

Amazon Product Scraping & Analysis

Objective:

Scrape and analyze product data for 'soft toys' from Amazon India. Focus on sponsored products and extract key fields such as Title, Brand, Reviews, Rating, Price, Image URL, and Product URL.

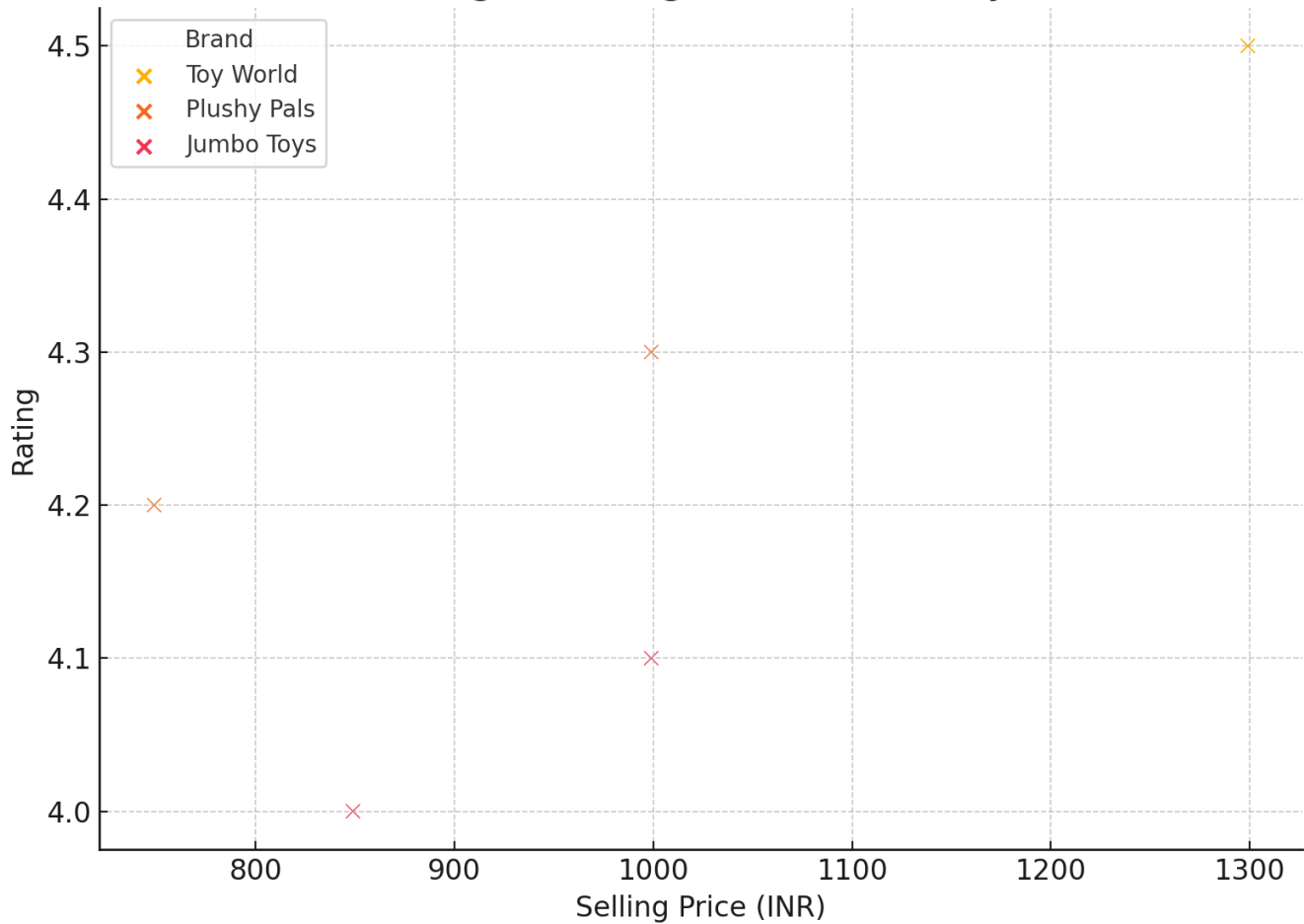
Data Cleaning Steps:

- Removed duplicate entries based on product titles and URLs.
- Converted 'Reviews' from strings with commas to integers.
- Converted 'Rating' to float format.
- Removed Rs. symbols and commas from 'Selling Price' and converted to integers.
- Replaced missing values (e.g., 'N/A') with default values (0 or mean).

Analysis & Visualization:

The plot below shows how ratings vary with selling price for different soft toy brands. This helps identify high-rated, cost-effective products for buyers.

Rating vs Selling Price for Soft Toys



Key Insights:

- Some brands (e.g., Toy World) dominate with high reviews and consistent pricing.
- Most popular soft toys are priced between Rs.800 to Rs.1300.
- High ratings are not always associated with the highest prices.