**Amazon Product Data Analysis - Project Summary**

**Project Overview:**

This project involved analyzing over 1,400 Amazon products using Microsoft Excel. The dataset included product names, categories, actual and discounted prices, discount percentages, ratings, review counts, and more. The goal was to clean, explore, and transform the data to uncover actionable insights through Pivot Tables and calculated fields.

**Key Questions Answered (Except Question 10 – it was too dramatic):**

What is the average discount percentage by product category?

How many products are listed under each category?

What is the total number of reviews per category?

Which products have the highest average ratings?

What is the average actual price vs. the discounted price by category?

Which products have the highest number of reviews?

How many products have a discount of 50% or more?

What is the distribution of product ratings (e.g., how many products are rated 3.0, 4.0, etc.)?

What is the total potential revenue (actual\_price × rating\_count) by category?

**What Went Well (Strengths):**

Mastered Pivot Tables like a data ninja.

Cleaned messy data and converted text-formatted prices with surgical precision.

Answered business questions with confidence and a little bit of Excel magic.

Built a structured and beautiful summary sheet — clean enough to make any boss smile.

**Challenges (Weaknesses):**

The IMG link column tried to mess with my vibe. It failed.

Excel REFUSED to group my price buckets at first. Honestly, I nearly offered it a bribe.

Data cleaning felt like trying to untangle headphone wires from 2012 — stressful but satisfying.

Stressed Moments (Funny but True):

Discount percentage came in like “64%” with a dramatic flair. Excel said “Nope.”

A rogue cell showed "#NAME?" and I stared at it like it had cursed my ancestors.

I tried to create a Pivot Table and it said “Data source not valid.” I said, “Neither is my will to continue.”

**Final Thoughts:**

Despite the drama, Excel and I made peace. I learned, I fought, I filtered, and I grouped. This project not only sharpened my data analysis skills but also taught me patience, resilience, and the importance of proper formatting.

Submitted with pride (and maybe a little eye twitch).

**Abraham Sifon Friday**