SADHVI
SOFTWARE SOLUTIONS

INTERNSHIP PROJECT REPORT

TITLE :Amazon sales Analysis
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BATCH :01

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ABOUT PROJECT

Analyzing Amazon sales data is crucial for understanding customer preferences and optimizing product offerings. However, extracting meaningful insights from the dataset, including product details, user reviews, and pricing information, poses a challenge. The problem at hand is to develop a systematic approach for extracting valuable information from this dataset, enabling businesses to enhance decision-making, identify popular products, and improve overall customer satisfaction. The goal is to derive actionable insights that can inform marketing strategies, pricing decisions, and product improvements based on user feedback.

DETAILS OF DATA

EDA projects we will be performing amazon sales data analysis and it a interesting dataset to work on . Explore the popularity of products based on the number of user reviews and ratings.

TOOLS USED

- Pandas

- Matplotlib

- Seaborn

- Power bi

- Tableau

MAIN KPI"s

Tasks

Identifying top 5 products based on rating

Analyze the distribution of product prices, including both discounted and actual prices.

Identify and list products that have the highest number of user reviews

Explore the popularity of products based on the number of user reviews and ratings.

```
In [1]: #importing libraries
        import pandas as pd
        import numpy as np
        import matplotlib.pyplot as plt
        import seaborn as sns
```

```
In [2]: df = pd.read_csv('amazon.csv')
        df
```

Out[2]:

	product_id	product_name	category	discounted_price	actual_price	discount_percentage	rating	rating_count
0	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Cha...	Computers&Accessories|Accessories&Peripherals|...	₹399	₹1,099	64%	4.2	24,269
1	B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging 1.5...	Computers&Accessories|Accessories&Peripherals|...	₹199	₹349	43%	4.0	43,994
2	B096MSW6CT	Sounce Fast Phone Charging Cable & Data Sync U...	Computers&Accessories|Accessories&Peripherals|...	₹199	₹1,899	90%	3.9	7,928
3	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB S...	Computers&Accessories|Accessories&Peripherals|...	₹329	₹699	53%	4.2	94,363
4	B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 P...	Computers&Accessories|Accessories&Peripherals|...	₹154	₹399	61%	4.2	16,905
...	...	...	...	...	...	...	...	...
1460	B08L7J3T31	Noir Aqua - 5pcs PP Spun Filter + 1 Spanner | ...	Home&Kitchen|Kitchen&HomeAppliances|WaterPurif...	₹379	₹919	59%	4	1,090
1461	B01M6453MB	Prestige Delight PRWO Electric Rice Cooker (1 ...	Home&Kitchen|Kitchen&HomeAppliances|SmallKitch...	₹2,280	₹3,045	25%	4.1	4,118
1462	B009P2LIL4	Bajaj Majesty RX10 2000 Watts Heat Convector R...	Home&Kitchen|Heating,Cooling&AirQuality|RoomHe...	₹2,219	₹3,080	28%	3.6	468
1463	B00J5DYCCA	Havells Ventil Air DSP 230mm Exhaust Fan (Pist...	Home&Kitchen|Heating,Cooling&AirQuality|Fans|E...	₹1,399	₹1,890	26%	4	8,031
1464	B01486F4G6	Borosil Jumbo 1000-Watt Grill Sandwich Maker (...	Home&Kitchen|Kitchen&HomeAppliances|SmallKitch...	₹2,863	₹3,890	22%	4.3	6,987

1465 rows × 16 columns

```
In [3]: #view first Six rows
        df.head(6)
```

Out[3]:

	product_id	product_name	category	discounted_price	actual_price	discount_percentage	rating	rating_count
0	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Cha...	Computers&Accessories|Accessories&Peripherals|...	₹399	₹1,099	64%	4.2	24,269
1	B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging 1.5...	Computers&Accessories|Accessories&Peripherals|...	₹199	₹349	43%	4.0	43,994
		Sounce Fast Phone						

```
In [4]: df.shape
Out[4]: (1465, 16)
```

```
In [5]: df.dtypes
Out[5]: product_id           object
        product_name         object
        category             object
        discounted_price     object
        actual_price         object
        discount_percentage  object
        rating               object
        rating_count         object
        about_product        object
        user_id              object
        user_name            object
        review_id            object
        review_title         object
        review_content       object
        img_link             object
        product_link         object
        dtype: object
```

```
In [6]: #replacing string as int in actual_price
        df['actual_price'] = df['actual_price'].str.replace('₹','')
        df['actual_price'] = df['actual_price'].str.replace(',','').astype('float64')
        df.head(6)
```

Out[6]:

	product_id	product_name	category	discounted_price	actual_price	discount_percentage	rating	rating_count	abou
0	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Cha...	Computers&Accessories|Accessories&Peripherals|...	₹399	1099.0	64%	4.2	24,269	
1	B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging 1.5...	Computers&Accessories|Accessories&Peripherals|...	₹199	349.0	43%	4.0	43,994	
2	B096MSW6CT	Sounce Fast Phone Charging Cable & Data Sync U...	Computers&Accessories|Accessories&Peripherals|...	₹199	1899.0	90%	3.9	7,928	
3	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB S...	Computers&Accessories|Accessories&Peripherals|...	₹329	699.0	53%	4.2	94,363	
4	B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 P...	Computers&Accessories|Accessories&Peripherals|...	₹154	399.0	61%	4.2	16,905	
5	B08Y1TFSP6	pTron Solero TB301 3A Type-C Data and Fast Cha...	Computers&Accessories|Accessories&Peripherals|...	₹149	1000.0	85%	3.9	24,871	

```
In [7]: #replacing string as int discounted_price
        df['discounted_price'] = df['discounted_price'].str.replace('₹','')
        df['discounted_price'] = df['discounted_price'].str.replace(',','').astype('float64')
        df.head(6)
```

Out[7]:

	product_id	product_name	category	discounted_price	actual_price	discount_percentage	rating	rating_count	abou
0	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Cha...	Computers&Accessories|Accessories&Peripherals|...	399.0	1099.0	64%	4.2	24,269	
1	B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging 1.5...	Computers&Accessories|Accessories&Peripherals|...	199.0	349.0	43%	4.0	43,994	

SCREENSHOTS Python Code


```python
In [8]:  #removing % from discount_precentage
         df['discount_percentage'] = df['discount_percentage'].str.replace('%','').astype('float64')
         df.head(6)
```

Out[8]:

	product_id	product_name	category	discounted_price	actual_price	discount_percentage	rating	rating_count	abou
0	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Cha...	Computers&Accessories|Accessories&Peripherals|...	399.0	1099.0	64.0	4.2	24,269	Co...
1	B096NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging 1.5...	Computers&Accessories|Accessories&Peripherals|...	199.0	349.0	43.0	4.0	43,994	with
2	B096MSW6CT	Sounce Fast Phone Charging Cable & Data Sync U...	Computers&Accessories|Accessories&Peripherals|...	199.0	1899.0	90.0	3.9	7,928	Cha...
3	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB S...	Computers&Accessories|Accessories&Peripherals|...	329.0	699.0	53.0	4.2	94,363	
4	B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 P...	Computers&Accessories|Accessories&Peripherals|...	154.0	399.0	61.0	4.2	16,905	FU...
5	B08Y1TFSP6	pTron Solero TB301 3A Type-C Data and Fast Cha...	Computers&Accessories|Accessories&Peripherals|...	149.0	1000.0	85.0	3.9	24,871	Fas...

```python
In [9]:  #removing , from rating_count
         df['rating_count'] = df['rating_count'].str.replace(',','').astype('float64')
         df.head(6)
```

Out[9]:

	product_id	product_name	category	discounted_price	actual_price	discount_percentage	rating	rating_count	abou
0	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Cha...	Computers&Accessories|Accessories&Peripherals|...	399.0	1099.0	64.0	4.2	24269.0	Co...
1	B096NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging 1.5...	Computers&Accessories|Accessories&Peripherals|...	199.0	349.0	43.0	4.0	43994.0	with
2	B096MSW6CT	Sounce Fast Phone Charging Cable & Data Sync U...	Computers&Accessories|Accessories&Peripherals|...	199.0	1899.0	90.0	3.9	7928.0	Cha...
3	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB S...	Computers&Accessories|Accessories&Peripherals|...	329.0	699.0	53.0	4.2	94363.0	
4	B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 P...	Computers&Accessories|Accessories&Peripherals|...	154.0	399.0	61.0	4.2	16905.0	FU...
5	B08Y1TFSP6	pTron Solero TB301 3A Type-C Data and Fast Cha...	Computers&Accessories|Accessories&Peripherals|...	149.0	1000.0	85.0	3.9	24871.0	Fas...

```python
In [10]:  #find the total values in →rating
          df['rating'].value_counts()
```

```
Out[10]:  4.1    244
          4.3    230
          4.2    228
          4.0    129
          3.9    123
          4.4    123
          3.8     86
          4.5     75
          4       52
          3.7     42
          3.6     35
          3.5     26
          4.6     17
          3.3     16
          3.4     10
          4.7      6
          3.1      4
          5.0      3
          3.0      3
          4.8      3
          3.2      2
          2.8      2
          2.3      1
          |        1
          2        1
          3        1
          2.6      1
          2.9      1
          Name: rating, dtype: int64
```

```python
In [11]:  df.duplicated()
```

```
Out[11]:  0       False
          1       False
          2       False
          3       False
          4       False
                  ...
          1460    False
          1461    False
          1462    False
          1463    False
          1464    False
          Length: 1465, dtype: bool
```

```python
In [12]:  #Replacing | to 3.5 from rating
          df['rating'] = df['rating'].str.replace('|','3.5').astype('float64')
          df['rating'].value_counts()
```

```
C:\Users\ZIS\AppData\Local\Temp\ipykernel_8016\708494033.py:2: FutureWarning: The default value of regex will change from True
to False in a future version. In addition, single character regular expressions will *not* be treated as literal strings when r
egex=True.
  df['rating'] = df['rating'].str.replace('|','3.5').astype('float64')
```

```
Out[12]:  4.1    244
          4.3    230
          4.2    228
          4.0    181
          3.9    123
          4.4    123
          3.8     86
          4.5     75
          3.7     42
          3.6     35
          3.5     27
          4.6     17
          3.3     16
          3.4     10
          4.7      6
          3.0      4
          3.1      4
          5.0      3
          4.8      3
          3.2      2
```

```python
In [14]: df.isnull().sum()
```

```
Out[14]: product_id           0
         product_name         0
         category             0
         discounted_price     0
         actual_price         0
         discount_percentage  0
         rating               0
         rating_count         2
         about_product        0
         user_id              0
         user_name            0
         review_id            0
         review_title         0
         review_content       0
         img_link             0
         product_link         0
         dtype: int64
```

```python
In [15]: cat_split=df['category'].str.split('|', expand = True)
         cat_split
```

Out[15]:

	0	1	2	3	4	5	6
0	Computers&Accessories	Accessories&Peripherals	Cables&Accessories	Cables	USBCables	None	None
1	Computers&Accessories	Accessories&Peripherals	Cables&Accessories	Cables	USBCables	None	None
2	Computers&Accessories	Accessories&Peripherals	Cables&Accessories	Cables	USBCables	None	None
3	Computers&Accessories	Accessories&Peripherals	Cables&Accessories	Cables	USBCables	None	None
4	Computers&Accessories	Accessories&Peripherals	Cables&Accessories	Cables	USBCables	None	None
...	...	...	...	...	...	...	...
1460	Home&Kitchen	Kitchen&HomeAppliances	WaterPurifiers&Accessories	WaterPurifierAccessories	None	None	None
1461	Home&Kitchen	Kitchen&HomeAppliances	SmallKitchenAppliances	Rice&PastaCookers	None	None	None
1462	Home&Kitchen	Heating,Cooling&AirQuality	RoomHeaters	HeatConvectors	None	None	None
1463	Home&Kitchen	Heating,Cooling&AirQuality	Fans	ExhaustFans	None	None	None
1464	Home&Kitchen	Kitchen&HomeAppliances	SmallKitchenAppliances	SandwichMakers	None	None	None

1465 rows × 7 columns

```python
In [16]: cat_split = cat_split.rename(columns={0:'main category 1',1:'sub category 1',2:'sub category 2'})
         cat_split
```

Out[16]:

	main category 1	sub category 1	sub category 2	3	4	5	6
0	Computers&Accessories	Accessories&Peripherals	Cables&Accessories	Cables	USBCables	None	None
1	Computers&Accessories	Accessories&Peripherals	Cables&Accessories	Cables	USBCables	None	None
2	Computers&Accessories	Accessories&Peripherals	Cables&Accessories	Cables	USBCables	None	None
3	Computers&Accessories	Accessories&Peripherals	Cables&Accessories	Cables	USBCables	None	None
4	Computers&Accessories	Accessories&Peripherals	Cables&Accessories	Cables	USBCables	None	None
...	...	...	...	...	...	...	...
1460	Home&Kitchen	Kitchen&HomeAppliances	WaterPurifiers&Accessories	WaterPurifierAccessories	None	None	None
1461	Home&Kitchen	Kitchen&HomeAppliances	SmallKitchenAppliances	Rice&PastaCookers	None	None	None
1462	Home&Kitchen	Heating,Cooling&AirQuality	RoomHeaters	HeatConvectors	None	None	None
1463	Home&Kitchen	Heating,Cooling&AirQuality	Fans	ExhaustFans	None	None	None
1464	Home&Kitchen	Kitchen&HomeAppliances	SmallKitchenAppliances	SandwichMakers	None	None	None

1465 rows × 7 columns

```python
In [19]: df.dropna(how='any')
```

Out[19]:

	product_id	product_name	discounted_price	actual_price	discount_percentage	rating	rating_count	about_product	
0	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Cha...	399.0	1099.0	64.0	4.2	24269.0	High Compatibility : Compatible With iPhone 12...	AG3D6O4STAQKAY2UVGEUV46KI
1	B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging 1.5...	199.0	349.0	43.0	4.0	43994.0	Compatible with all Type C enabled devices, be...	AECPFYFQVRUWC3KGNLJIOREF
2	B096MSW6CT	Sounce Fast Phone Charging Cable & Data Sync U...	199.0	1899.0	90.0	3.9	7928.0	[Fast Charger& Data Sync]-With built-in safet...	AGU3BBQ2V2DDAMOAKGFAWDD
3	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB S...	329.0	699.0	53.0	4.2	94363.0	The boAt Deuce USB 300 2 in 1 cable is compati...	AEWAZDZZJLQUYVOVGBEUKSLX
4	B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 P...	154.0	399.0	61.0	4.2	16905.0	[CHARGE & SYNC FUNCTION]- This cable comes wit...	AE3Q6KSUK5P75D5HFYHCRAOI
...	...	...	...	...	...	...	...	...	...
1460	B08L7J3T31	Noir Aqua - 5pcs PP Spun Filter + 1 Spanner	4...	379.0	919.0	59.0	4.0	1090.0	SUPREME QUALITY 90 GRAM 3 LAYER THIK PP SPUN F...	AHITFY6AHALOFOHOZEOC6XBI
1461	B01M6453MB	Prestige Delight PRWO Electric Rice Cooker (1 ...	2280.0	3045.0	25.0	4.1	4118.0	230 Volts, 400 watts, 1 Year	AFG5FM3NEMOL6BNFRV2NK5FI
1462	B009P2LJL4	Bajaj Majesty RX10 2000 Watts Heat Convector R...	2219.0	3080.0	28.0	3.6	468.0	International design and styling[Two heat sett...	AGVPWCMAHYQWJOQKMUJN4DWX
1463	B00J5DYCCA	Havells Ventil Air DSP 230mm Exhaust Fan (Pist...	1399.0	1890.0	26.0	4.0	8031.0	Fan sweep area: 230 MM ; Noise level: (40 - 45...	AF2JQCLSCY3QJATWUNNHUSVU
1464	B01486F4G6	Borosil Jumbo 1000-Watt Grill Sandwich Maker (...	2863.0	3690.0	22.0	4.3	6987.0	Brand-Borosil, Specification â€~ 230v ~ 5Hz; 1 W...	AFGW5PT3R8ZAVQR4Y5MWVAK

1455 rows × 18 columns

```python
In [20]: df['main category 1'].value_counts()
```

```
Out[20]: Electronics          526
         Computers&Accessories 453
         Home&Kitchen         448
         OfficeProducts        31
         MusicalInstruments     2
         HomeImprovement        2
         Toys&Games             1
         Car&Motorbike          1
         Health&PersonalCare    1
         Name: main category 1, dtype: int64
```

```python
In [21]: df['main category 1'] = df['main category 1'].str.replace('&',' & ')
         df['main category 1'] = df['main category 1'].str.replace('OfficeProducts','Office Products')
         df['main category 1'] = df['main category 1'].str.replace('MusicalInstruments','Musical Instruments')
         df['main category 1'] = df['main category 1'].str.replace('HomeImprovement','Home Improvement')
         df
```

Out[21]:

	product_id	product_name	discounted_price	actual_price	discount_percentage	rating	rating_count	about_product
		Wayona Nylon						High

MY DESIGN — Python Code

```python
df['sub category 1']=df['sub category 1'].str.replace('&',' & ')
df['sub category 1']=df['sub category 1'].str.replace(',',', ')
df['sub category 1']=df['sub category 1'].str.replace('WearableTechnology','Wearable Technology')
df['sub category 1']=df['sub category 1'].str.replace('NetworkingDevices','Networking Devices')
df['sub category 1']=df['sub category 1'].str.replace('OfficePaperProducts','Office Paper Products')
df['sub category 1']=df['sub category 1'].str.replace('ExternalDevices','External Devices')
df['sub category 1']=df['sub category 1'].str.replace('HomeStorage','Home Storage')
df['sub category 1']=df['sub category 1'].str.replace('HomeAudio','Home Audio')
df['sub category 1']=df['sub category 1'].str.replace('GeneralPurposeBatteries','General Purpose Batteries')
df['sub category 1']=df['sub category 1'].str.replace('BatteryChargers','Battery Chargers')
df['sub category 1']=df['sub category 1'].str.replace('CraftMaterials','Craft Materials')
df['sub category 1']=df['sub category 1'].str.replace('OfficeElectronics','Office Electronics')
df['sub category 1']=df['sub category 1'].str.replace('CarAccessories','Car Accessories')
df['sub category 1']=df['sub category 1'].str.replace('HomeMedicalSupplies','Home Medical Supplies')
df
```

Out[23]:

	product_id	product_name	discounted_price	actual_price	discount_percentage	rating	rating_count	about_product	
0	B07JW9H4J1	Wayona Nylon Braided USB to Lightning Fast Cha...	399.0	1099.0	64.0	4.2	24269.0	High Compatibility : Compatible With iPhone 12...	AG3D6O4STAQKAY2UVGEUV46K
1	B098NS6PVG	Ambrane Unbreakable 60W / 3A Fast Charging 1.5...	199.0	349.0	43.0	4.0	43994.0	Compatible with all Type C enabled devices, be...	AECPFYFQVRUWC3KGNLJIOREF
2	B096MSW6CT	Sounce Fast Phone Charging Cable & Data Sync U...	199.0	1899.0	90.0	3.9	7928.0	【 Fast Charger& Data Sync】 -With built-in safet...	AGU3BBQ2V2DDAMOAKGFAWDD
3	B08HDJ86NZ	boAt Deuce USB 300 2 in 1 Type-C & Micro USB S...	329.0	699.0	53.0	4.2	94363.0	The boAt Deuce USB 300 2 in 1 cable is compati...	AEWAZDZZJLQUYVOVGBEUKSLX
4	B08CF3B7N1	Portronics Konnect L 1.2M Fast Charging 3A 8 P...	154.0	399.0	61.0	4.2	16905.0	[CHARGE & SYNC FUNCTION]- This cable comes wit...	AE3Q6KSUK5P75D5HFYHCRAOI
...	...	...	...	...	...	...	...	...	...
1460	B08L7J3T31	Noir Aqua - 5pcs PP Spun Filter + 1 Spanner |...	379.0	919.0	59.0	4.0	1090.0	SUPREME QUALITY 90 GRAM 3 LAYER THIK PP SPUN F...	AHITFY6AHALOFOIHOZEOO8XB
1461	B01M6453MB	Prestige Delight PRWO Electric Rice Cooker (1 ...	2280.0	3045.0	25.0	4.1	4118.0	230 Volts, 400 watts, 1 Year	AFG5FM3NEMOL6BNFRV2NK5F
1462	B009P2LIL4	Bajaj Majesty RX10 2000 Watts Heat Convector R...	2219.0	3080.0	28.0	3.6	468.0	International design and stylingTwo heat sett...	AGVPWCMAHYQWJOQKMIJN4DW
1463	B00J5DYCCA	Havells Ventil Air DSP 230mm Exhaust Fan (Pist...	1399.0	1890.0	26.0	4.0	8031.0	Fan sweep area: 230 MM ; Noise level: (40 - 45...	AF2JQCLSCY3QJATWUNNHIJSVU
1464	B01486F4G6	Borosil Jumbo 1000-Watt Grill Sandwich Maker (...	2863.0	3690.0	22.0	4.3	6987.0	Brand-Borosil, Specification â€ 23V ~ 5Hz;1 W...	AFGW5PT3R6ZAVQR4Y5MWVAK

1465 rows × 18 columns

In [24]:
```python
df['sub category 2'].value_counts()
```

Out[24]:
```
Cables&Accessories       240
SmallKitchenAppliances   181
Accessories               97
MobileAccessories         84
Vacuum,Cleaning&Ironing   82
```
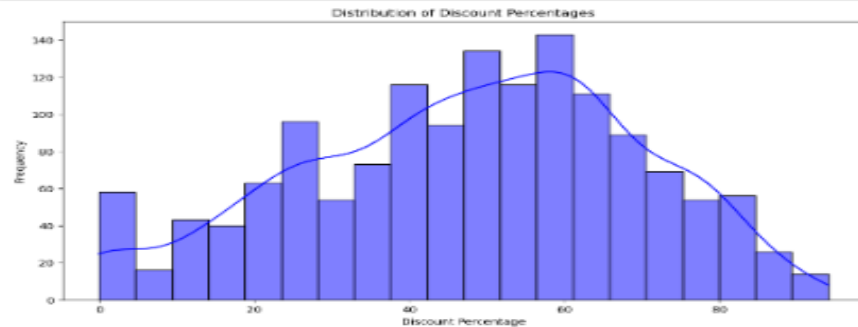
1. Top Products by Ratings:

Identifying top product by rating

In [33]:
```python
#Task: Identify and list the top-rated products based on user ratings.
plt.figure(figsize=(10, 6))
sns.histplot(df['discounted_price'], bins=20, kde=True, color='blue', label='Discounted Price')
sns.histplot(df['actual_price'], bins=20, kde=True, color='red', label='Actual Price')

plt.title('Distribution of Product Prices')
plt.xlabel('Price')
plt.ylabel('Frequency')
plt.legend()
plt.show()
```

Distribution of Product Prices
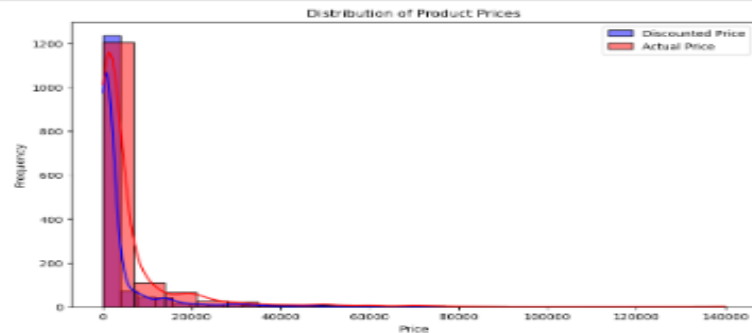
In [34]:
```python
# Examine the distribution of discount percentages across different products.
plt.figure(figsize=(12, 6))
sns.histplot(df['discount_percentage'], bins=20, kde=True, color='blue')

plt.title('Distribution of Discount Percentages')
plt.xlabel('Discount Percentage')
plt.ylabel('Frequency')
plt.show()
```
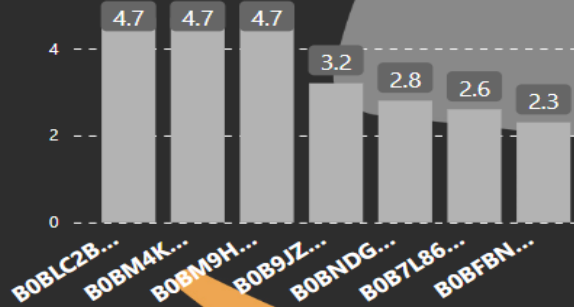
Distribution of Discount Percentages
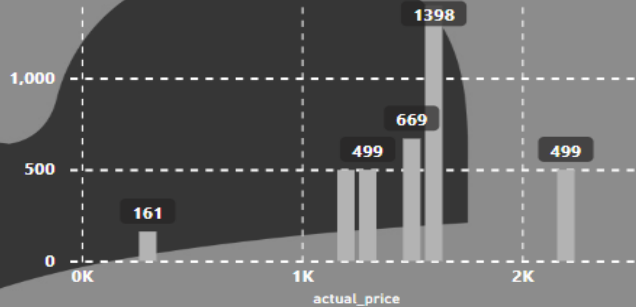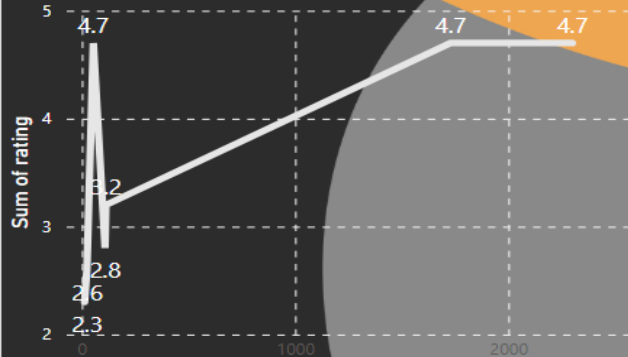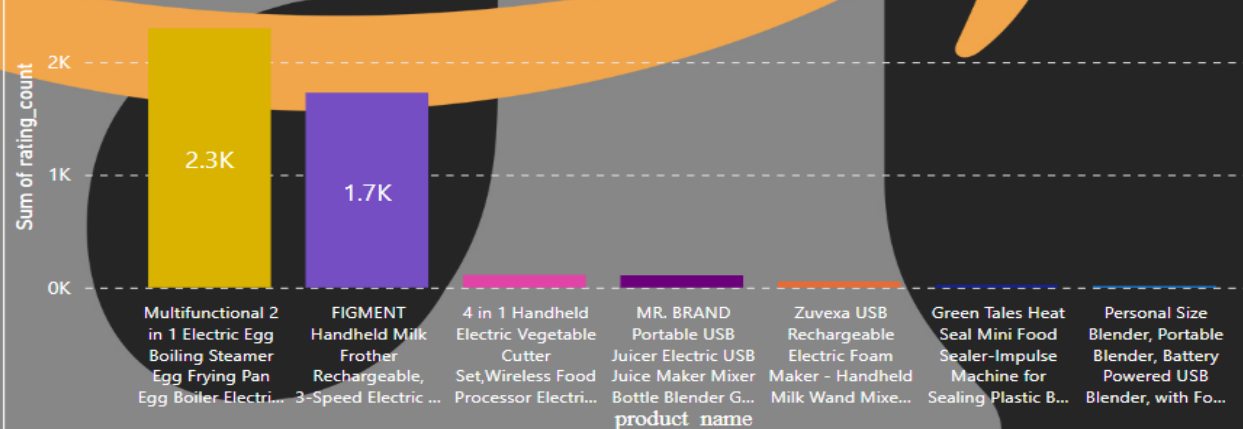
CONCLUSION

1. **Continuous Growth**: Amazon's sales have continued to grow steadily over the years, demonstrating its strong position in the e-commerce market.
2. **Seasonal Trends**: Seasonal variations play a significant role in Amazon's sales, with peak periods during the holiday season and major shopping events like Prime Day. Understanding and capitalizing on these trends can help businesses maximize their sales on the platform.
3. **Product Categories**: Different product categories experience varying levels of demand on Amazon. Businesses should carefully select and manage their product offerings based on the data and trends within their specific niche.

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Thank You!