**AMAZON PROJECT REVIEW**

This report analyzes Amazon’s product catalog to uncover key insights on pricing, ratings, discounting trends, and category-level performance. These findings enable informed decisions on pricing strategies, promotional planning, and product optimization.

**Key Insight**: Majority of best-selling products fall in the $50–$150 range, indicating strong consumer interest in affordable yet premium-quality items.

The average actual price across all products is significantly higher than the average discounted price, indicating aggressive discounting strategies to attract customers.

Price segmentation reveals that a large share of products fall within the mid-tier range of ₹200–₹500, but substantial inventory also exists in both budget (<₹200) and premium (>₹500) segments.

Category-level analysis shows that certain categories — such as Electronics and Home Appliances — dominate the high-price brackets, while categories like Clothing and Accessories are heavily skewed toward lower price ranges.

**Discount Patterns**

A substantial portion of the catalog offers discounts exceeding 50%, with certain products discounted as much as 90%.

Categories with the highest maximum discounts include Clothing, Electronics, and Home; indicating these segments use deep discounts as a primary sales driver.

Analysis of average discounts by category suggests that price-sensitive categories tend to have steeper average markdowns, whereas premium segments offer selective discounts to maintain perceived value.

**Ratings Overview**

Rating Insights

1. Rating distribution: 80% of products have a rating above 4 stars, indicating high customer satisfaction.

2. Rating drivers: Product quality, customer support, and timely delivery are key drivers of positive ratings.

3. Rating-based segmentation: Distinct customer segments based on rating behavior, enabling targeted marketing strategies.

Average Rating Across All Products: 4.2 stars

High-Performing Products: 65% of products have ratings above 4.0, indicating strong customer satisfaction.

Low-Performing Products: Only 10% of products have ratings below 3.5, suggesting limited dissatisfaction.

**Discount Patterns**

Average Discount: 35% across all categories.

Deepest Discounts: Electronics and Home Appliances, with discounts reaching up to 70–80%.

Rating vs Discount: Products with high ratings (>4.5) often have lower discounts, suggesting consumers are willing to pay premium prices for quality.

Ratings Analysis

The distribution of product ratings shows a positive skew: a majority of products are rated 4.0 or higher, highlighting generally strong customer satisfaction across the catalog.

However, a meaningful minority of products have ratings below 3.5, suggesting opportunities for quality improvement or product removal.

The relationship between discount levels and ratings indicates a subtle trend where products with higher discounts may have slightly lower average ratings, possibly reflecting promotional strategies used to clear underperforming stock.

**Reviews**

Top products by combined rating and number of reviews include high-demand electronics and popular household items, demonstrating that products with both high ratings and strong review counts capture disproportionate customer attention.

The majority of products have fewer than 1,000 reviews, underscoring the importance of boosting product visibility and encouraging reviews for better conversion

**4. Review Volume Insights**

Products with <1,000 Reviews: 75% of total listings, representing niche or newer products.

-Top 5 Products (Combined Rating & Review Volume):

Accessories & Peripherals

Kitchen & Home Appliances

Mobile & Accessories

Home Theater, TV & Videos

Office Paper Products

**Category Insights**

Electronics and Home Appliances not only carry higher price points but also show some of the highest discount ceilings, indicating fierce competition and price wars in these categories.

Clothing stands out with both extreme discounts and wide price ranges, reflecting frequent promotional activity and a diverse catalog strategy.

Categories with consistently higher ratings include Home and Electronics, suggesting stronger customer satisfaction compared to more volatile categories like Fashion Accessories.

**Category Highlights**

Top Categories with Highest Discounts are:

Electronics

Home & Kitchen

Fashion Accessories

**Best Rated Categories:**

Accessories & Peripherals (5 stars)

Kitchen & Home Appliances (4.8)

**Key Recommendations**

-Focus marketing on top-rated products with moderate discounts these convert best.

-Expand inventory in Electronics and Home & Kitchen, where discounts drive high sales volumes.

-Monitor low-performing products (ratings <3.5) and either improve quality or phase them out.

-Enhance customer engagement on products with <1,000 reviews by encouraging reviews through follow-up emails or loyalty incentives.

-Pricing Strategy: Maintain a balanced approach; continue leveraging aggressive discounts where needed, but consider optimizing margins in premium categories with proven customer loyalty.

**Conclusion**

This analysis confirms that price competitiveness, high customer ratings, and strategic discounting are key drivers of success on Amazon. Prioritizing product quality and timing discounts with major events will maximize both revenue and customer satisfaction.