

# Amazon Product Reviews

## KPI / Problem Statement :

- 1 Is there a correlation between the product's price and its rating?  
Correlation = 0.120916  
There is a weak correlation between these two variables.
- 2 Which product has the highest number of reviews and what is its rating?  
Fire-Boltt Ninja Call Pro Plus 1.83" Smart Watch with Bluetooth Calling, AI Voice Assistance, 100 Sports Modes IP67 Rating, 240\*280 Pixel High Resolution
- 3 Identify the top 5 users who have given the most reviews.
  - \$@||TO\$|-,Sethu madhav,Akash Thakur,Burger Planet,Justice âš-i,• ,indrajyoti d.,Aditya Kumar,E.C.GEORGE
  - Manav,Adarsh gupta,Sundeep,S.Sayeed Ahmed,jaspreet singh,Khaja moin,Anand, S.ARUMUGAM
  - Satheesh Kadiam,Pritom Chakraborty,Vishwa,Simranpreet Singh,Saptarshi,Amazon Customer,D.RAGHUL,Dharmendra kumar
  - Omkar dhale,JD,HEMALATHA,Ajwadh a.,amar singh chouhan,Ravi Siddan,Himanshu Goel,Udaykumar
  - ArdKn,Nirbhay kumar,Sagar Viswanathan,Asp,Placeholder,BharanI,sonia,Niam
- 4 Is there a correlation between the length of a review and the rating given?  
A correlation of **0.0771** indicates a **very weak positive correlation** between the two variables
- 5 Does having an image link affect the product rating?  
Having an image positively influences the rating.
- 6 Can the length of the product description be correlated to the product's rating?  
The correlation of 0.0281 suggests that the two variables are nearly independent of each other