**Comprehensive Insights Summary**

**1. Average Discount by Product Category**

* Discounts vary significantly across categories.
* Some categories consistently offer over **60–80% average discounts**, likely as part of promotional strategies to boost sales.

**2. Total Number of Products by Category**

* Categories like **Home & Kitchen**, **Electronics**, and **Office Products** dominate the inventory, with **200+ unique products**.
* Several niche categories have fewer than 20 products listed.

**3. Top 10 Products by Review Count**

* A few products (e.g., mobile accessories and health-related items) have **over 80,000 reviews**, indicating strong popularity and customer engagement.
* The rest taper off gradually, indicating a long-tail effect in product feedback.

**4. Products with Highest Ratings**

* A peak rating cluster is observed around **4.2–4.6 stars**, where the majority of products fall.
* Products with ratings closer to 5 are fewer, indicating very high-rated products are rare.

**5. Average Actual Price vs Discounted Price**

* High-value categories (like Electronics, Office Products) show a substantial drop from actual to discounted prices.
* Discounts can be up to **70%**, highlighting aggressive pricing strategies in high-ticket categories.

**6. Discount ≥ 50%**

* About **730 products (46%)** offer a discount of 50% or more.
* This shows nearly **half of the catalog** is heavily discounted, a likely tactic to boost conversions.

**7. Potential Revenue by Category**

* Few categories show extremely high potential revenue (actual\_price × review\_count) — with spikes suggesting viral or mass-selling products.
* Electronics and Home categories dominate here as well.

**8. Product Rating Distribution**

* Most products fall within the **4.0–4.5 rating range**.
* Very few products fall below **3.5**, suggesting either customer satisfaction or manipulated reviews.

**9. Top 5 Products by Rating + Reviews**

* The combined analysis of high ratings and large number of reviews highlights standout products — these are likely bestsellers.

**10. Price Range Distribution**

* it's implied from the chart patterns that the distribution skews toward affordable products (< ₹500), with fewer high-end items.