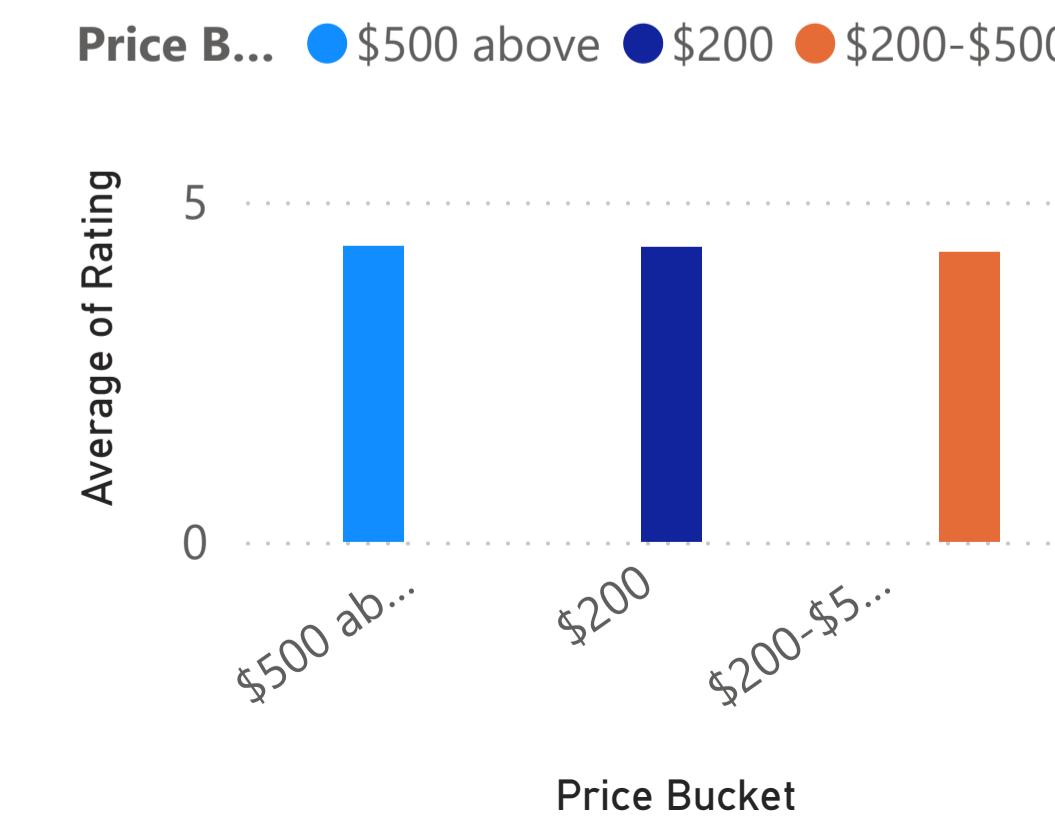
Top 3 Categories by Review



Top products by Potential Revenue



Average Rating by Price Bucket



Filter by Category

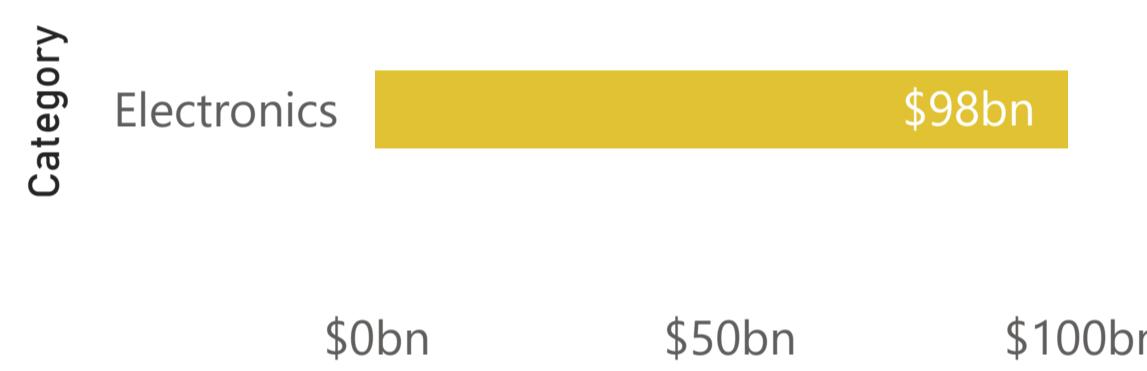
Car&Mo...	Health...	Musical...
Comput...	Home&...	OfficePr...
Electro...	Homel...	Toys&G...

AMAZON PRODUCT REVIEW CASE STUDY

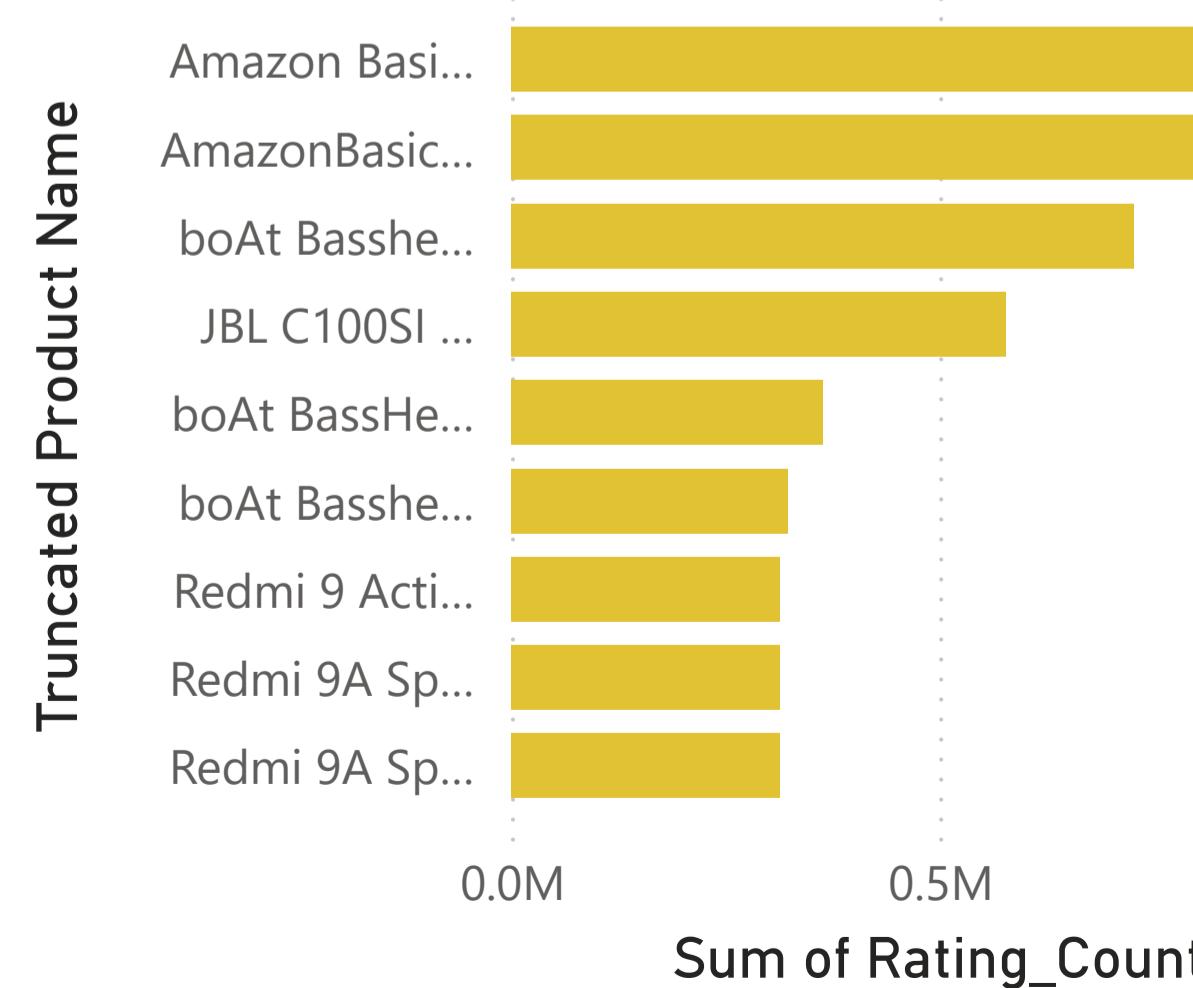
TOTAL NO. OF PRODUCTS

526

Top 3 Potential Revenue by Category



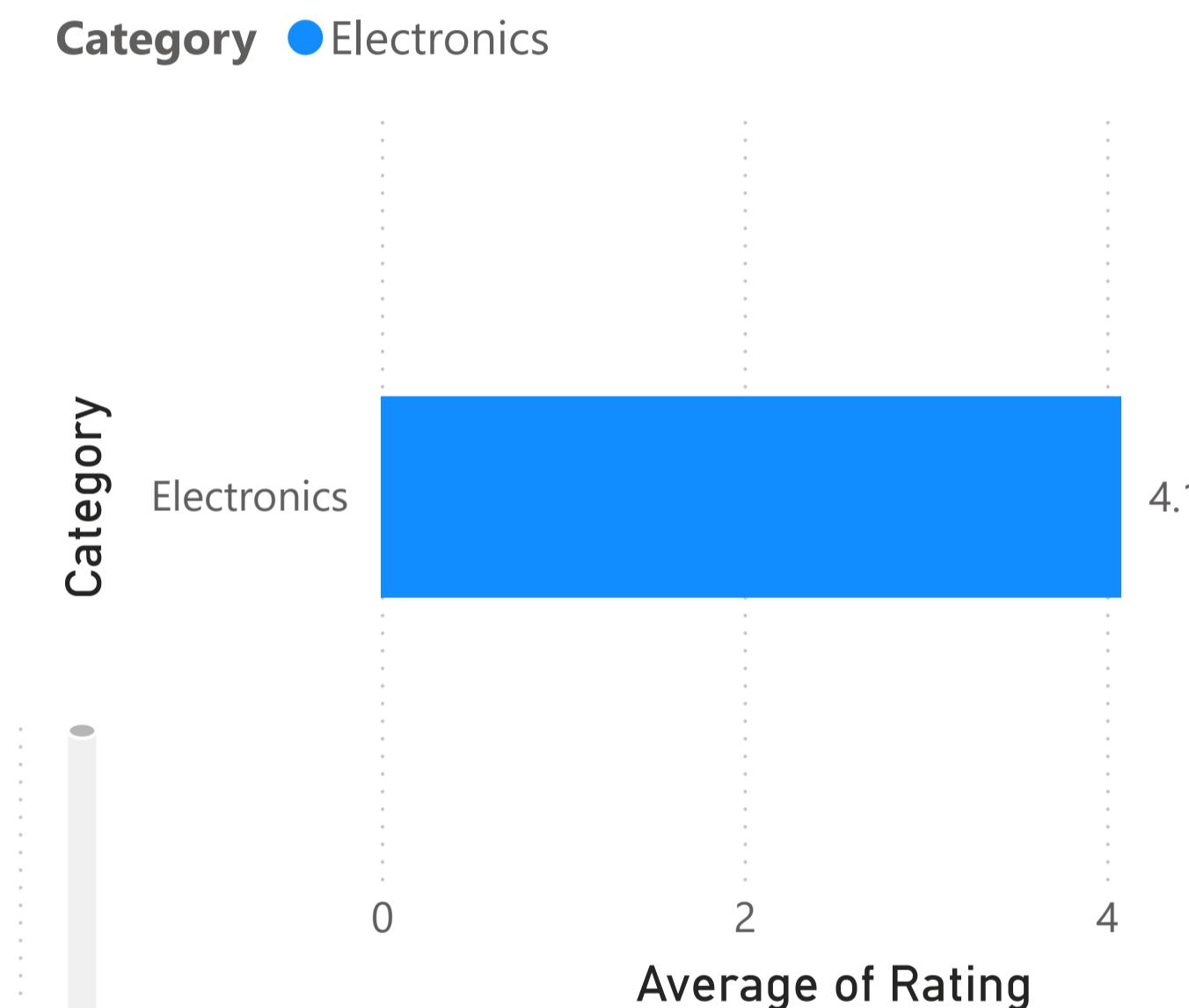
Top Products by Number of Reviews



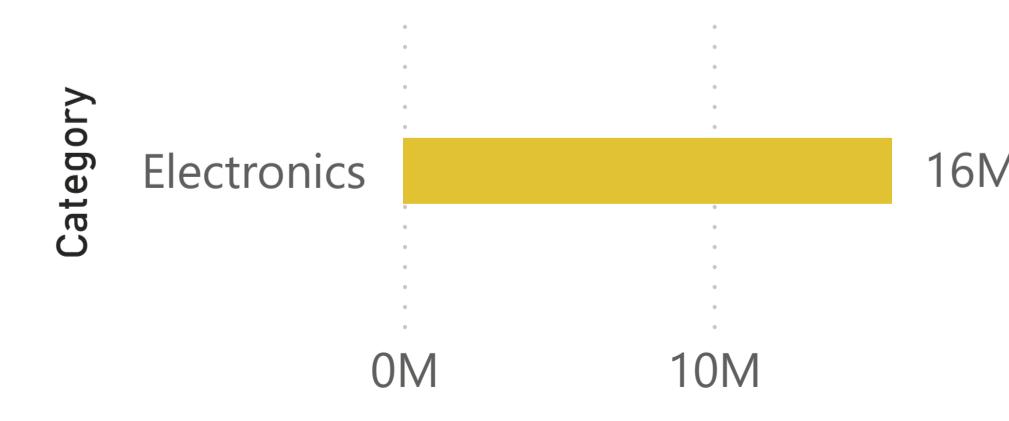
TOTAL POTENTIAL REVENUE

\$98bn

Average Customer Rating by Category



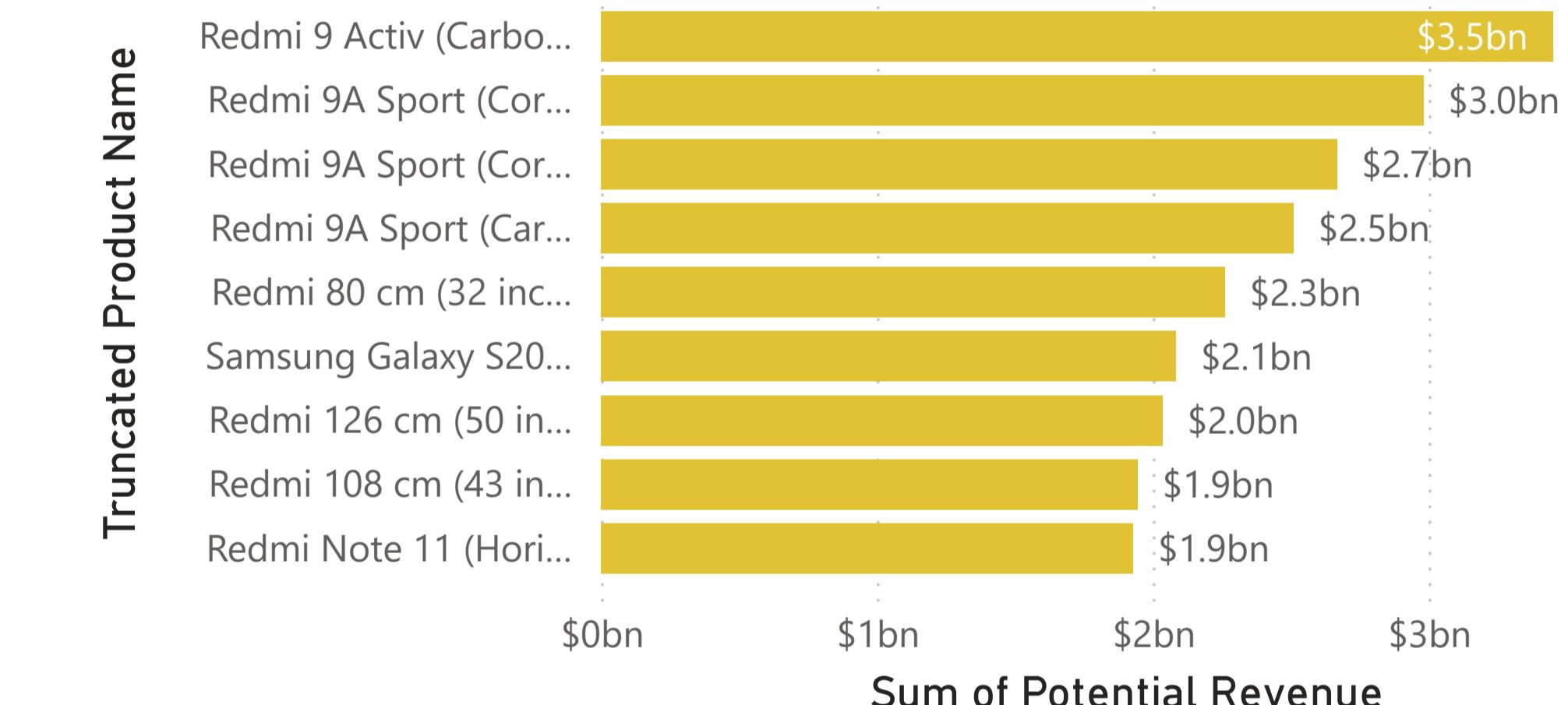
Top 3 Categories by Review



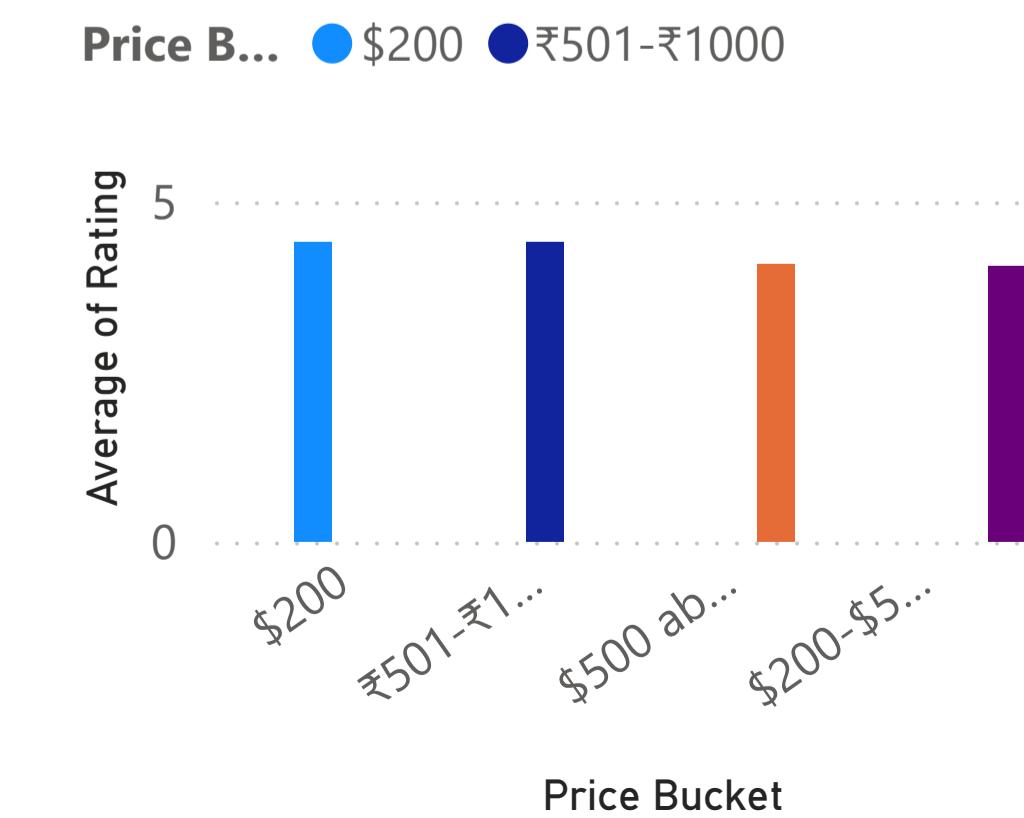
AVERAGE CUSTOMER RATING

4.08

Top products by Potential Revenue



Average Rating by Price Bucket



TOTAL CUSTOMER REVIEWS

16M

Filter by Category

Car&Mo...	Health...	Musical...
Comput...	Home&...	OfficePr...
Electro...	Homel...	Toys&G...

AMAZON PRODUCT REVIEW CASE STUDY

TOTAL NO. OF PRODUCTS

2

TOTAL POTENTIAL REVENUE

\$6M

AVERAGE CUSTOMER RATING

4.25

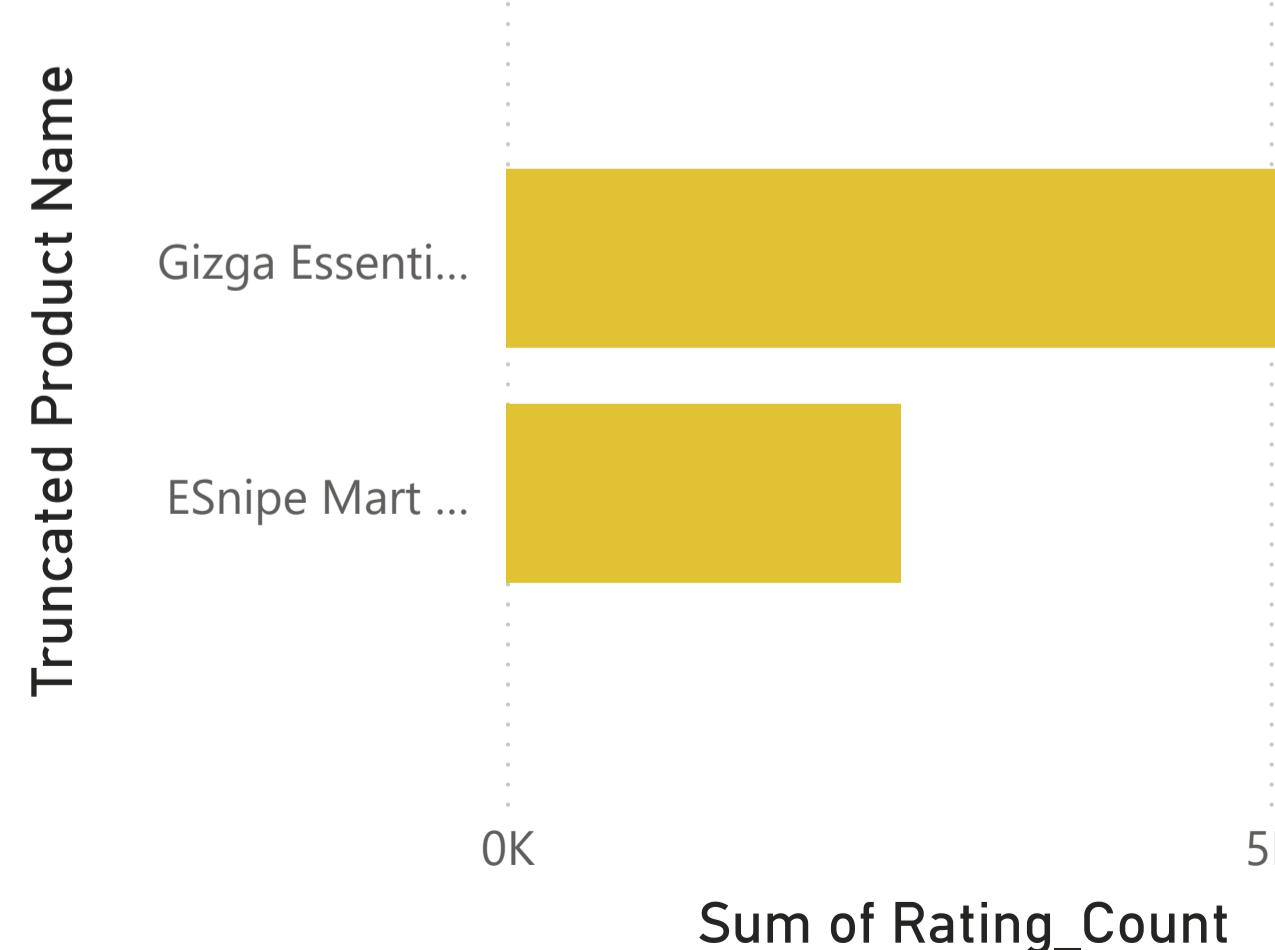
TOTAL CUSTOMER REVIEWS

9K

Top 3 Potential Revenue by Category

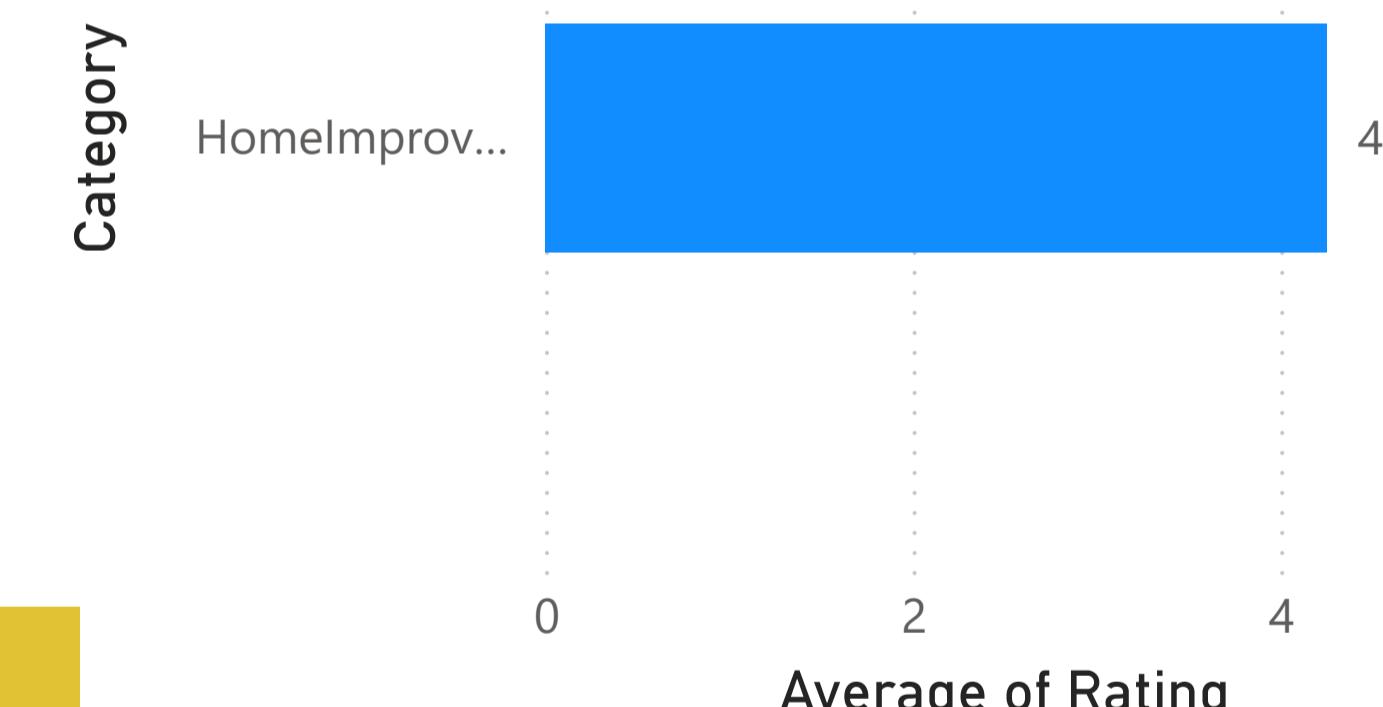


Top Products by Number of Reviews

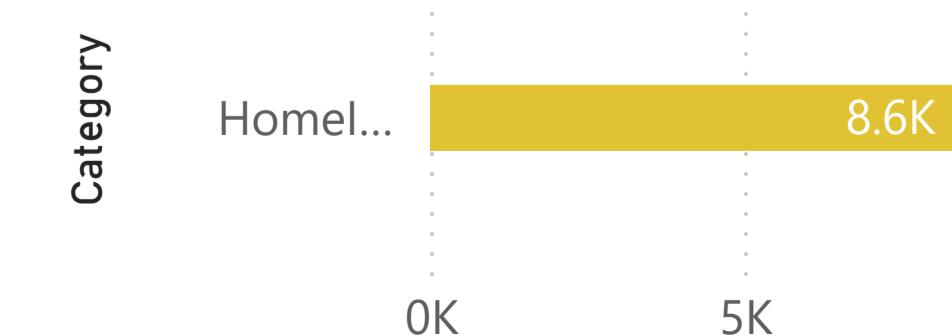


Average Customer Rating by Category

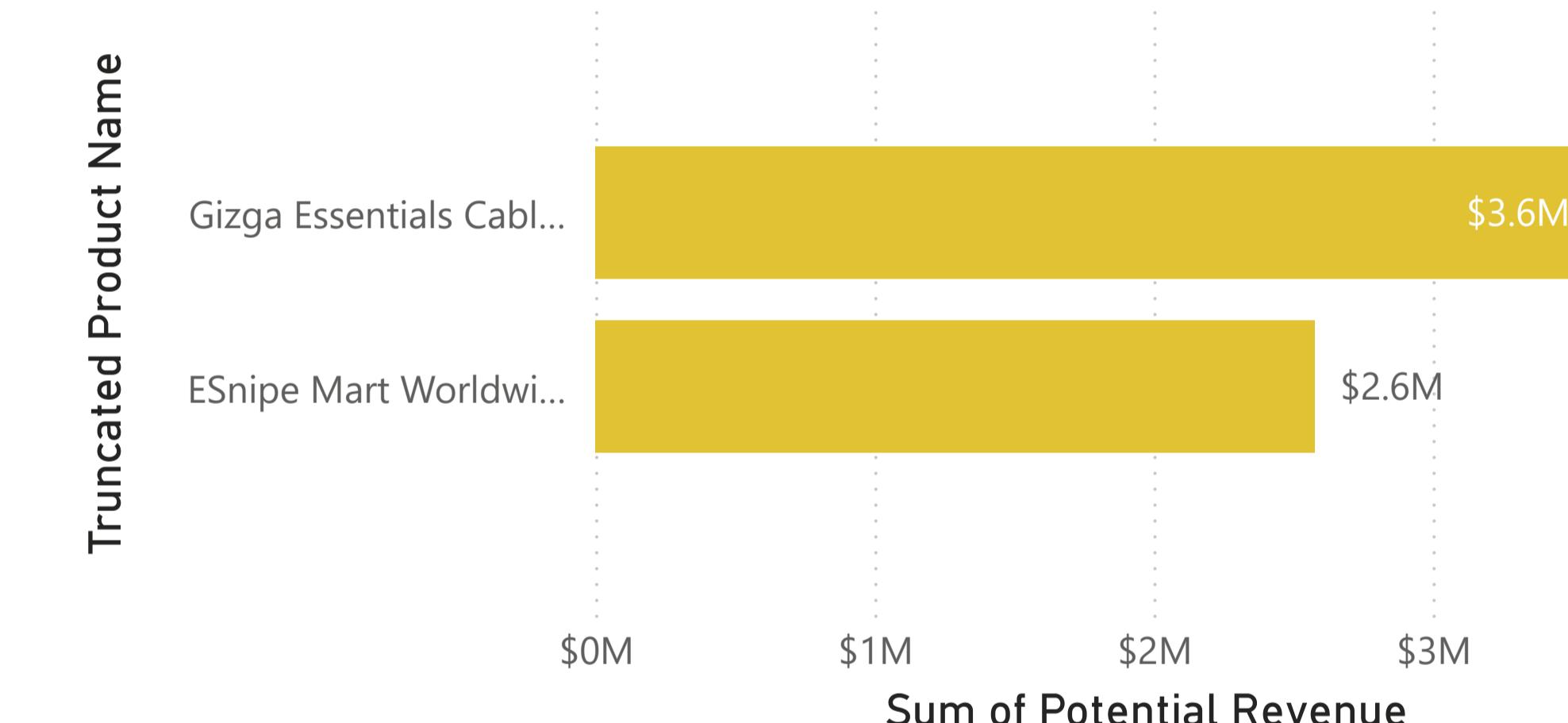
Category ● HomeImprovement



Top 3 Categories by Review

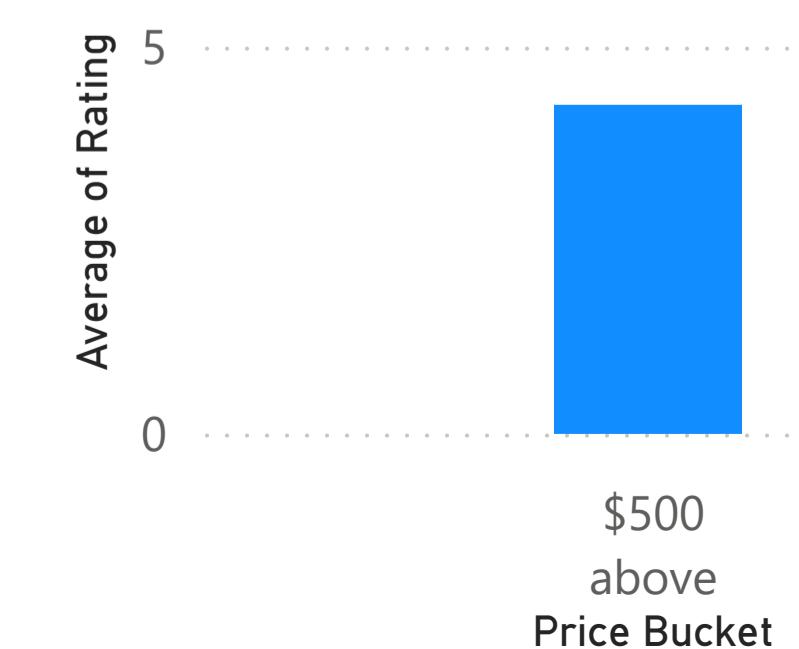


Top products by Potential Revenue



Average Rating by Price Bucket

Price B... ● \$500 above



Filter by Category

Car&Mo...	Health...	Musical...
Comput...	Home&...	OfficePr...
Electro...	HomeL...	Toys&G...

AMAZON PRODUCT REVIEW CASE STUDY

TOTAL NO. OF PRODUCTS

1

TOTAL POTENTIAL REVENUE

\$2M

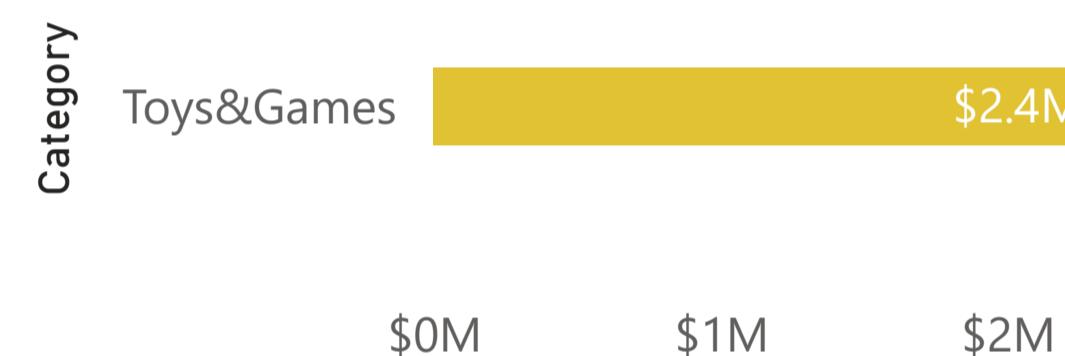
AVERAGE CUSTOMER RATING

4.30

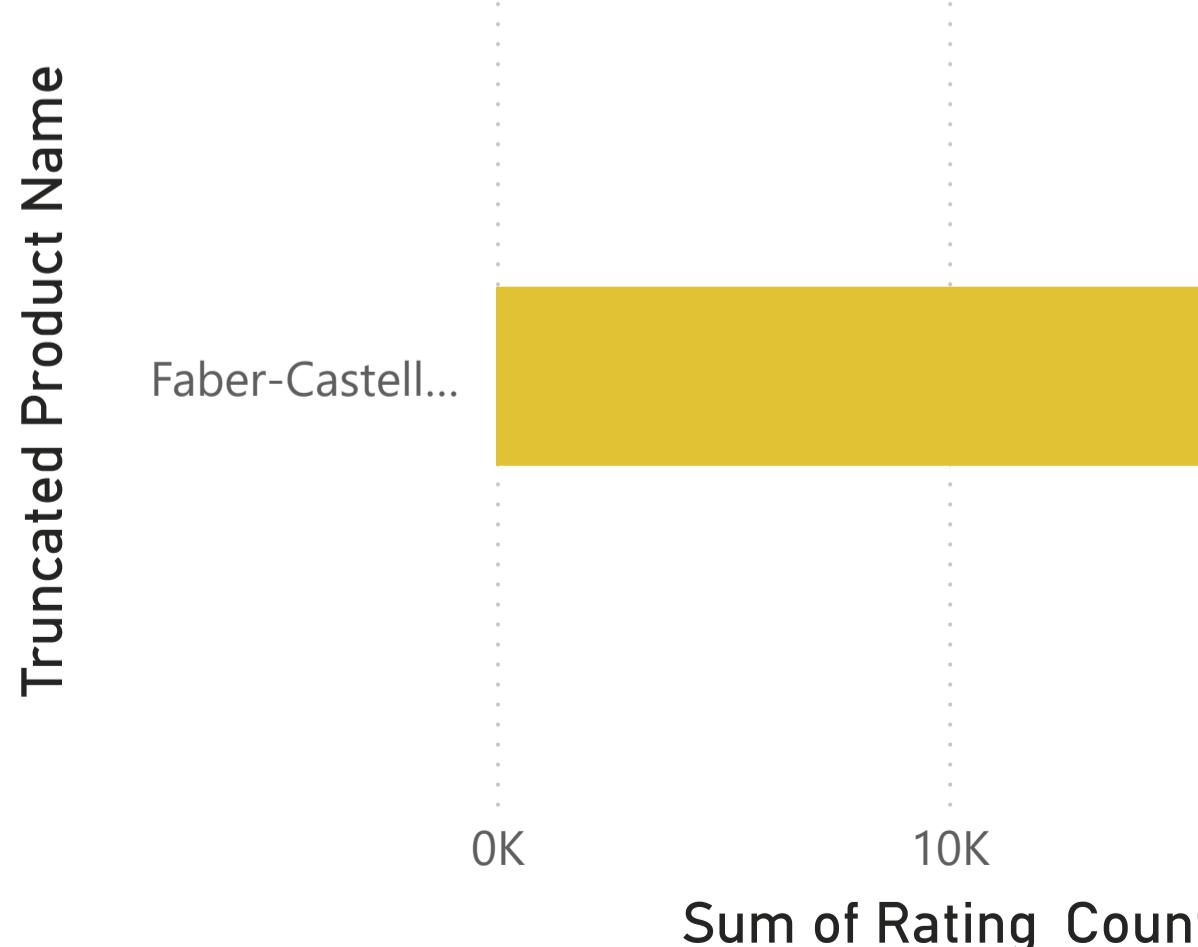
TOTAL CUSTOMER REVIEWS

16K

Top 3 Potential Revenue by Category

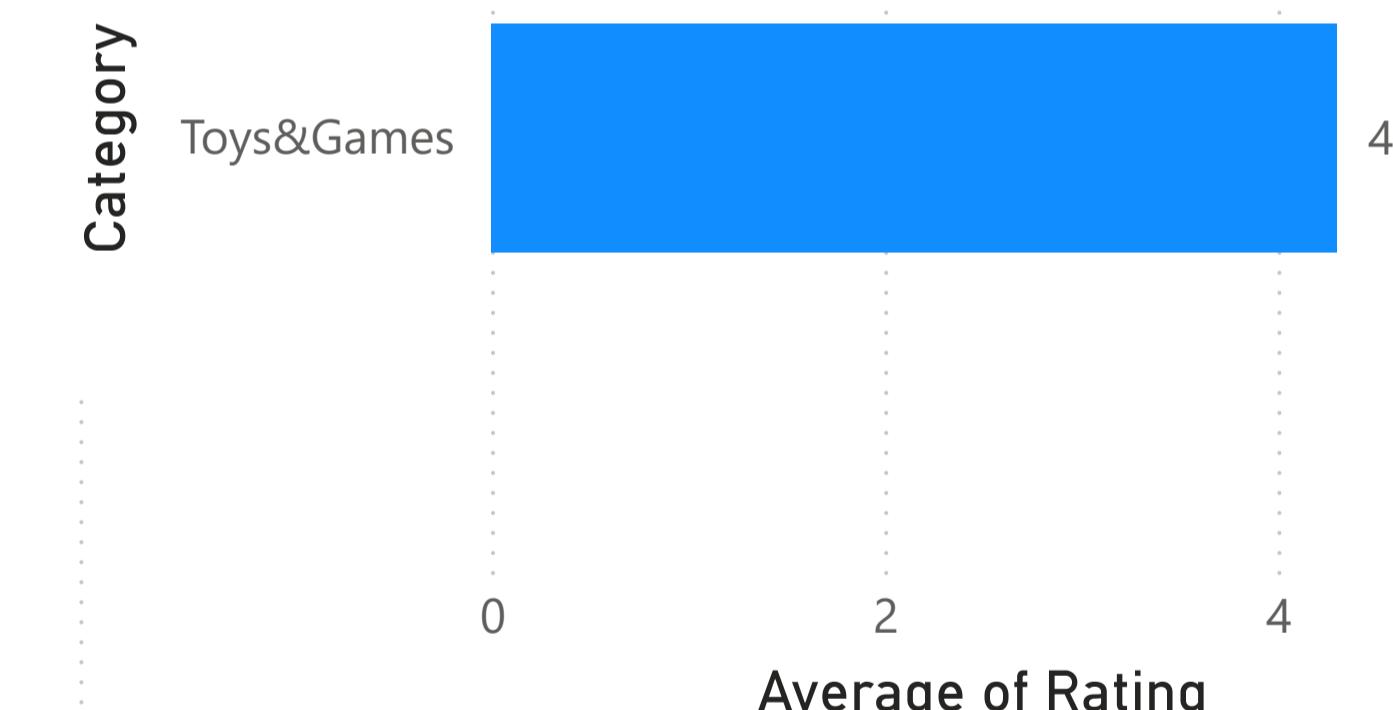


Top Products by Number of Reviews

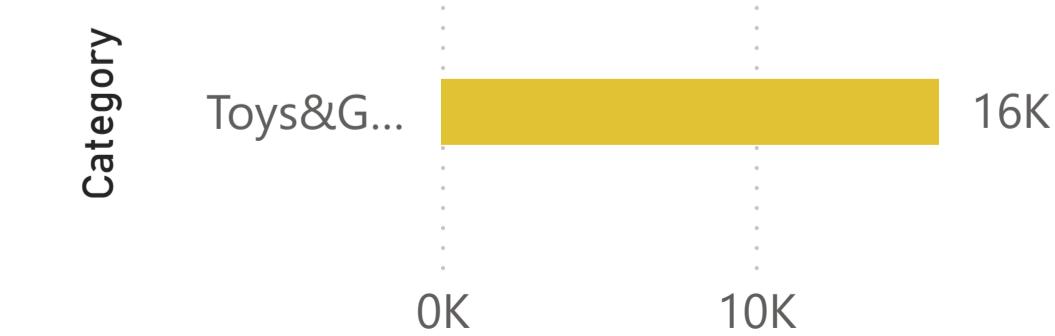


Average Customer Rating by Category

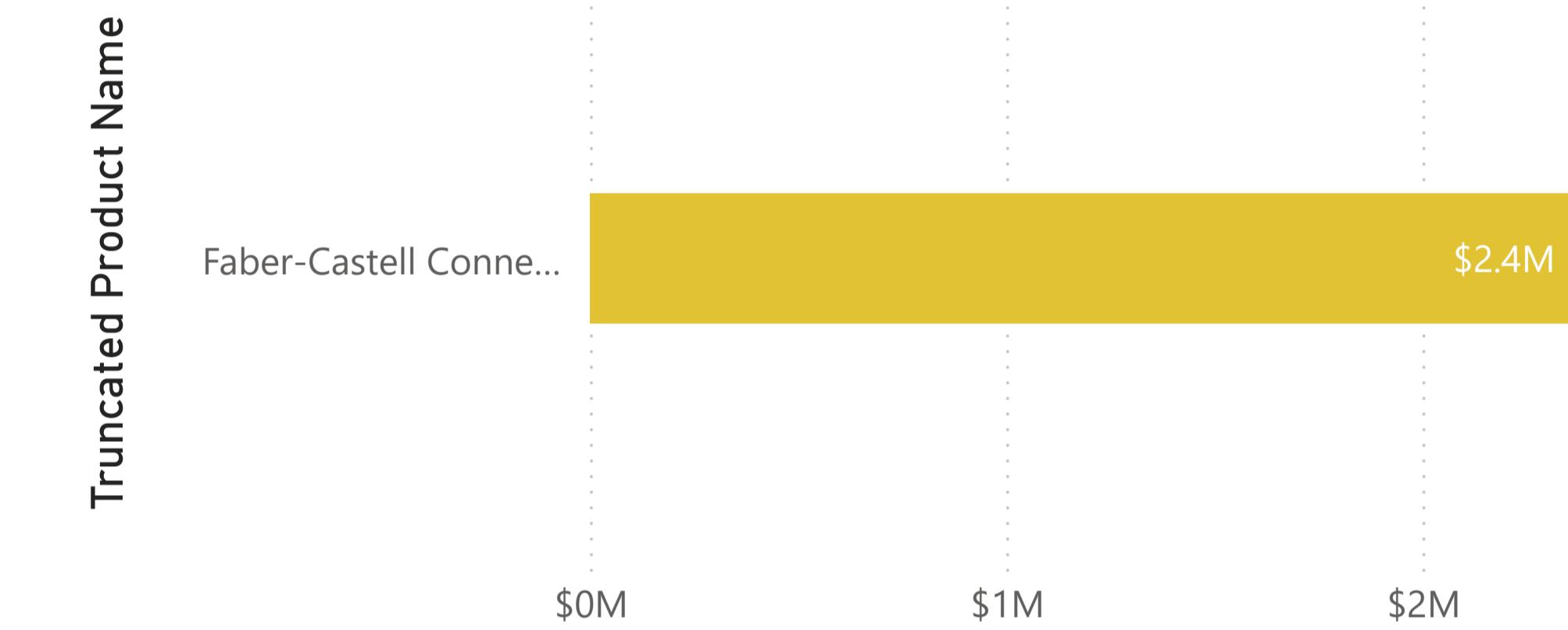
Category ● Toys&Games



Top 3 Categories by Review

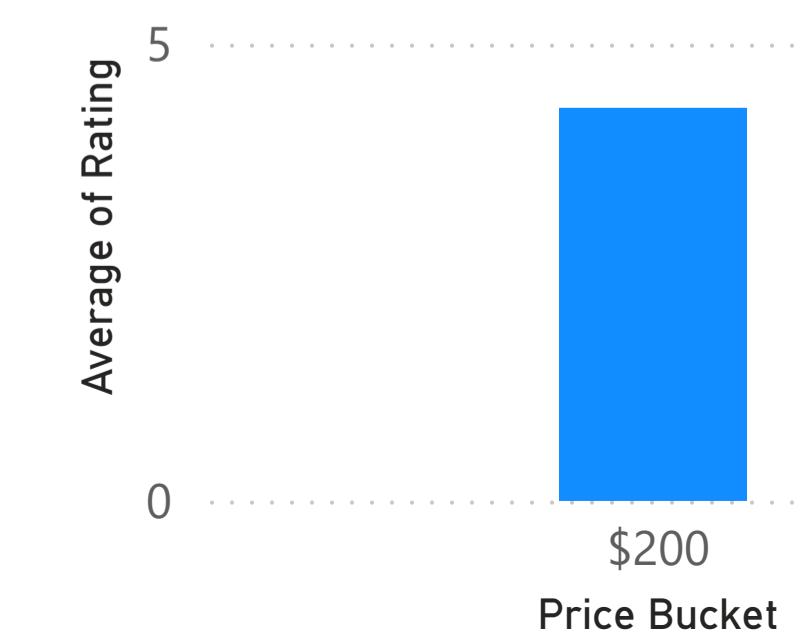


Top products by Potential Revenue



Average Rating by Price Bucket

Price B... ● \$200



Filter by Category

Car&Mo...	Health...	Musical...
Comput...	Home&...	OfficePr...
Electro...	Homel...	Toys&G...