**Amazon Product Review Analysis Report**

Prepared by: **ODUNOWO, ADEBISI TIMOTHY**

Company: RetailTech Insights  
Dataset Size: 1,465 products | 16 fields  
Objective: To derive insights from Amazon product listings to inform marketing, pricing, and customer engagement strategies.

**Key Insights from Dashboard Analysis**

**1. Rating vs Discount**

**Observation**  
The "Rating vs Discount" radar chart reveals no clear linear trend between discount percentage and product ratings. Some products with discounts above 0.6 (60%) still maintain strong ratings, indicating:

* Discounts do not significantly lower customer satisfaction.
* Customers are generally satisfied even when prices are heavily slashed.

**Implication**  
Retailers can confidently run **deep discount campaigns** without fear of damaging product reputation, especially for quality products.

**2. Average Price vs Discounted Price by Category**

**Observation**  
Across categories like Consumer Electronics, Home & Kitchen, and Office Supplies, there are noticeable gaps between actual prices and discounted values. Some categories show consistently high discount sums.

Implication

* Certain product categories (e.g., Electronics) are highly competitive, leading to consistent discounting.
* Price sensitivity is evident; discounts may be necessary to remain relevant.

**3. Highest Average Rated Products**

**Observation**  
The chart indicates that certain categories like Consumer Goods and Electronics dominate the list of products with the highest average ratings.

Implication:

* These categories have the potential for brand loyalty and positive customer perception.
* Sellers should prioritize these high-performing SKUs in marketing efforts.

**4. Additional Metrics and Findings**

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| --- | --- | --- |
| **Metric** | **Value** | **Insight** |
| **Products with ≥ 50% Discount** | **674** | ~46% of products use aggressive pricing |
| **Rating Distribution** | 3.0: 1 product | Indicates tight clustering in rating values |
| 4.0: 1 product |
| **Total Records** | 1,465 | Broad sample size for valid analysis |

**5. Business Recommendations**

1. **Leverage High Ratings + Discounts:**
   * Prioritize marketing of highly rated, deeply discounted items to maximize conversions.
2. **Category Targeting:**
   * Focus discounting on price-sensitive categories while maintaining margins in premium segments.
3. **Enhance Rating Visibility:**
   * Use badges, highlight reels, or featured sections to showcase top-rated products in listings.
4. **Data-Driven Promotions:**
   * Launch dynamic pricing models using insights from average rating and review count to fine-tune discount levels.

**Summary**

This analysis supports a data-informed approach to optimizing product listings, discounts, and customer satisfaction. The findings show that aggressive discounting can be effective, customer satisfaction remains strong, and category-level dynamics should drive marketing and pricing decisions.