

Wireframe Document

Amazon Sales Analysis

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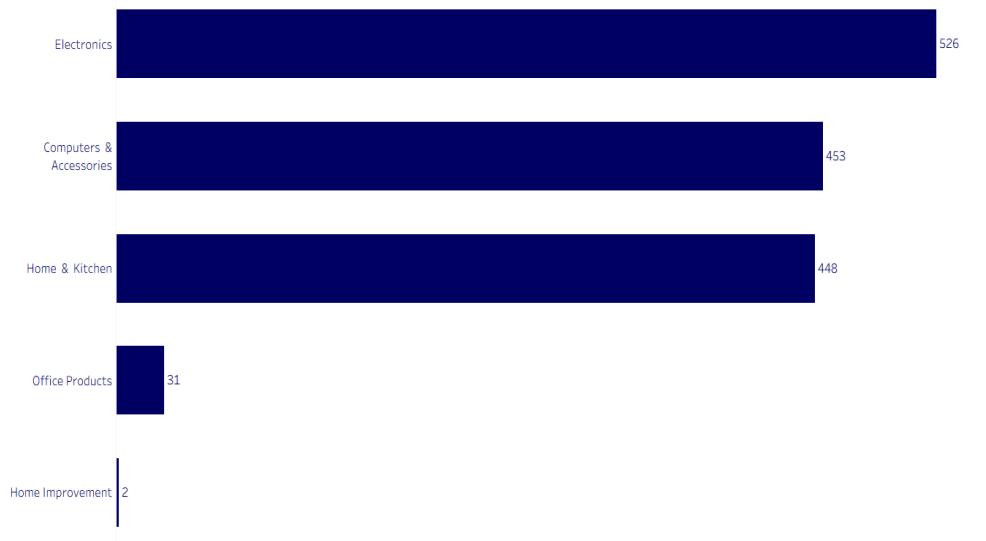
Shubham
tembhurne

Document Version Control

Date Issued	Version	Description	Author
13 th May 2023	1.0	Introduction Problem Statement	Shubham tembhurne
13 th May 2023	1.1	Dataset Information, Vi Architecture Description	Shubham tembhurne

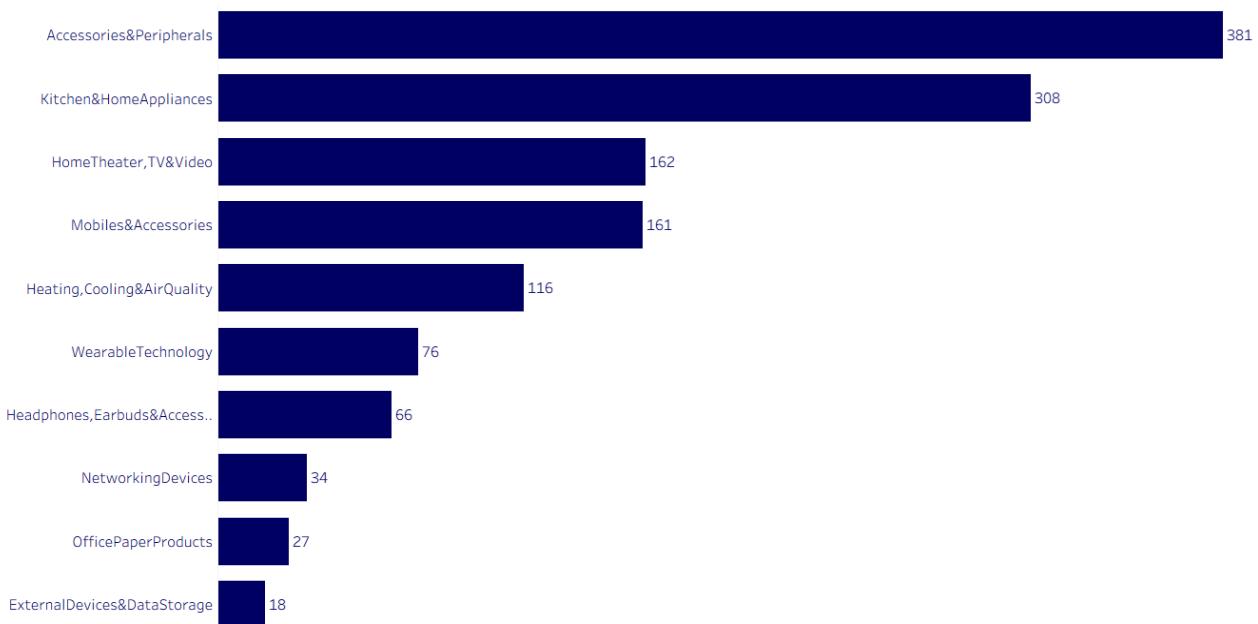
- How many Products belongs to which category and subcategory?

Top 5 Product Category



- We can see that Most of the Product Category is from Electronics, Computers & Accessories then Home & Kitchen.

Top 10 Product Sub-Category



- Most of the Sub-Categories from Accessories and Peripherals, Kitchen and Home Appliances, Home heather and TV Video this all sub-Category mostly belongs to Electronics Category.

5 DETAILED

- What is the Top 5 Most Expensive Products After Discount?

Top 5 Expensive Product After Discount

Sony Bravia 164 cm (65 inches) 4K Ultra HD Smart LED Google TV KD-65X74K (Black)	₹ 77,990
Samsung Galaxy S20 FE 5G (Cloud Navy, 8GB RAM, 128GB Storage) with No Cost EMI & Additional Exchange Offers	₹ 37,990
Coway Professional Air Purifier for Home, Longest Filter Life 8500 Hrs, Green True HEPA Filter, Traps 99.99% Virus & PM 0.1 Particles, Warranty 7 Years (AirMega 150 (AP-1019C))	₹ 14,400
Fire-Boltt Visionary 1.78" AMOLED Bluetooth Calling Smartwatch with 368*448 Pixel Resolution 100+ Sports Mode, TWS Connection, Voice Assistance, SPO2 & Heart Rate Monitoring	₹ 11,997
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	₹ 8,995

- Sony Bravia 164 cm 4k Ultra HD Smart LED TV (Black) most expensive product after discount which is from the Category of electronics which is 77990rs.

- What is the Top 5 Cheapest Products after Discount?

Top 5 Cheapest Product After Discount

LG 139 cm (55 inches) 4K Ultra HD Smart LED TV 55UQ7500PSF (Ceramic Black)	₹ 47,990
Samsung 138 cm (55 inches) Crystal 4K Neo Series Ultra HD Smart LED TV UA55AU65AKXXL (Black)	₹ 47,990
VU 164 cm (65 inches) The GloLED Series 4K Smart LED Google TV 65GloLED (Grey)	₹ 54,990
OnePlus 163.8 cm (65 inches) U Series 4K LED Smart Android TV 65U1S (Black)	₹ 61,999
Sony Bravia 164 cm (65 inches) 4K Ultra HD Smart LED Google TV KD-65X74K (Black)	₹ 77,990

- LG 139 cm 4k Ultra HD Smart LED TV is the cheapest product after discount which is 47,990rs.

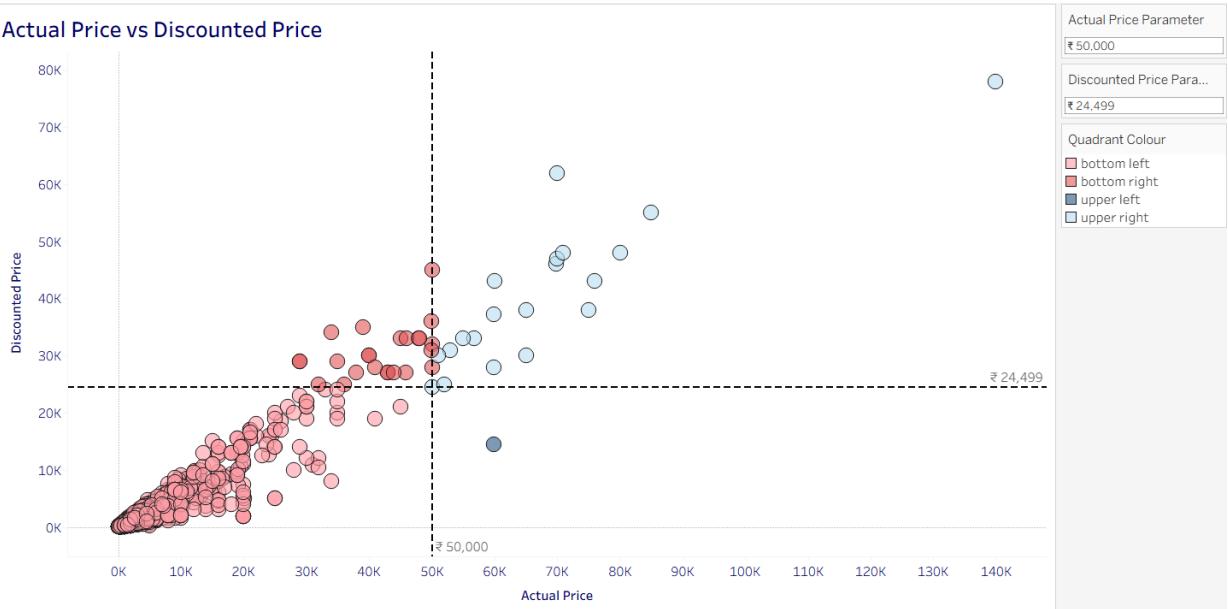
- What is the Price difference due to discount in Product?

Top 5 Largest Price Difference Due to Discount

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	₹ 91,000
Sony Bravia 164 cm (65 inches) 4K Ultra HD Smart LED Google TV KD-65X74K (Black)	₹ 61,910
Coway Professional Air Purifier for Home, Longest Filter Life 8500 Hrs, Green True HEPA Filter, Traps 99.99% Virus & PM 0.1 Particles, Warranty 7 Years (AirMega 150 (AP-1019C))	₹ 45,500
Fire-Boltt Visionary 1.78" AMOLED Bluetooth Calling Smartwatch with 368*448 Pixel Resolution 100+ Sports Mode, TWS Connection, Voice Assistance, SPO2 & Heart Rate Monitoring	₹ 40,000
Samsung Galaxy S20 FE 5G (Cloud Navy, 8GB RAM, 128GB Storage) with No Cost EMI & Additional Exchange Offers	₹ 37,009

- Fire Boltt Ninja Call Pro Plus 1.83 Smart Watch product with largest price difference which is 91,000.

- Correlation between features: Actual Price Vs Discounted Price

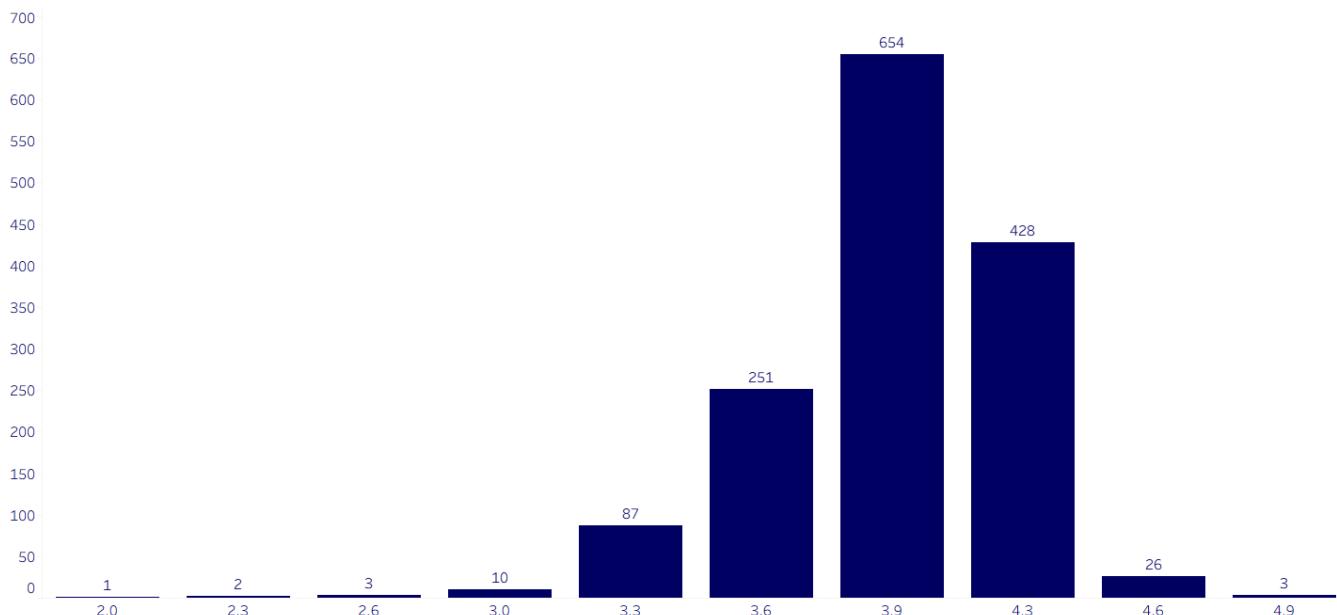


- There is a strong linear relationship the high-ticket items greater than 50k still receive heavy discount.
- We are Sacrificing the large amount of profit by significant margin sacrifice even on premium product.

Product Rating:

- What is the distribution of product rating?

Product Rating Distribution

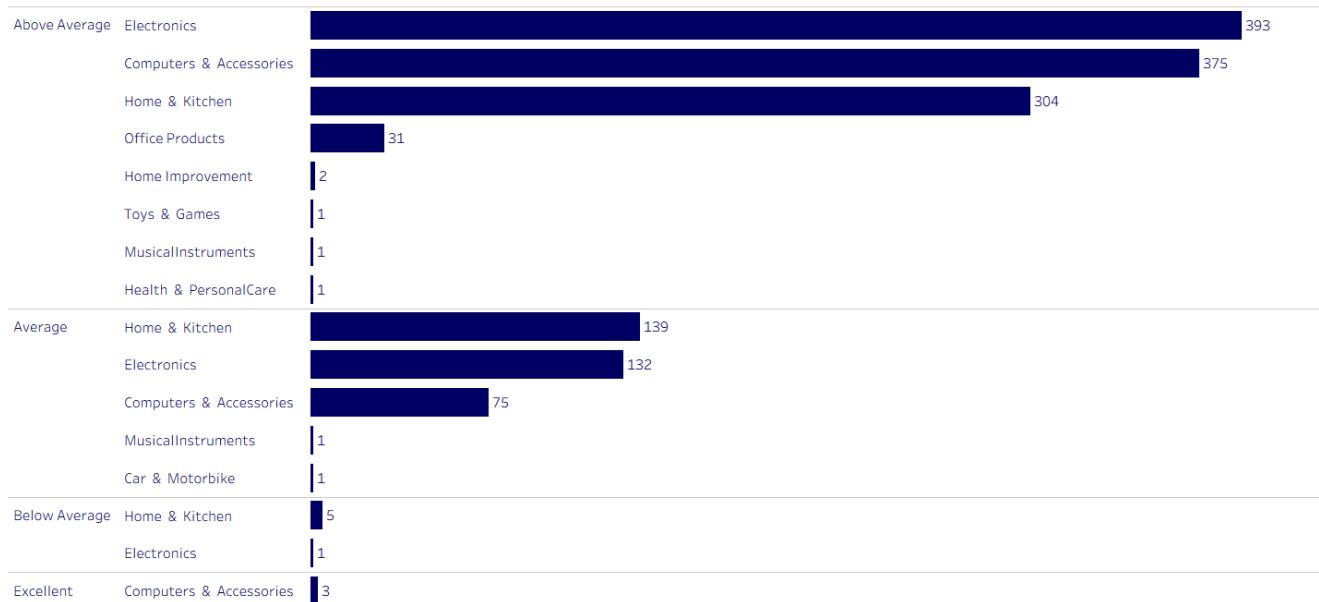


- Majority of the products lie between 4.0 to 4.5 and very few products are below 3.5 that indicates strong quality control. Low rated products are rare but risky.

10 DETAILED

- What is the Rating score distribution by Product Category?

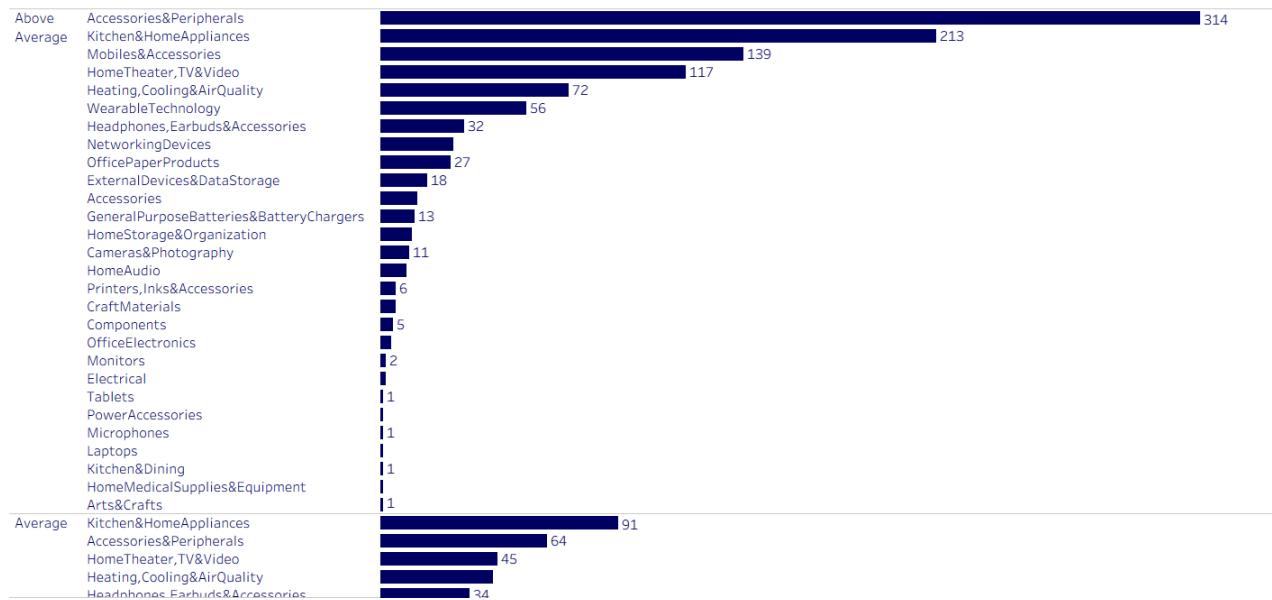
Rating Score Distribution by Category



- The most of the product are above average specially Computers & Accessories, Electronics, Home & kitchen Office Product this are scalable Category.

- What is the Rating of Products Based on Sub-category?

Rating Score Distribution by Sub-Category

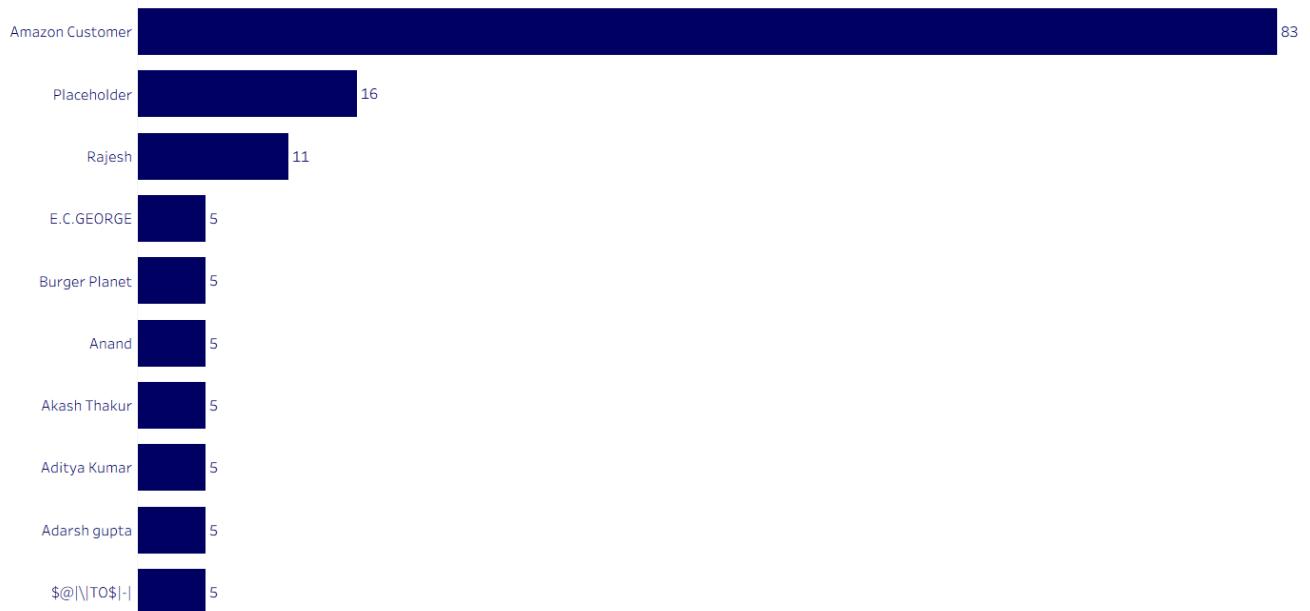


- I can see that most of the subcategory is the category of average and above average Scalable subcategory.

Reviewers:

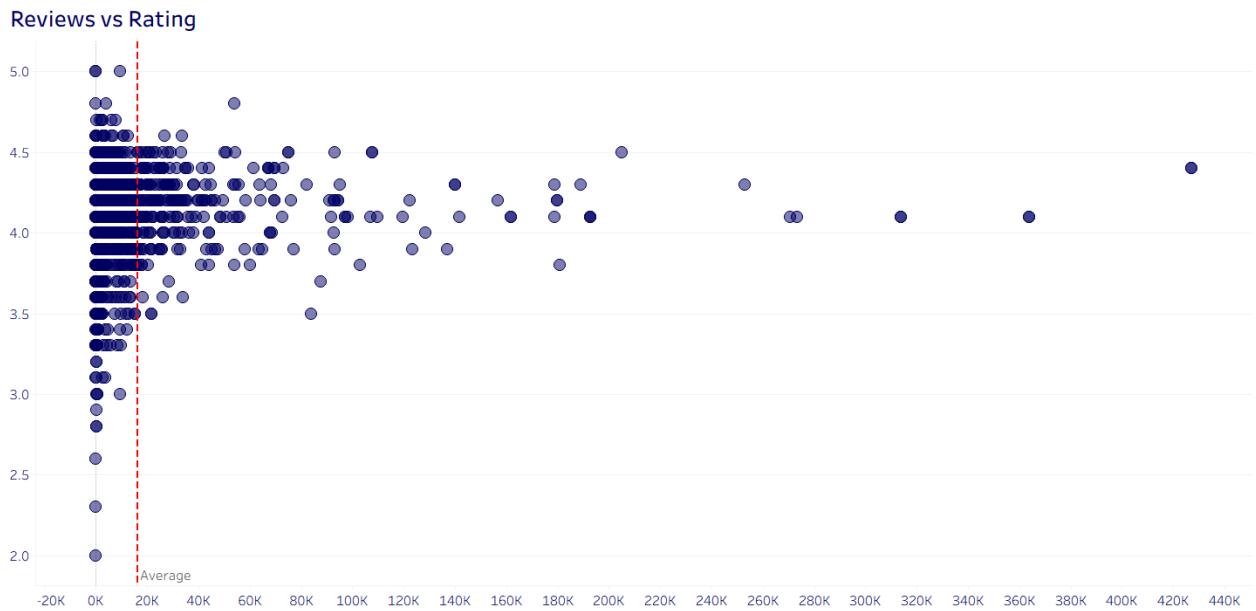
- Who gave rating and reviews for more than one product?

Top 10 Active Reviewers



- More than 500 active reviewers who review the product under Amazon Customer, Placeholder, Kindle Customers. These are active customers who gave more than 10 reviews in the Category.

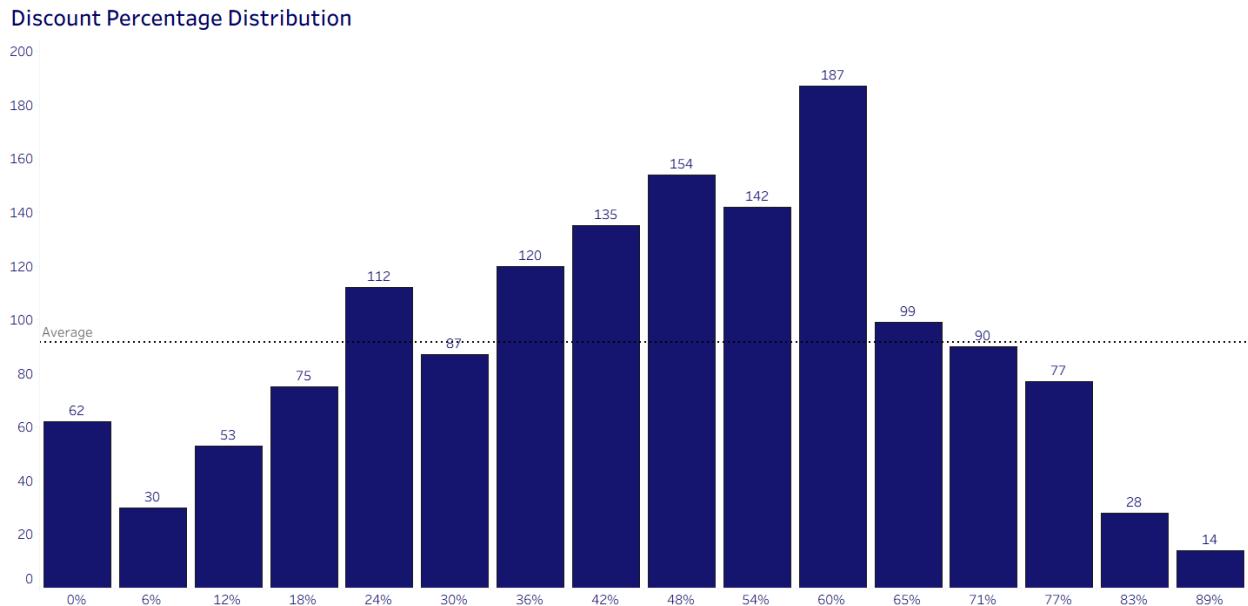
- What is the compare numbers of review vs rating?



- Product with high rating (100k+) mostly stay around between 4.0 to 4.5 Rating Stability as review increases. Low reviews show high rating volatility.

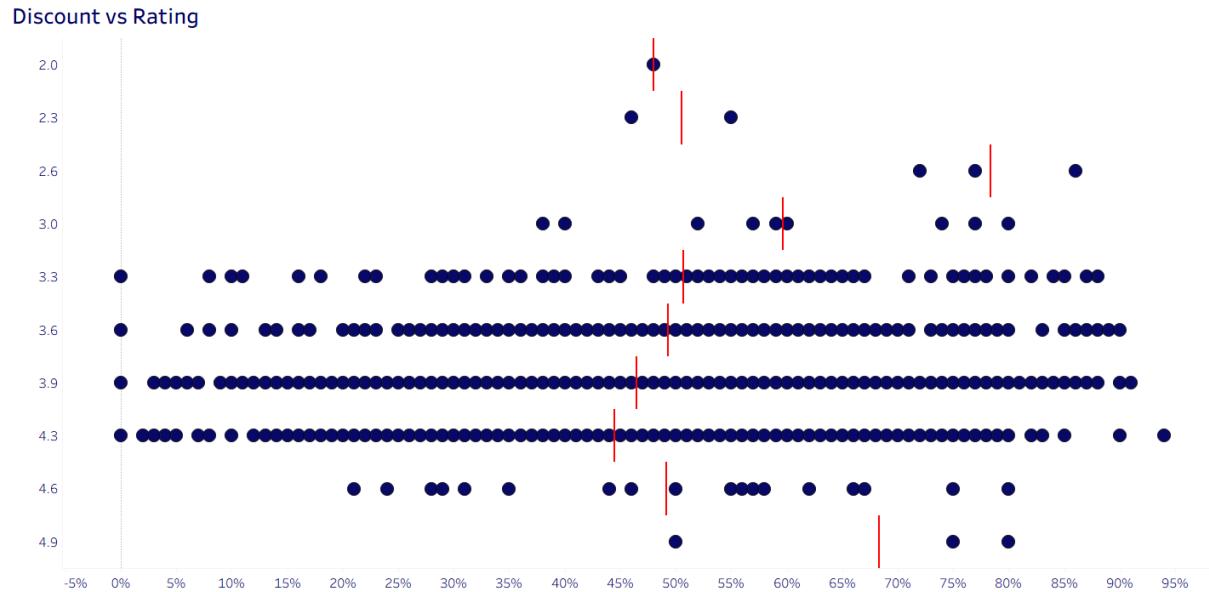
Product Pricing:

- What is discount percentage distribution amongst the products?



- Most product fall between 30% to 70% discount.
- Extreme discount 80% to 90% exist but are fewer very low discount less than 10% is uncommon.

- What is the compare numbers of discount and Rating?



- No Relationship between Higher discount and higher rating.
- Product between (10%-20%) discount have the rating of 4.5 rating.
- Over discounting does not improve customer satisfaction.