

Wireframe Document

Amazon Sales Analysis

Revision Number: 1.0
Last date of revision: 13/05/2023

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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

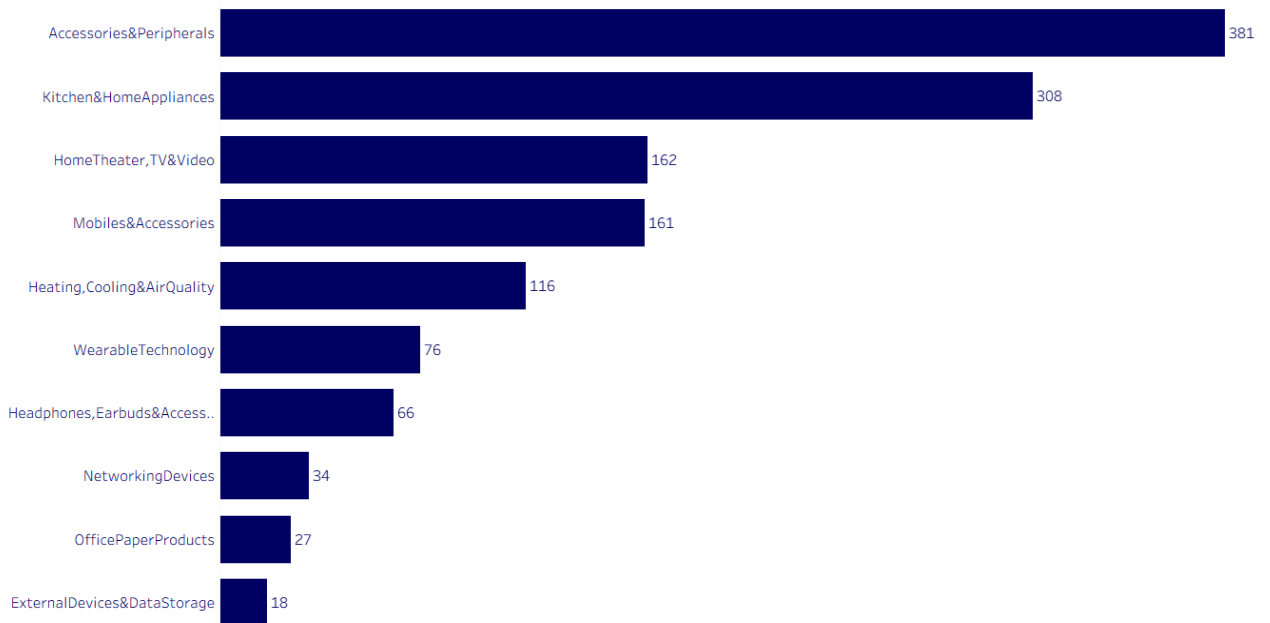
- How many Products belongs to which category and subcategory?

Top 5 Product Category



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

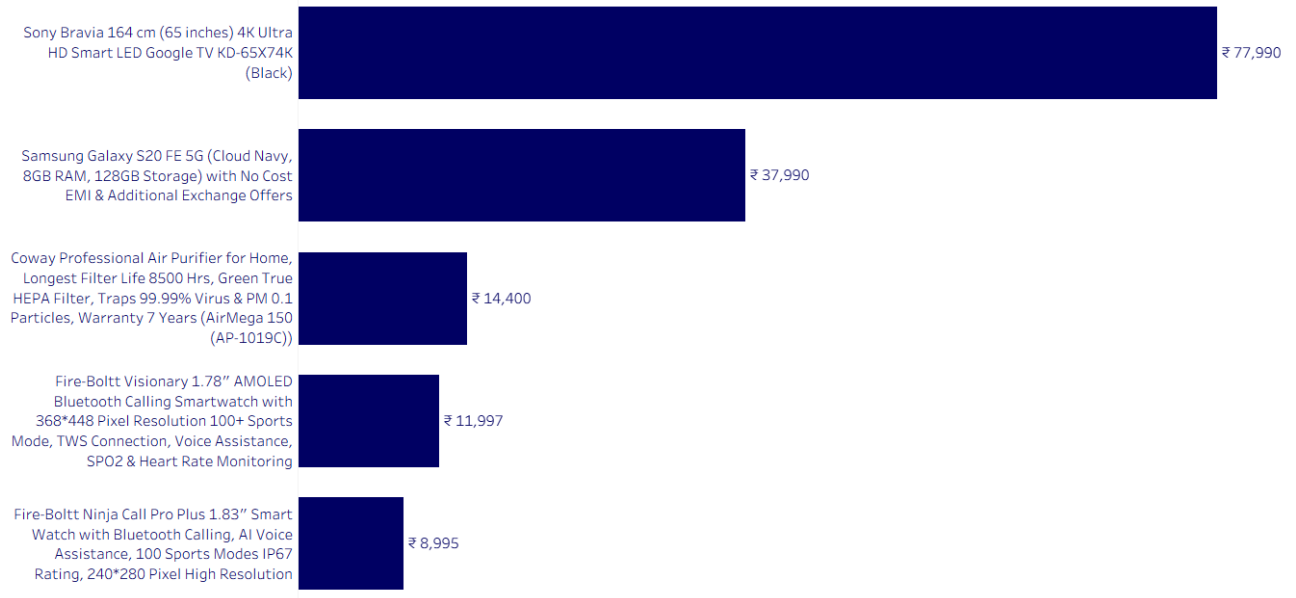
Top 10 Product Sub-Category



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

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

Top 5 Expensive Product After Discount



- 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?

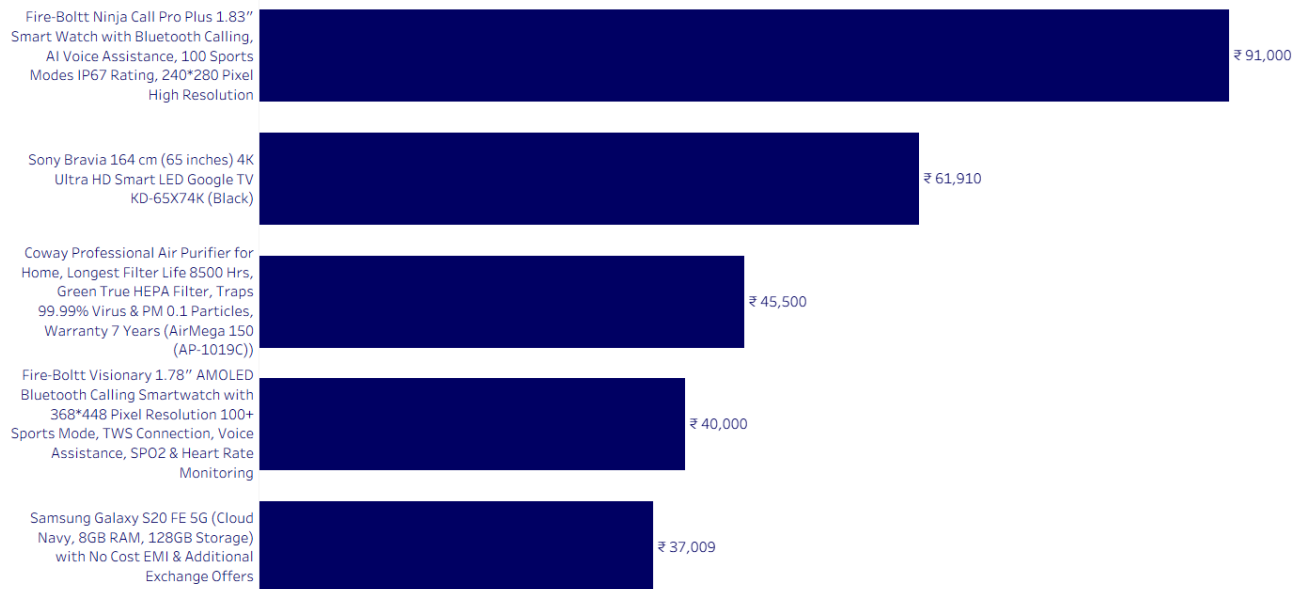
Top 5 Cheapest Product After Discount



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

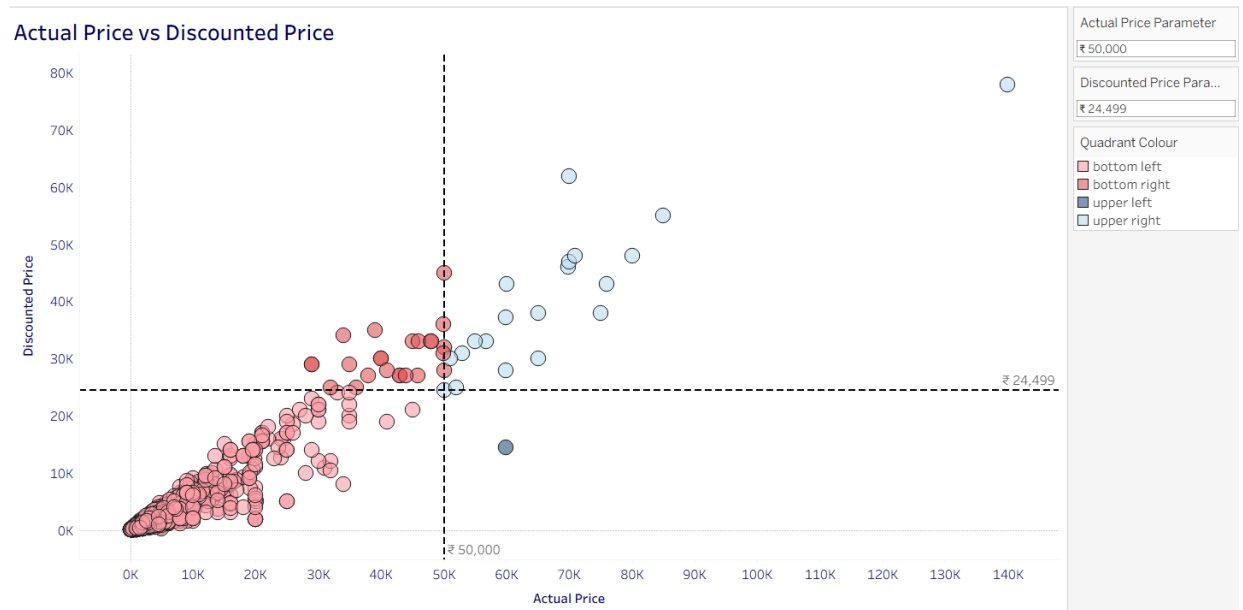
- What is the Price difference due to discount in Product?

Top 5 Largest Price Difference Due to Discount



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

- Correlation between features: Actual Price Vs Discounted Price

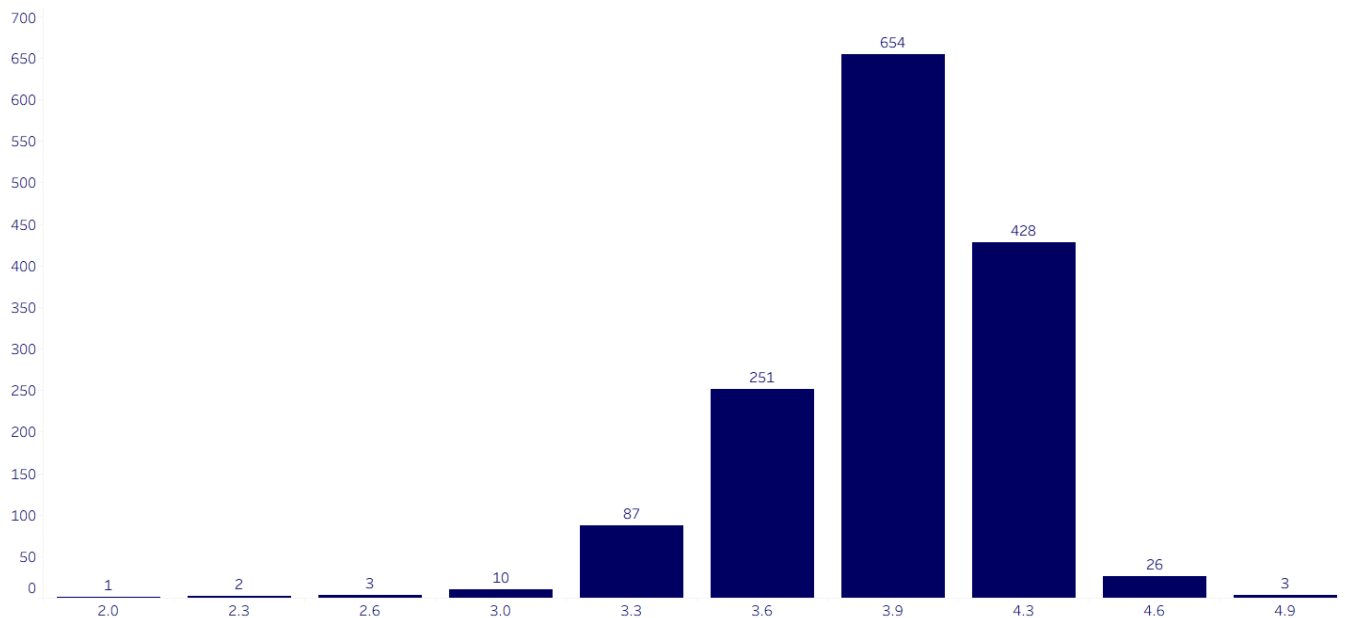


- There is a strong linear relationship the high-ticket items greater than 50k still receive heavy discount.
- We are Sacrificing the large amount of profit by significant margin sacrifice even on premium product.

Product Rating:

- What is the distribution of product rating?

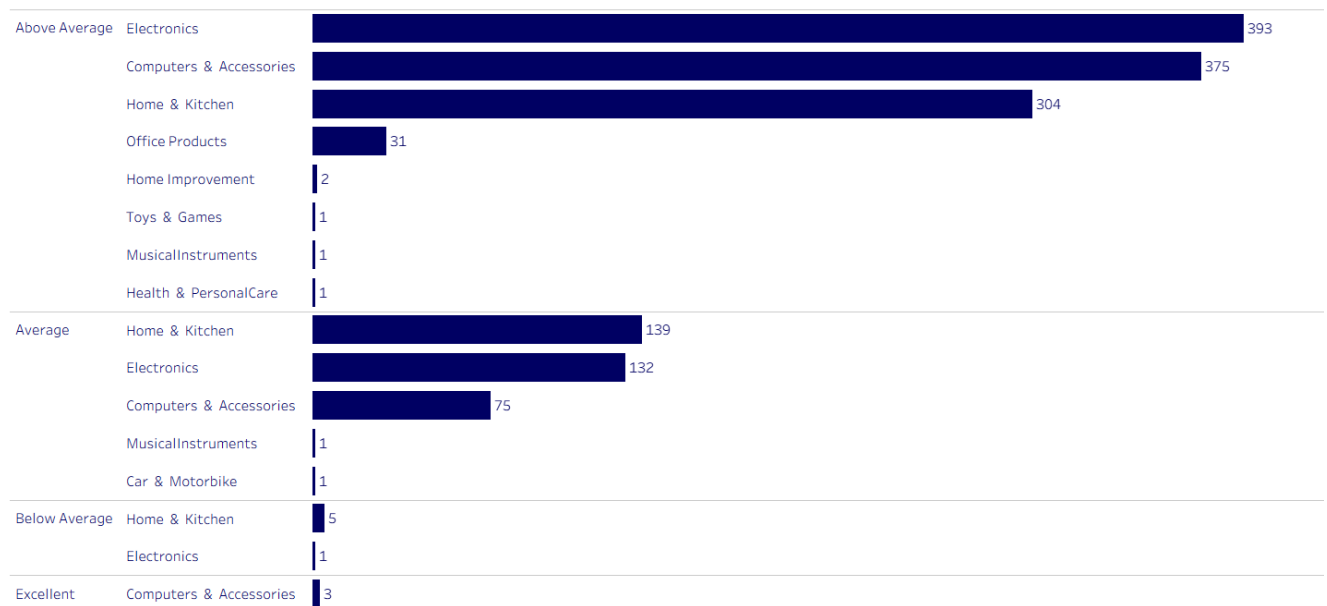
Product Rating Distribution



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

- What is the Rating score distribution by Product Category?

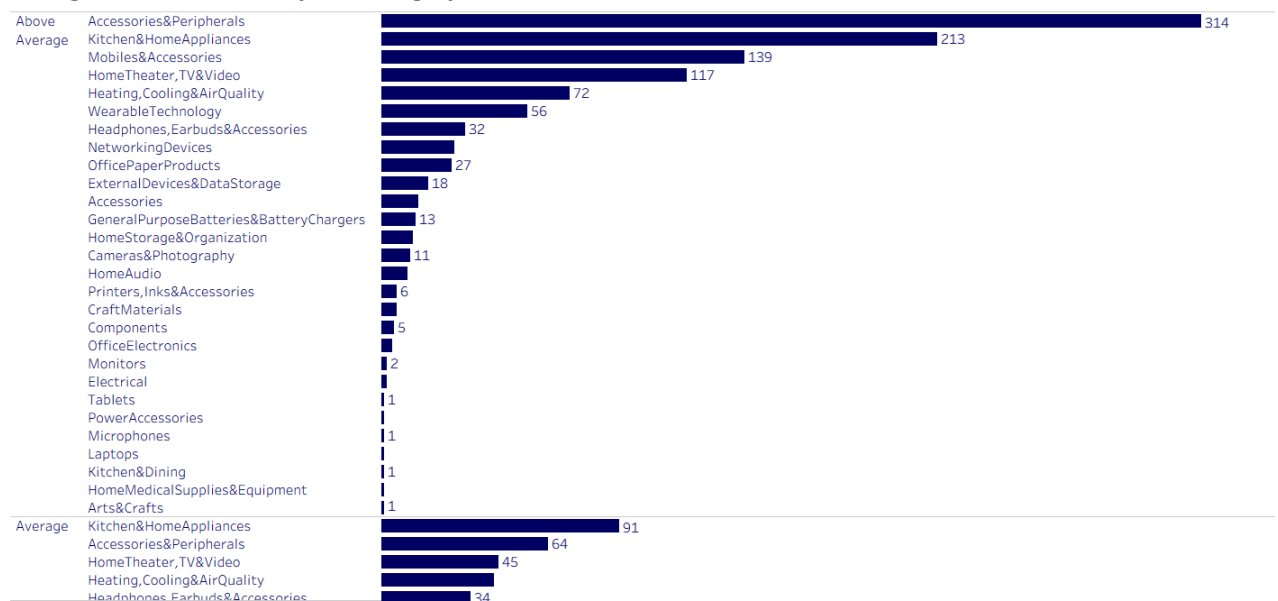
Rating Score Distribution by Category



- 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:

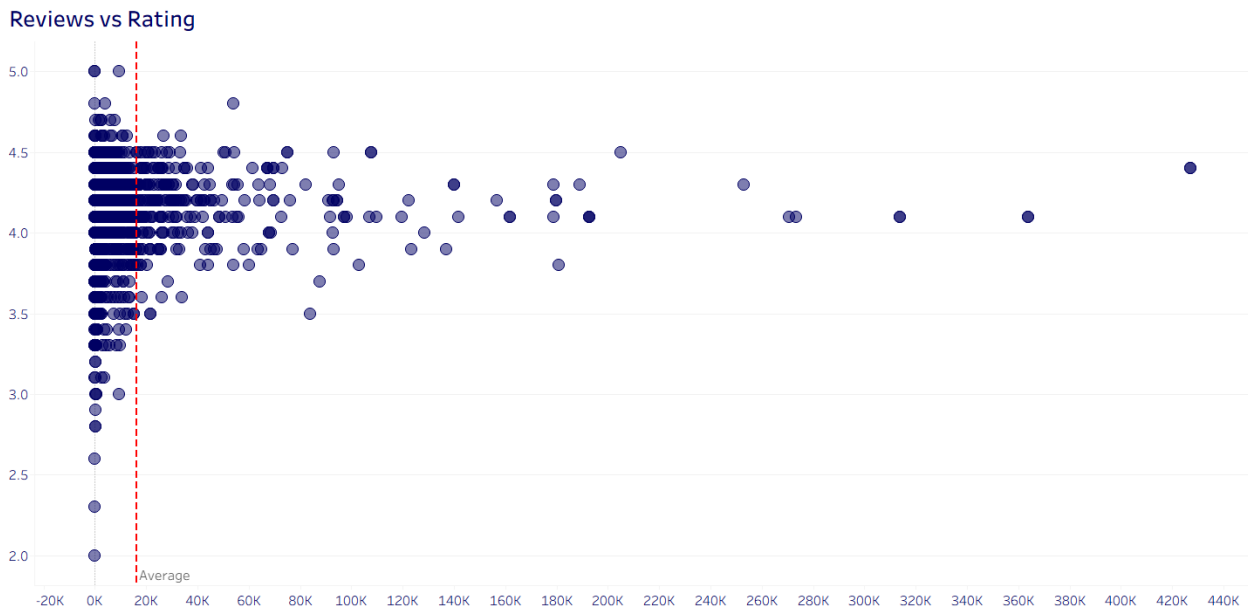
- Who gave rating and reviews for more than one product?

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?

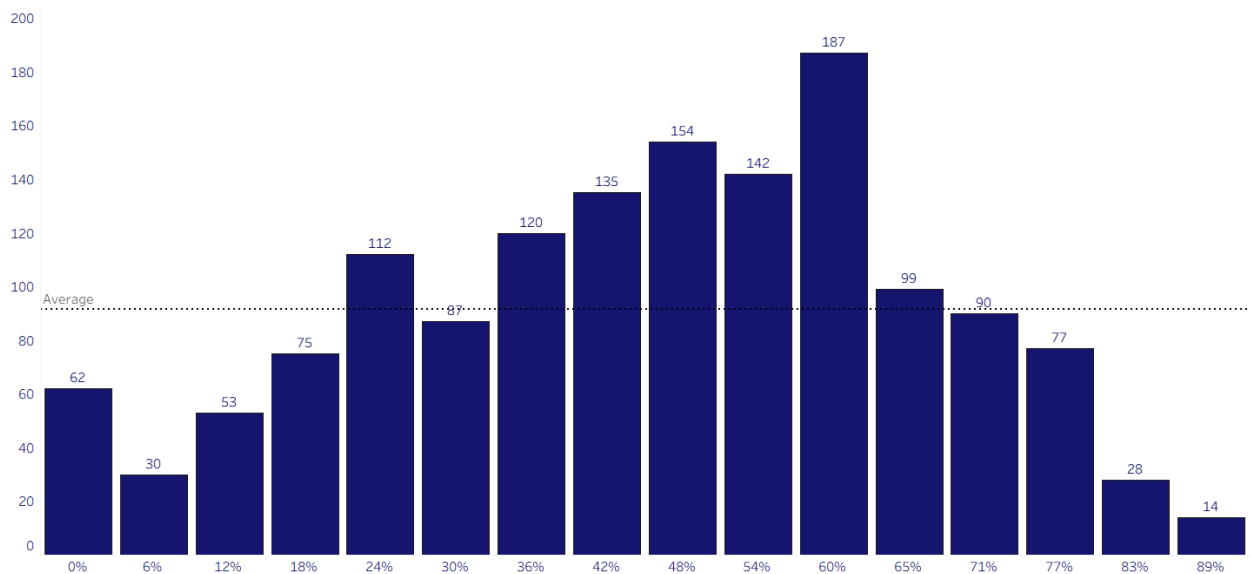


- Product with high rating (100k+) mostly stay around between 4.0 to 4.5 Rating Stability as review increases. Low reviews show high rating volatility.

Product Pricing:

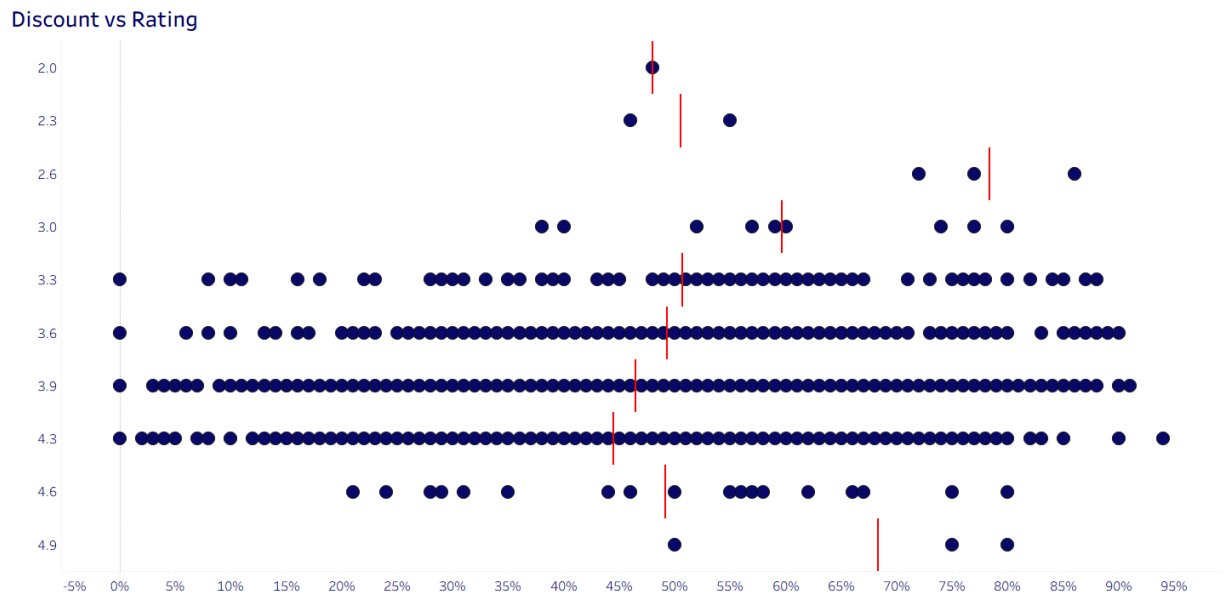
- What is discount percentage distribution amongst the products?

Discount Percentage Distribution



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