

Wireframe Document

Amazon Sales Analysis

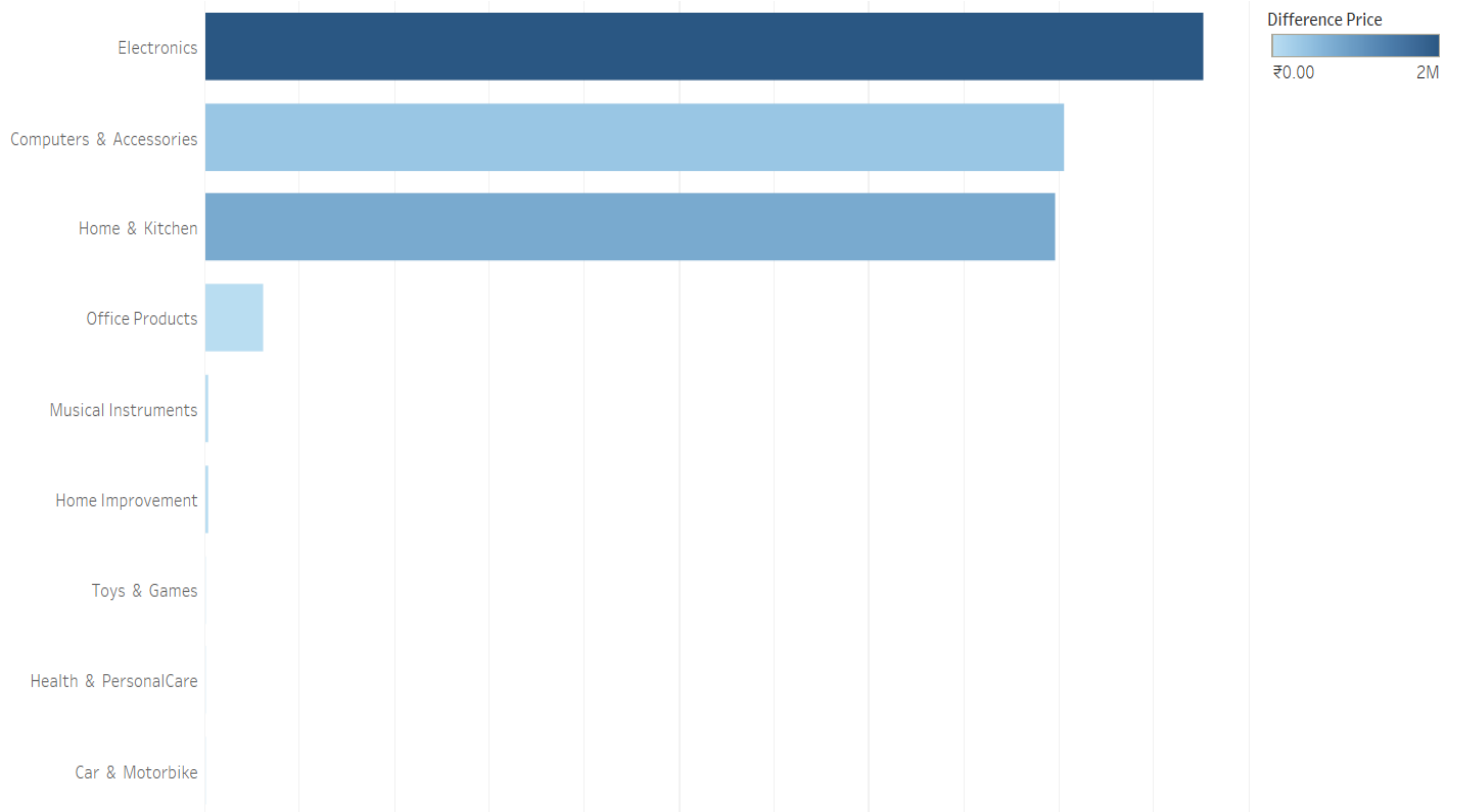
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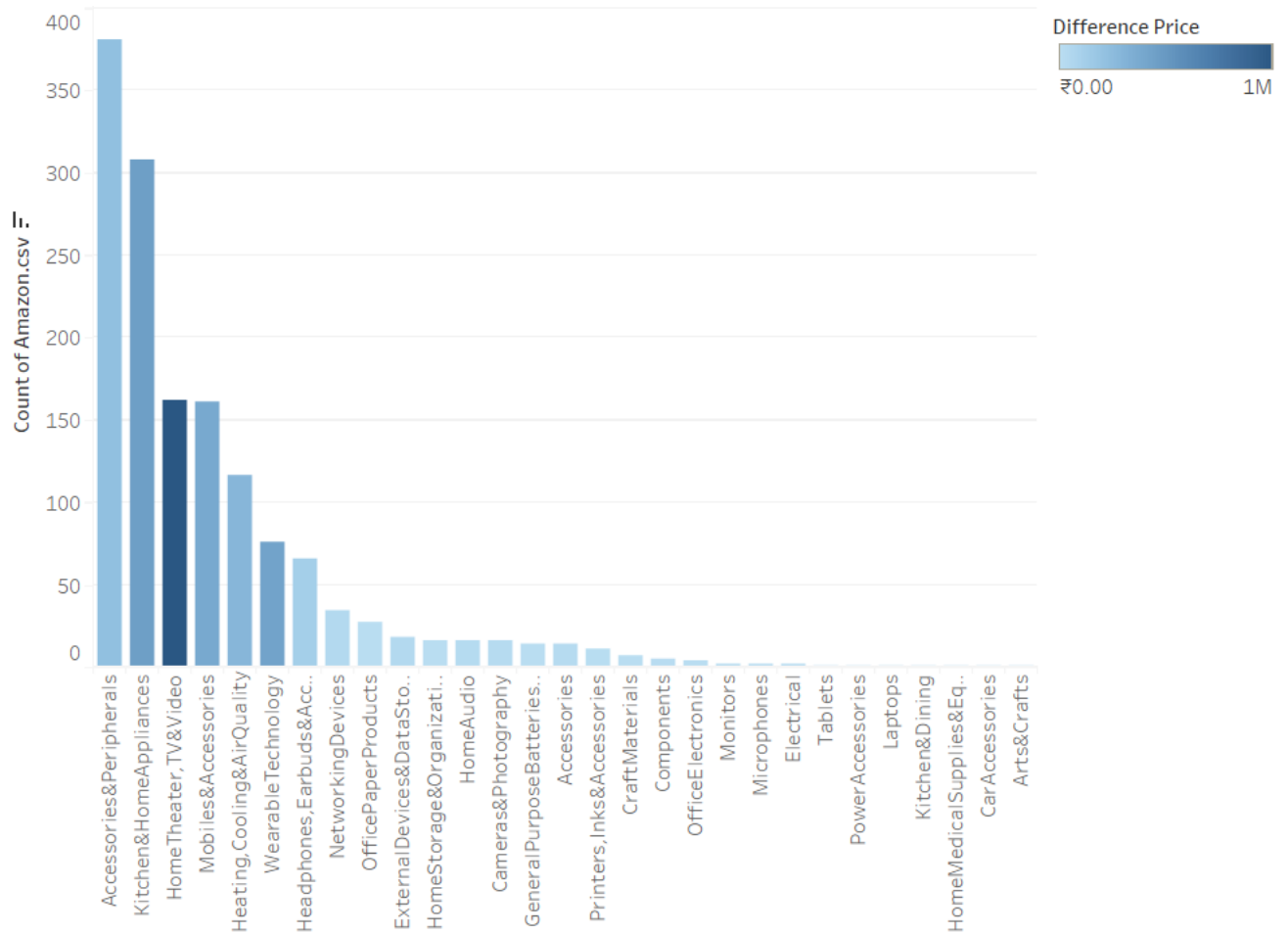
Shubham
tembhurne

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

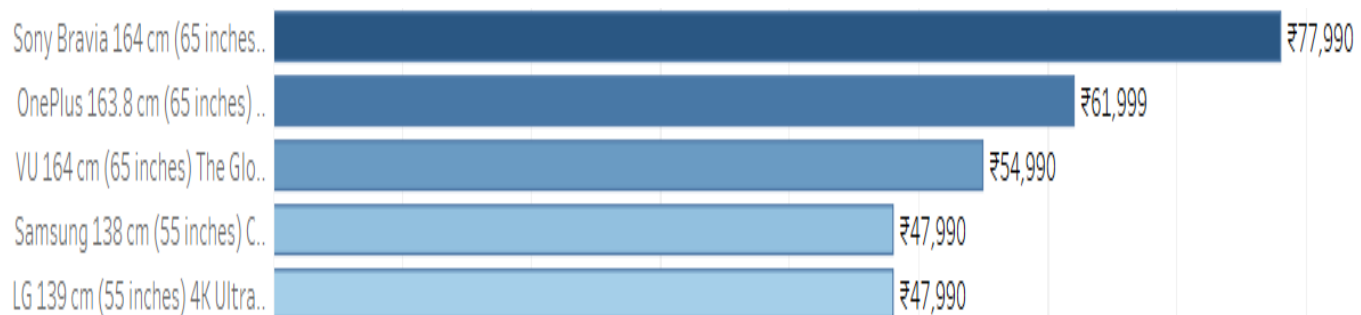
- Most Amount of Product by Category:





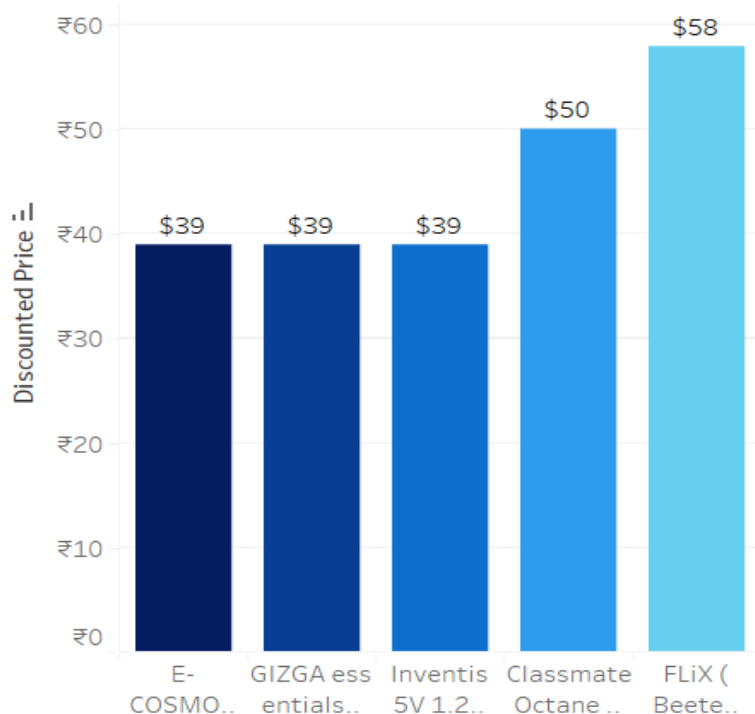
Electronics especially accessories & peripherals and Kitchen & home appliance contain most of the products in this data set. In general, most products are related to the electric devices in this dataset.

- Top 5 Most Expensive Products After Discount:



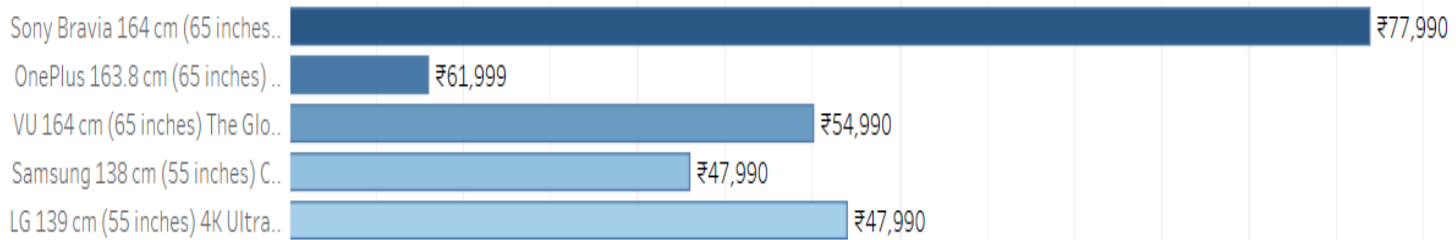
Sony Bravia 164 cm (65 inches) is the most expensive product after discount.

- Top 5 Cheapest Products after Discount:



E-cosmos 5V 1.2W Portable Flexible is the cheapest product after discount.

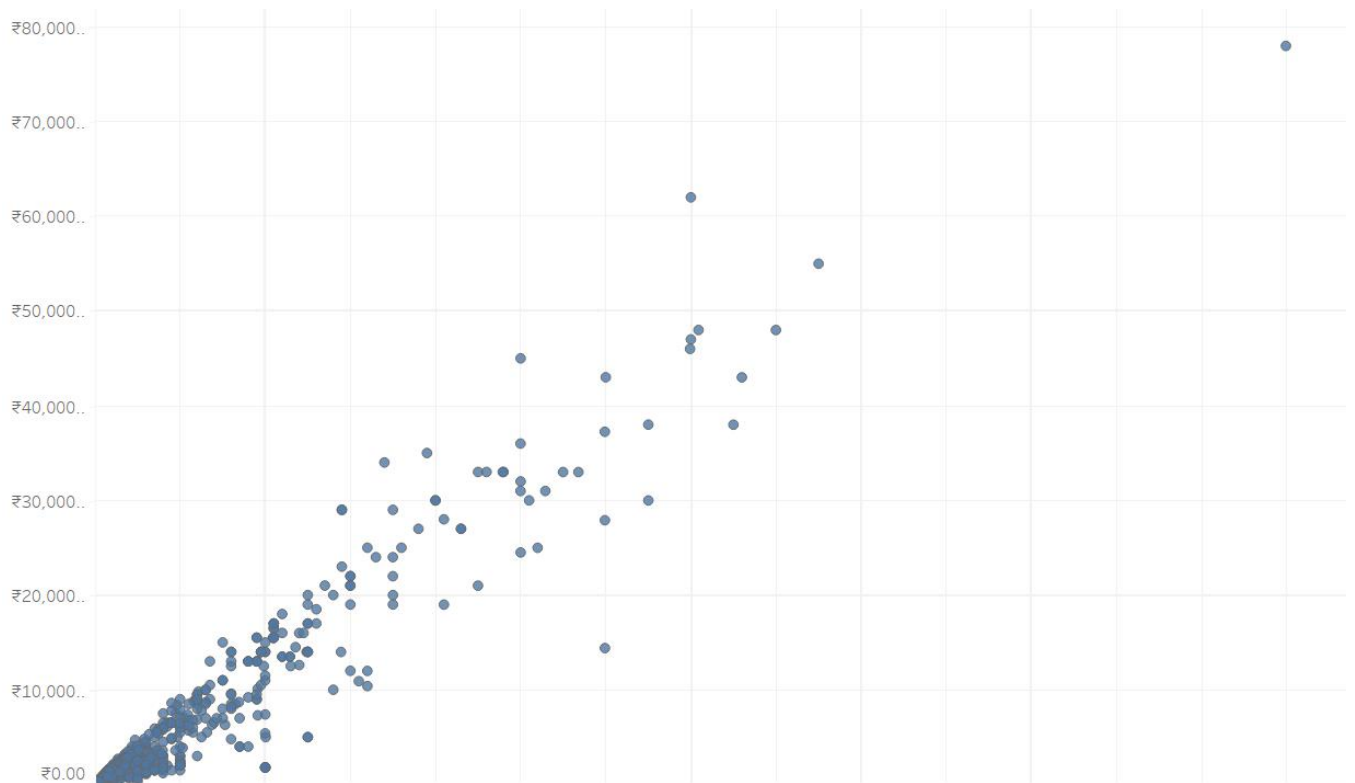
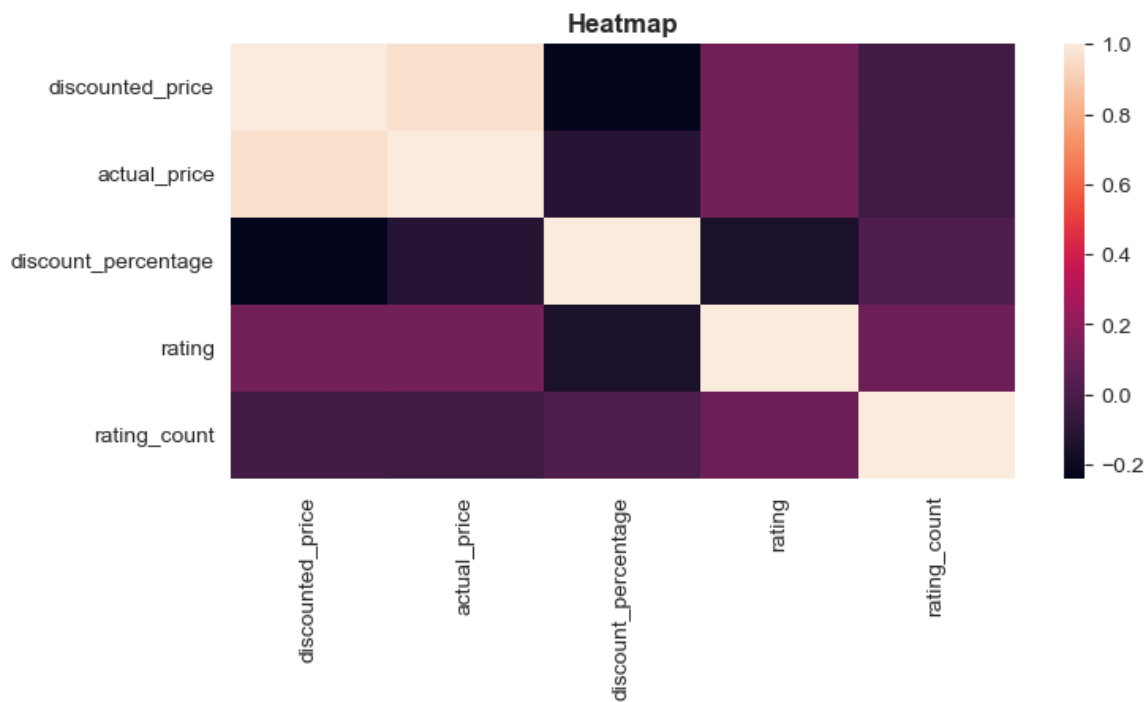
- Price difference due to discount in Product :



Sony Bravia 164cm having the largest price difference due to discount.

- Correlation between features:

Correlation between Features

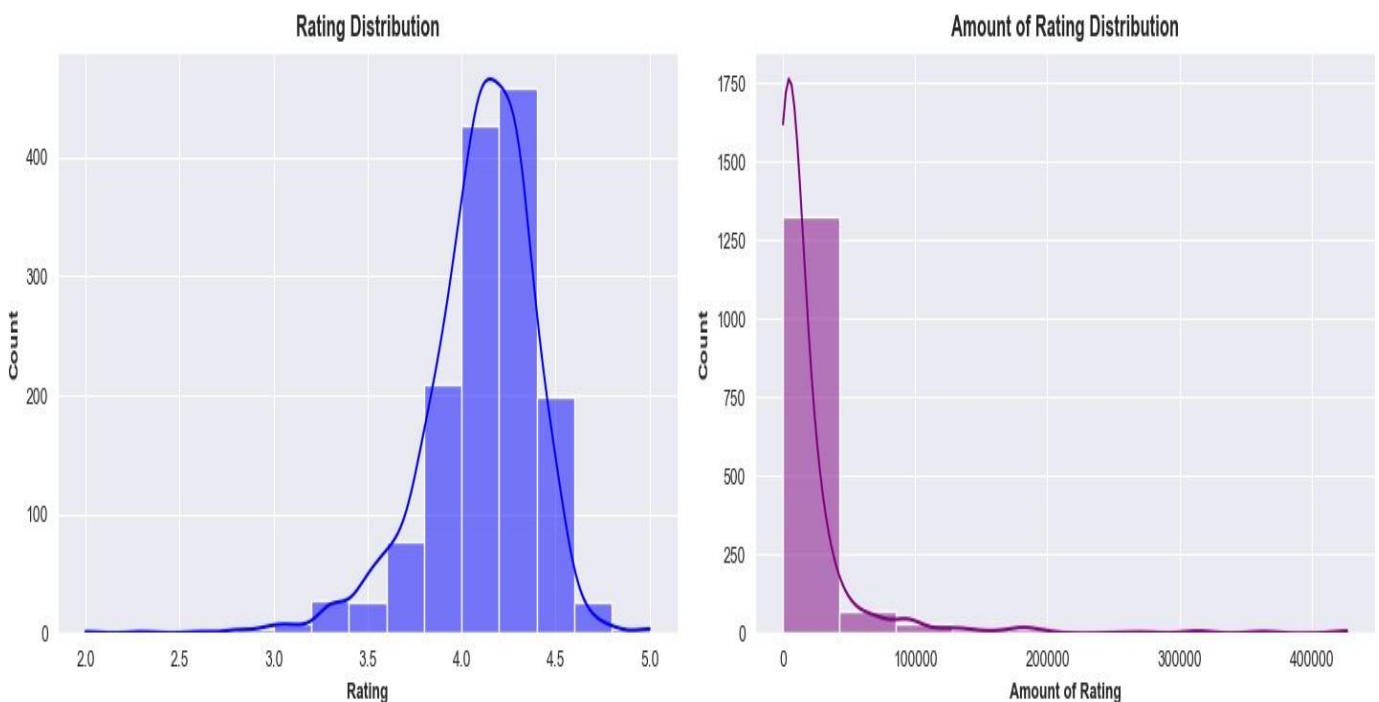


There is almost no correlation between the dataset but there is positive correlation between the discounted price of product and actual price of product.

- Rating Amount and of Rating Distribution

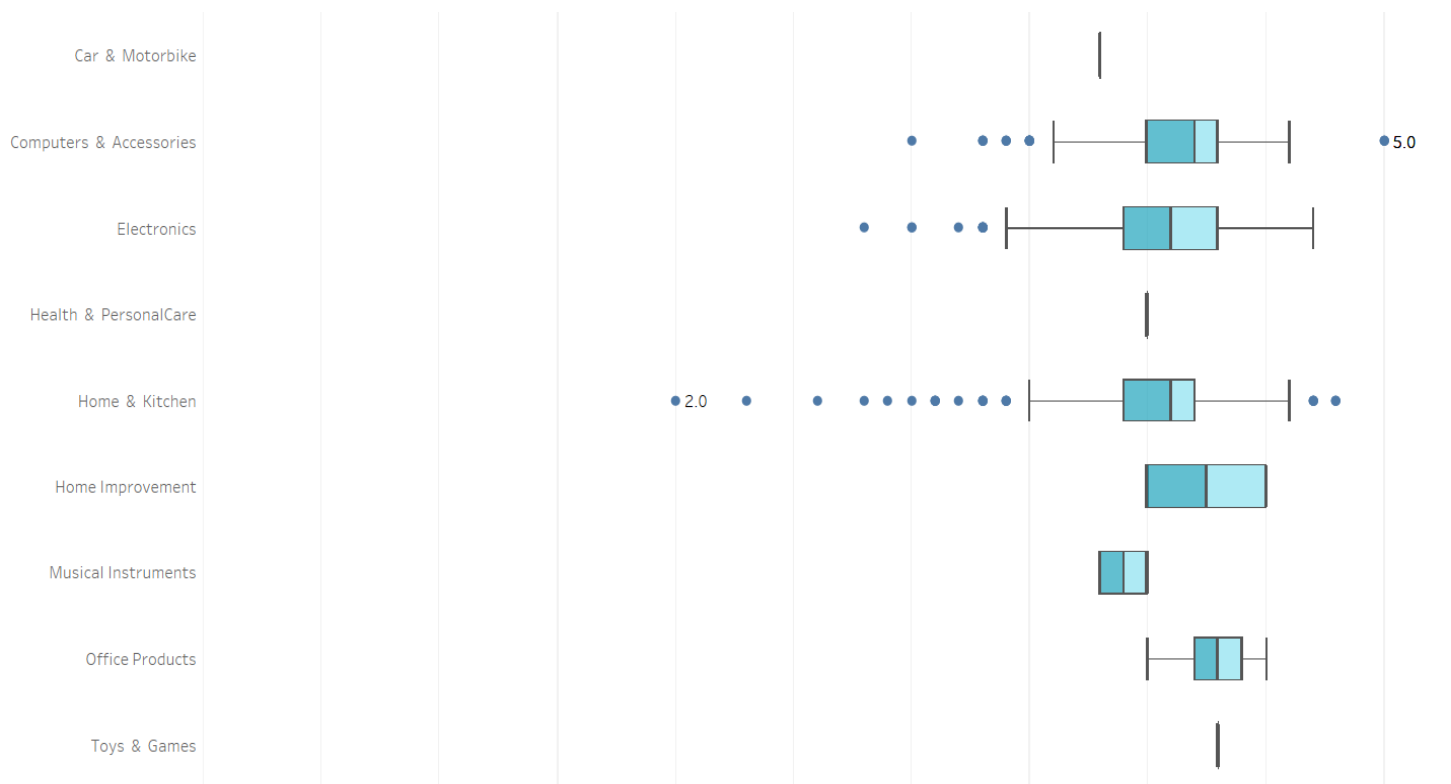
Most of the product range around 4.0 to 4.37 with no products under the score of 2.0. The Rating Distribution is Slightly

Rating and Amount of Rating Distribution



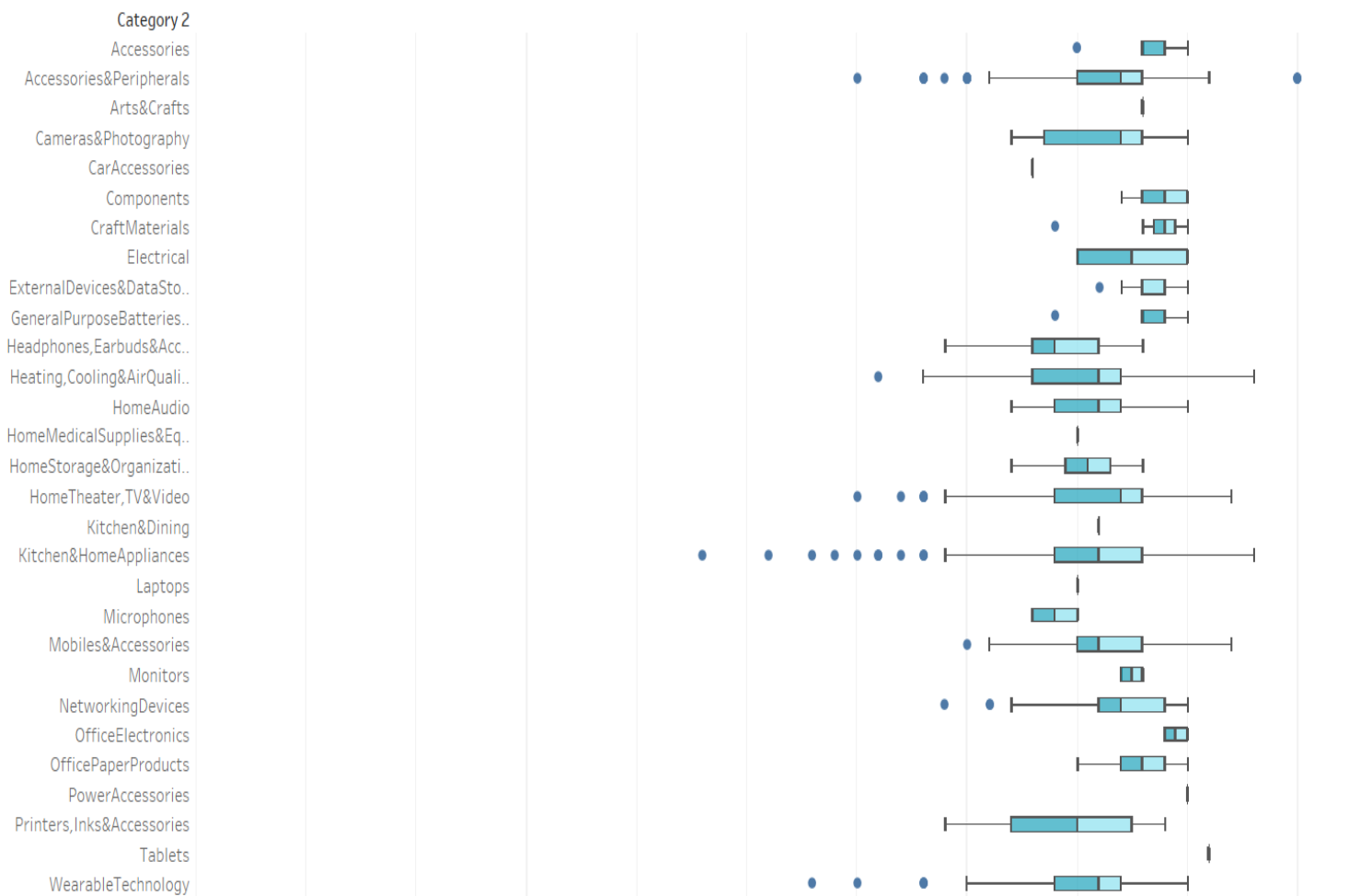
Left-Skewed. The amount of ratings given to a product is very widespread. Most of the products that have been rated, have around 0 - 5000 amount of rating for each product. Interestingly there are products that have more than 40,000 ratings. The amount of ratings distribution is highly right skewed.

- Rating Distribution by Product Main Category



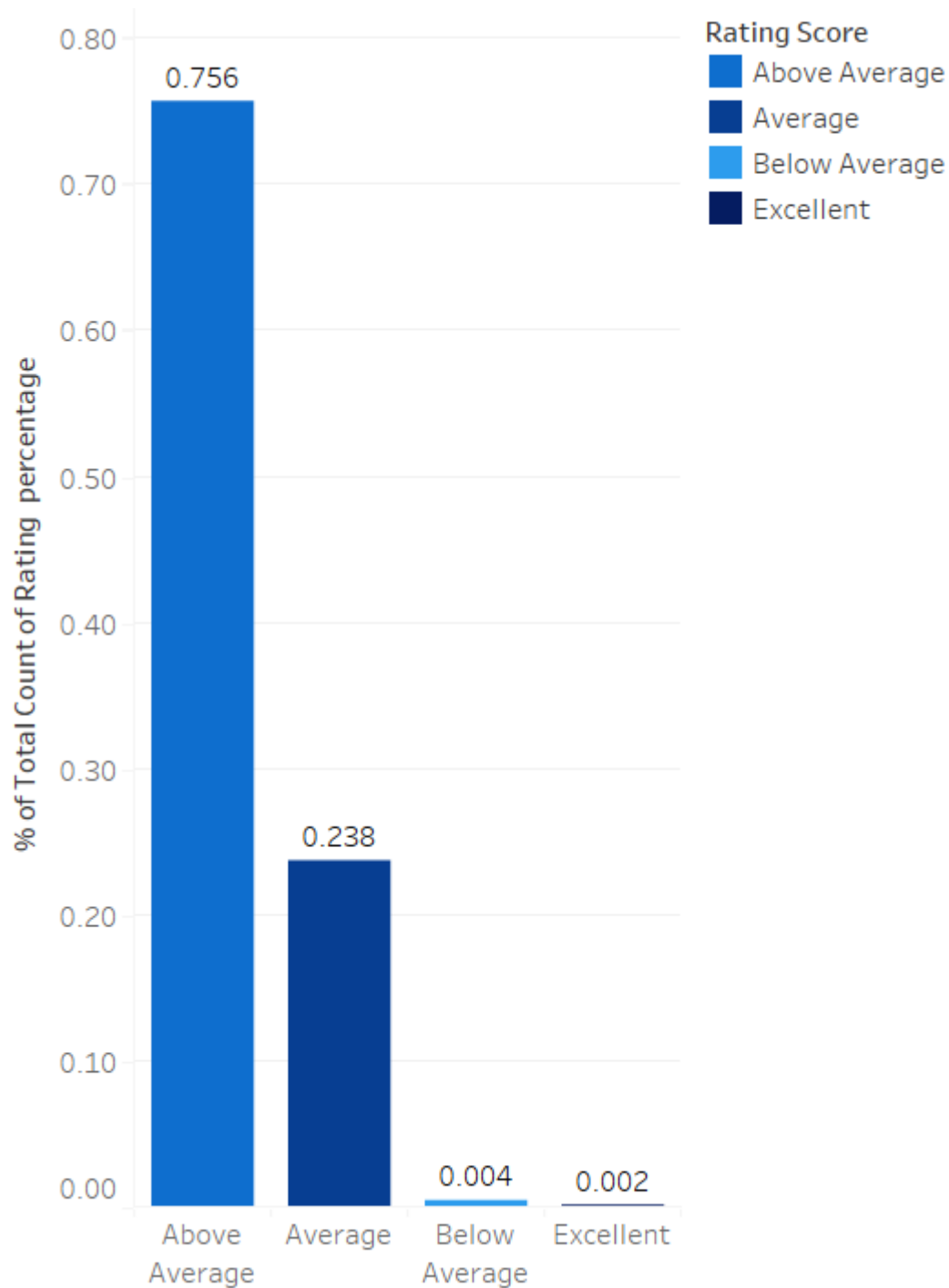
Toys Games, Car Motorbike and health&PersonalCare product rating around 3.7 to 4.6. All homeImprovement and office Product have the minimal rating of 4.0. Many of the Computer &Accessories, and Electronics products have ratings in the range of 3.6 - 4.6. Though these categories do have products that have a high rating such as 5.0 and low rating, going down to 2.75.

- Rating Distribution by Product Sub-Category



What I observed in this Graph of Rating Distribution by Product Sub Category is that Accessories & Peripherals is highly rated product. The Lowest rated product came from the subcategory of heating, cooling & air quality.

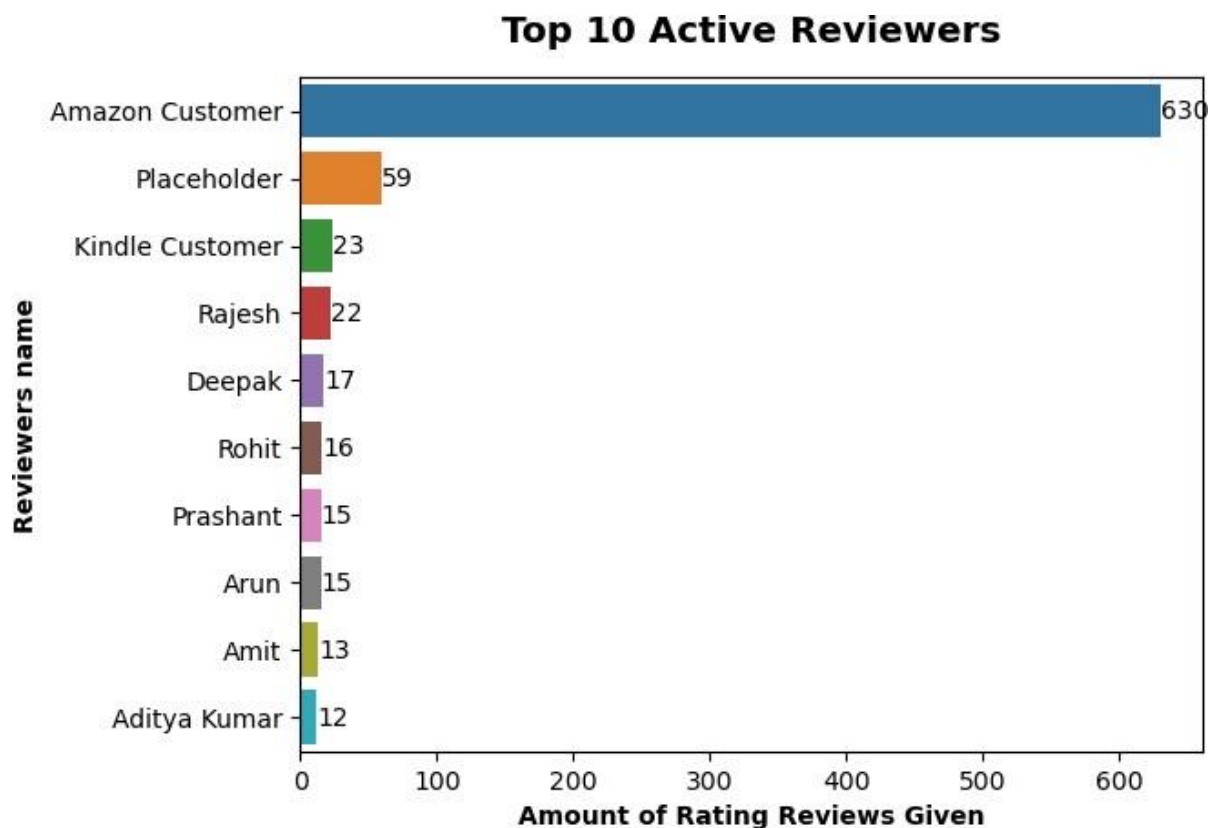
- Rating of all Product in Percentage



Most of the product in the dataset have been rated Above average. There are extremely few products are rated below Average and Excellent. No Products are rated poor in this dataset.

Reviewers

- Reviewers who gave rating and reviews for more than one product

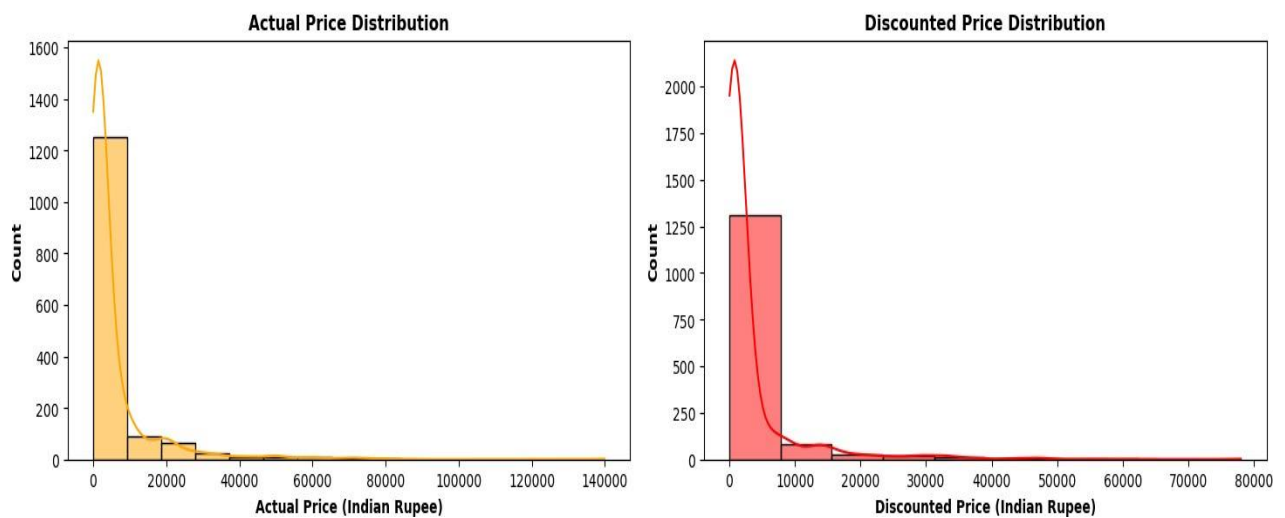


There are more than 500 active reviewers who review the product anonymously under the alias of Amazon customer, Placeholder, Kindle customer. There are more than 8 people who have given ratings and reviews to more than 10 products on this dataset.

Product Pricing

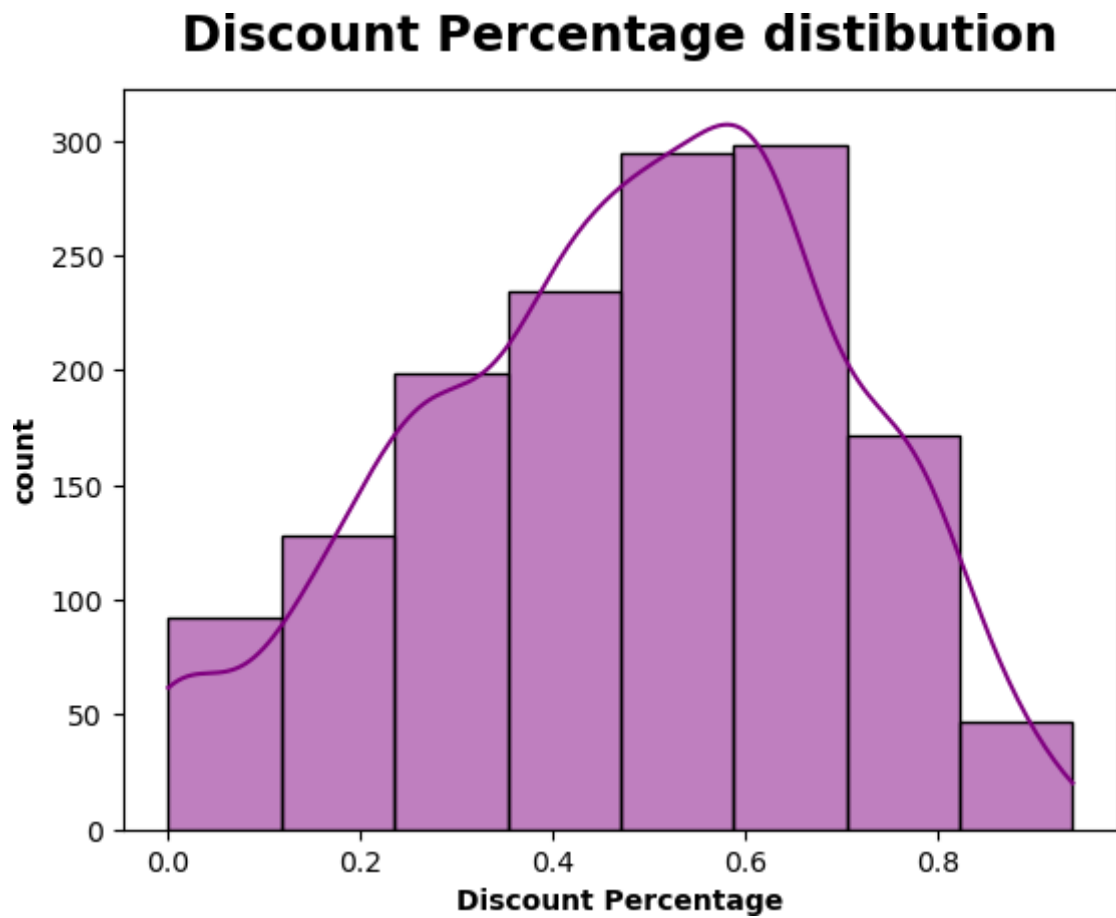
- Actual price and discounted Price distribution

Actual Price and Discounted Distribution



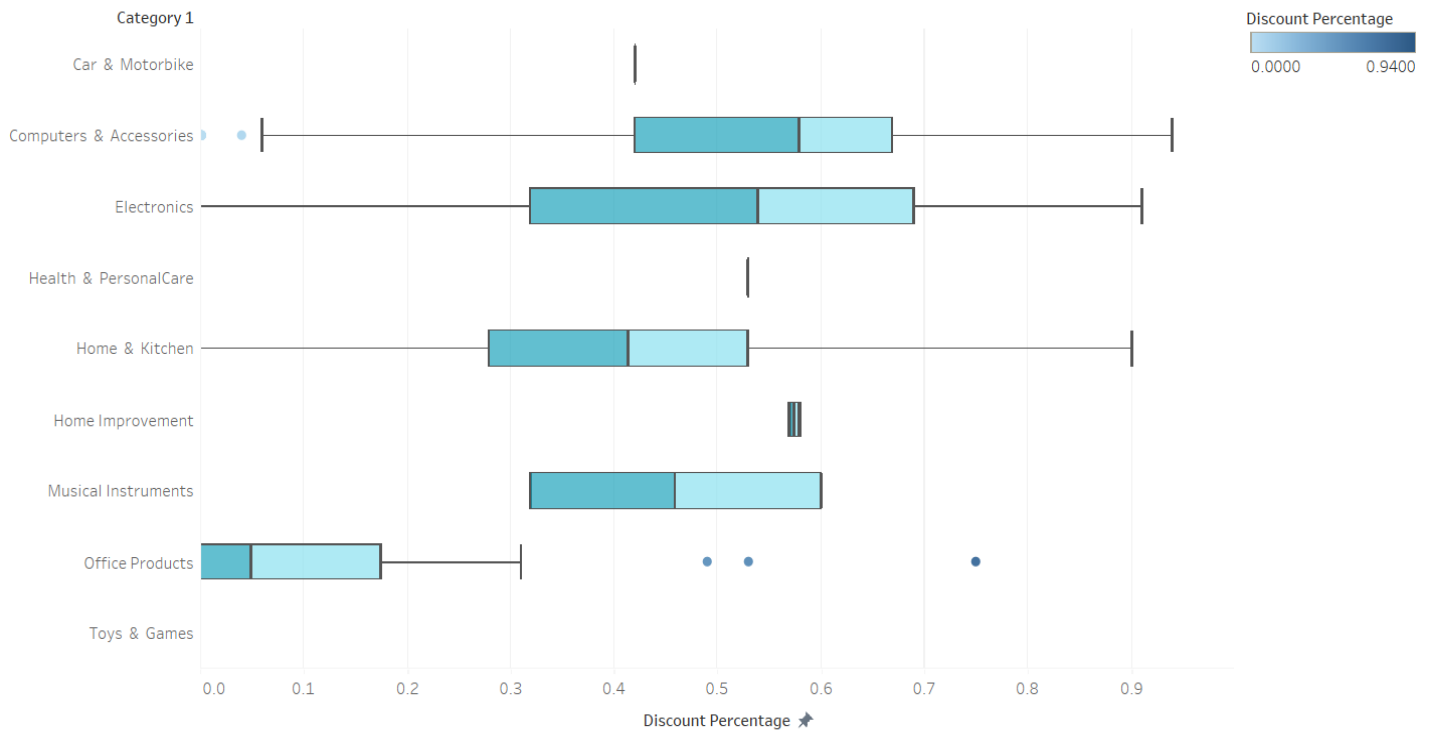
Both of the Graph shows the same results which is positive Skewed to right.

- Discount Percentage distribution



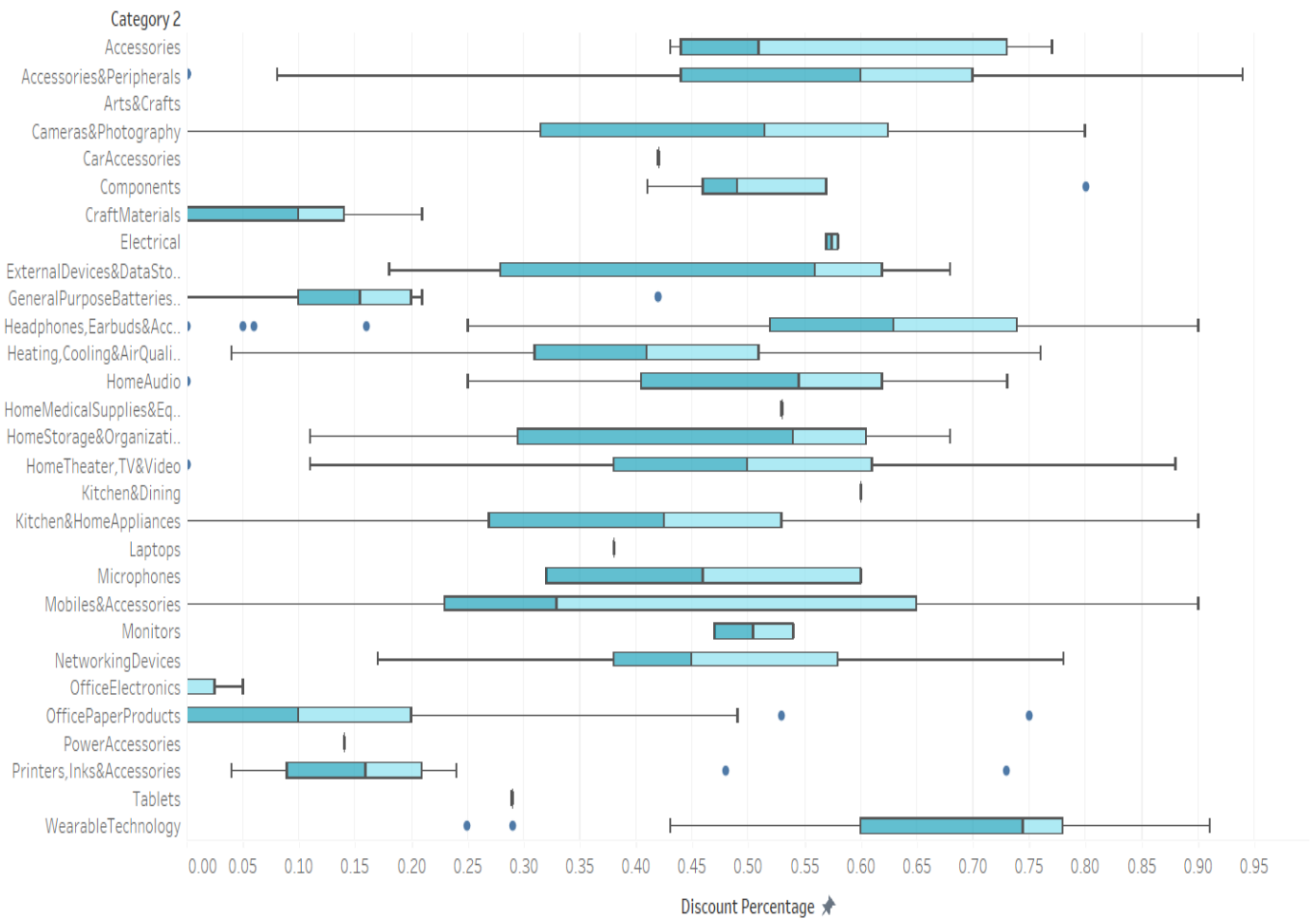
Most of the Product have the discount of more than 50% to 80%.

- The Discount range by Product Main Category

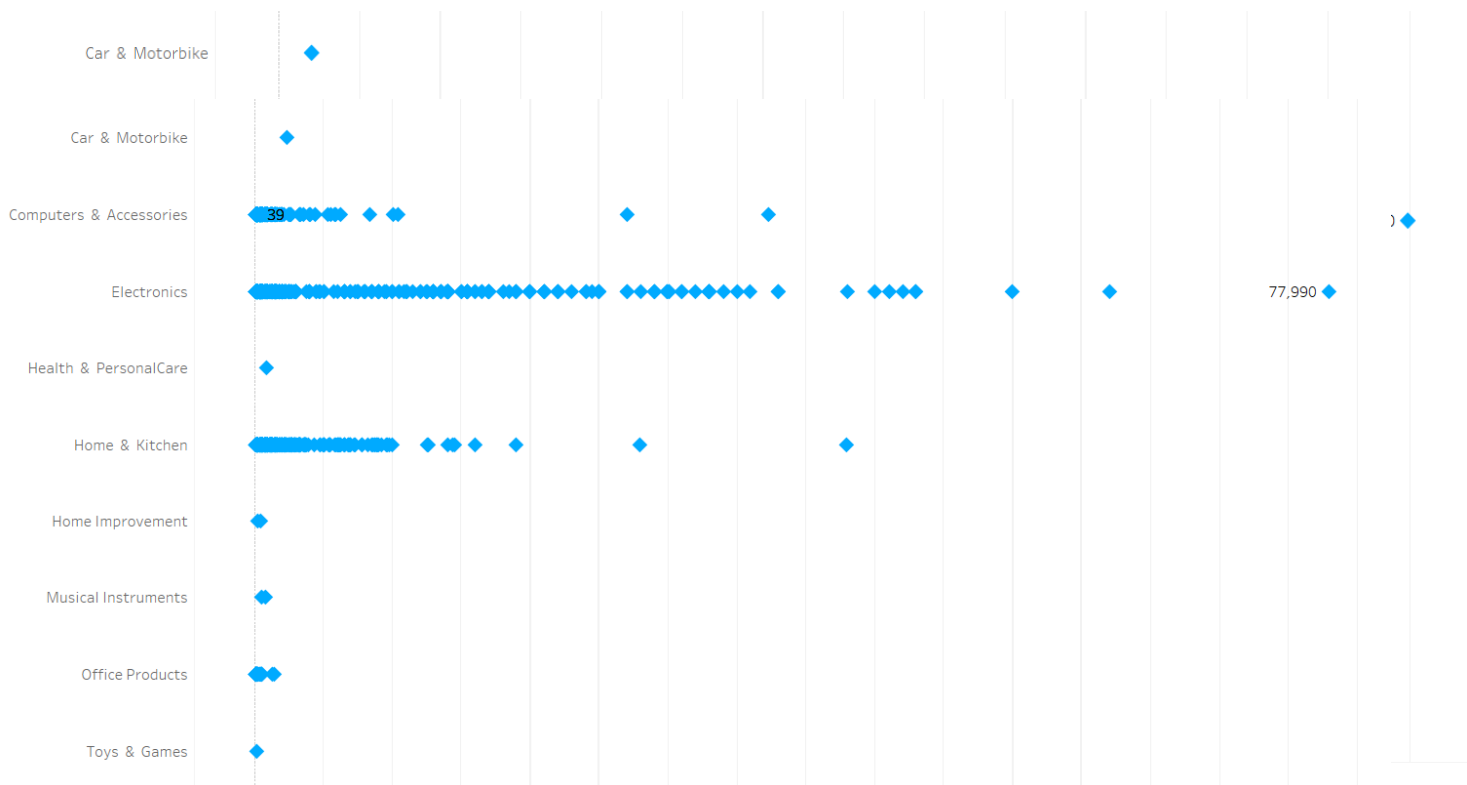


Computers & Accessories, Electronics, Home & Kitchen have a large widely spread discount ranging from minimal 10% to 90%. Toys & game, Car & Motorbike, Health & Personal Care, HomeImprovement are the least spread discount. office product does not give a large amount of discount as compared to product main category.

- The Discount range by Product Sub Category



- Actual Price range and discounted Price range by product Main Category



There is the decrease in the product category of electronic after applying Discount. Most of the product's actual price falls below 20,000 Rupee. For the discounted price, most of the products fall under 10,000 Rupee.

- Actual Price range and discounted Price range by product Sub Category

