Individual Project

Ring Jewelry Market Analysis on Amazon with Web Scraping

Background

- **Amazon.com, Inc.** is an American multinational technology company.
- Founded by Jeff Bezos in 1994.
- One of the world's largest e-commerce retailers.

- The platform serves millions of customers worldwide with a vast range of products
- Including electronics, fashion, books, jewelry, home goods, and more.

Objective

- To analyze Amazon global ratings and reviews of ring products.
- To compare popularity across gold (10K, 14K) and silver (925, gold plated) materials.
- To identify top-performing stone types (Diamond, Cubic Zirconia, Lab-grown Diamond).
- To find out the leading design styles (Engagement, Eternity band etc.).
- To generate insights that support product development, pricing strategy, and marketing focus.

Data Source Details

Rings in the jewelry category on Amazon by

- Product ID (ASIN)
- Product Title
- Brand name
- Design style
- Category
- Metal type
- Metal color
- Stone type
- Stone shape
- Size range
- Price
- Customer ratings & global reviews

Demo - Web Scraping

1. Use Python in Jupyter Notebook for Web Scraping

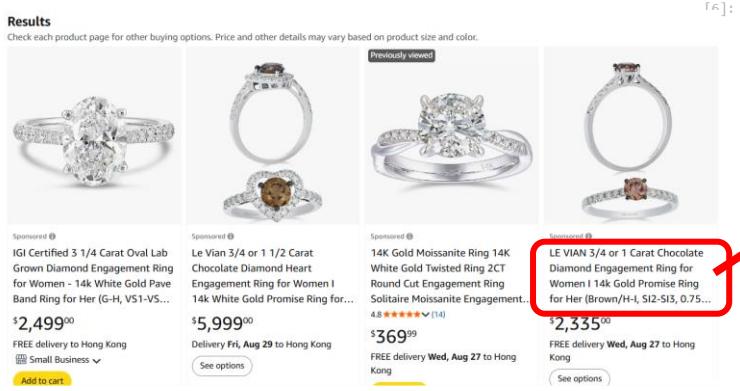
- libraries – BeautifulSoup & Pandas
- Create a request and response with User-Agent

```
[1]: import requests
     from bs4 import BeautifulSoup
     import pandas as pd
     import time
     import random
     import re

[2]: urls = {
         f'page{page}': f'https://www.amazon.com/s?k=diamond+rings&page={page}&ref=sr_pg_{page}'
         for page in range(1, 8)
     }

[3]: headers = {
         "User-Agent": "Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/125.0.0.0 Safari/537.36",
         "Accept-Language": "en-US,en;q=0.9",
         "Accept-Encoding": "gzip, deflate, br",
         "Accept": "text/html,application/xhtml+xml,application/xml;q=0.9,image/webp,image/apng,*/*;q=0.8",
         "Connection": "keep-alive",
         "DNT": "1",
         "Upgrade-Insecure-Requests": "1"
     }

[4]: session = requests.Session()
     session.headers.update(headers)

[5]: response = session.get(urls['page1'])
     print(response.status_code)
```

2. Create a pattern matching lists from the title

keywords:

- Design style
- Categories
- Metal colors
- Metal types
- Stone types
- Shapes




```
[6]: # Pattern matching lists
design_style = ['toy', 'aluminum balloon', 'cleaner', 'nose ring', 'nose stud', 'silicone rubber', 'silicone rings', 'cake topper', 'tool', 'little girl
                'decoration', 'glitter', 'engraving', 'party confetti', 'sterling silver necklace', 'adjustable', 'art keychain', 'ring holders', 'silic
                '4-prong', 'solitaire', 'anniversary', 'eternity band', 'engagement', 'wedding band', 'eternity', 'promise', 'bridal set ',
                'drop', 'flower', 'bezel', 'heart', 'knot', 'twisted stacking', 'infinite', 'natural', 'round & marquise cut',
                'initial', 'love', 'criss cross', 'silver cluster', 'gold band', 'hip hop', 'accent cluster', 'accent',
                'birthstone', 'ring set', 'sterling silver', 'band ring', 'solid gold', 'swarovski']

categories = ['ring']
metal_colors = ['10k white gold plated', '10k yellow gold plated', '10k rose gold plated', '10k gold plated',
                '14k white gold plated', '14k yellow gold plated', '14k rose gold plated', '14k gold plated',
                '18k white gold plated', '18k yellow gold plated', '18k rose gold plated', '18k gold plated',
                'white gold plated', 'yellow gold plated', 'rose gold plated', 'gold plated', 'platinum plated', 'gold over sterling silver',
                'white gold', 'yellow gold', 'rose gold', 'gold', 'platinum', 'silver', 'rhodium', 'stainless steel']
metal_types = ['10k', '14k', '18k', 'pt', '925', 'stainless steel', 'rhodium', 'platinum']
stone_types = ['ruby', 'moissanite', 'lab grown diamond', 'lab created diamond', 'simulated diamond', 'cubic zirconia', 'zirconia', 'zircon', 'simulated
               'black diamond', 'diamond', 'cz',
               'birthstone sapphire', 'crystal', 'black agate', 'white opal', 'amethyst', 'jeulia', 'silver wide band']
shapes = ['round', 'princess', 'princess-cut', 'emerald', 'oval', 'cushion', 'pear', 'marquise', 'heart', 'radiant']
```

Demo - Web Scraping

3. Function to extract structured info

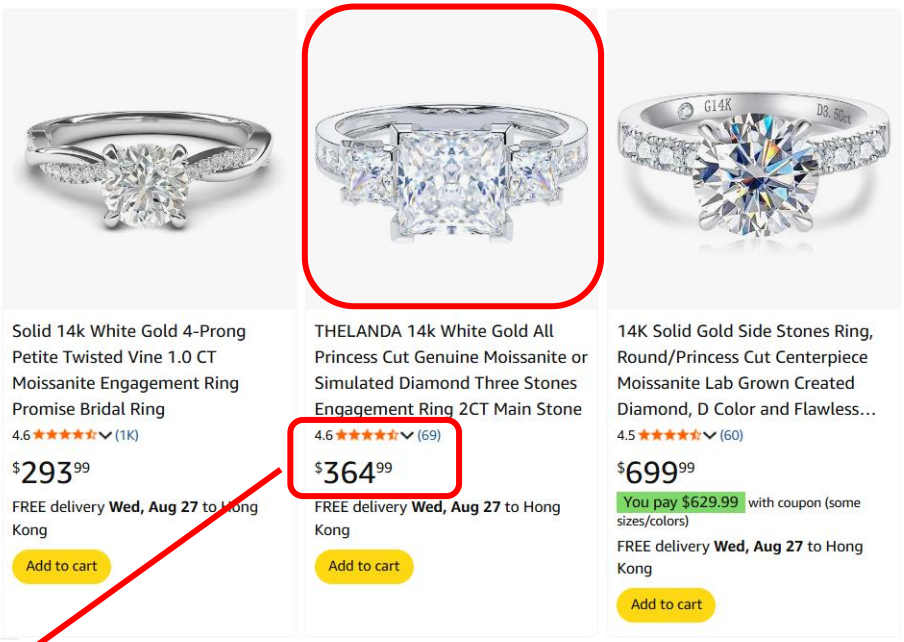
- Design, Category, Color, Metal, Stone, Shape
- Brand name → Take the first word as brand name and filter out numeric/codes (14k, 1.5ct, etc.)
- Carat value & range, find all format like cts, ctw..

[7]:
```python
# Extraction function
def extract_info(title):
    title_lower = title.lower()

    design = next((d for d in design_style if d in title_lower), 'N/A')
    category = next((c for c in categories if c in title_lower), 'N/A')
    color = next((co for co in metal_colors if co in title_lower), 'N/A')
    metal = next((m for m in metal_types if m in title_lower), 'N/A')
    stone = next((g for g in stone_types if g in title_lower), 'N/A')
    shape = next((s for s in shapes if s in title_lower), 'N/A')

    # Brand detection
    brand = title.strip().split()[0] if title.strip() else 'N/A'

    # Check if the first word is numeric or a code (e.g., 14k, 1.5ct, 1/2ct, etc.)
    brand = title.strip().split()[0] if title.strip() else 'N/A'
    if re.match(r'^(\d+|\d*\.\d+|\d+/\d+)(ct|ctw|carat|k|kt|mm|pcs|cttwdiamond)?$', brand.lower()):
        brand = 'N/A'


     # Carat pattern: range, single value, fractions with units
    carat_matches = re.findall(
        r'(\d+(?:\.\d+)?(?:/\d+(?:\.\d+)?)?(?:\s*[--~to]+\s*\d+(?:\.\d+)?(?:/\d+(?:\.\d+)?)?)?\s*(?:ctw|ct|carat|cttw|ctw))',
        title_lower
    )

    carat = ", ".join(dict.fromkeys([m.strip() for m in carat_matches])) if carat_matches else "N/A"

    return brand, design, category, color, metal, stone, shape, carat



    # Carat range detection
    #carat_range = re.search(r'(\d+(?:\.\d+)?|\d+/\d+)\s*(ctw|ct|carat)?[\s\--to]+(\d+(?:\.\d+)?|\d+/\d+)\s*(ctw|ct|carat)?', title_lower)
    #if carat_range:
        #range_str = f"{carat_range.group(1)} to {carat_range.group(3)}"
        #return brand, design, category, color, metal, stone, shape, range_str

    # Carat individual values
    #matches = re.findall(r'(?:(\d+)\s*x\s*)?(\d+(?:\.\d+)?|\d+/\d+)\s*(ctw|ct|carat)', title_lower)
    #carat_values = []
    #for qty, val, _ in matches:
        #carat_values.append(f"{qty} x {val}" if qty else val)

    #carat = ", ".join(carat_values) if carat_values else 'N/A'
    #return brand, design, category, color, metal, stone, shape, carat
```

Demo - Web Scraping

4. Create a product list to scrape each pages, included

- Product ID (ASIN)
- Price
- Star Rating
- Global Rating
- Image & product URL



[8]:
```python
# List to store product data
products = []
```

[9]:
```python
# Scrape each page
for page, url in urls.items():
    try:
        res = session.get(url)
        print(f"Scraping {page} - Status: {res.status_code}")
        soup = BeautifulSoup(res.content, "html.parser")

        for item in soup.select(".s-main-slot .s-result-item"):
            asin = item.get("data-asin", "N/A")
            title_tag = item.select_one("h2 span")
            price_tag = item.select_one(".a-price .a-offscreen")
            star_rating_tag = item.select_one(".a-icon-alt")
            global_rating_tag = item.select_one(".a-size-base.s-underline-text")
            image_elem = item.select_one("img.s-image")

            title = title_tag.get_text(strip=True) if title_tag else "N/A"
            price = price_tag.get_text(strip=True).replace('$', '') if price_tag else "N/A"
            star_rating = star_rating_tag.get_text(strip=True).split(' out')[0] if star_rating_tag else "N/A"
            global_rating = global_rating_tag.get_text(strip=True) if global_rating_tag else "N/A"
            image_url = image_elem['src'] if image_elem and 'src' in image_elem.attrs else "N/A"
            product_url = f"https://www.amazon.com/dp/{asin}" if asin != "N/A" else "N/A"

            brand, design, category, color, metal, stone, shape, carat = extract_info(title)

            products.append({
                "ASIN": asin,
                "Title": title,
                "Brand Name": brand,
                "Design Style": design,
                "Category": category,
                "Metal Color": color,
                "Metal Type": metal,
                "Stone Type": stone,
                "Stone Shape": shape,
                "Carat": carat,
                "Price": price,
                "Star Rating": star_rating,
                "Global Rating": global_rating,
                "Image URL": image_url,
                "Product URL": product_url
            })

        time.sleep(random.uniform(1, 2))

    except Exception as e:
        print(f"Error scraping {page}: {e}")
        continue
```

Demo - Web Scraping

5) Convert to DataFrame & print

[10]:
```
# Optional: Convert to DataFrame
df = pd.DataFrame(products)
print(df.head())
```

```
         ASIN                                                Title Brand Name  \
0                                                          N/A        N/A
1  B09L4KQ2BZ  FRIENDLY DIAMONDS Lab Grown Diamond Ring For W...   FRIENDLY
2  B0DQ2GPS8M  Le Vian 3/4 or 1 1/2 Carat Chocolate Diamond H...         Le
3  B0DWHNT11Q  IGI Certified 2 1/2 Carat Emerald Cut Lab Grow...        IGI
4  B0DK495YMS  IGI Certified 3 1/4 Carat Oval Lab Grown Diamo...        IGI

  Design Style Category Metal Color Metal Type         Stone Type Stone Shape  \
0          N/A      N/A         N/A        N/A                N/A         N/A
1    solitaire     ring  white gold        14k  lab grown diamond         N/A
2  anniversary     ring  white gold        14k            diamond       heart
3  anniversary     ring  white gold        14k  lab grown diamond     emerald
4  anniversary     ring  white gold        14k  lab grown diamond        oval

               Carat     Price Star Rating Global Rating  \
0                N/A       N/A         N/A           N/A
1         0.50 carat    890.00         5.0             2
2          1/2 carat  5,999.00         N/A           N/A
3   1/2 carat, 2.5 ct  2,499.00         N/A           N/A
4  1/4 carat, 3.29 ct  2,499.00         N/A           N/A

                                        Image URL  \
0                                             N/A
1  https://m.media-amazon.com/images/I/51+7GgG9Xt...
2  https://m.media-amazon.com/images/I/61gT7fNMj0...
```

Demo - Web Scraping

```
[11]: # 1. Drop rows without a Title
df.columns = df.columns.str.strip()  # Clean column names
df_cleaned = df.dropna(subset=["Title"]).copy()

# 2. Fill missing values in feature columns with 'Unknown'
feature_cols = ["Design Style", "Category", "Metal Color", "Metal Type", "Stone Type", "Stone Shape"]
df_cleaned[feature_cols] = df_cleaned[feature_cols].fillna("Unknown")

# Combine Metal Type and Metal Color into a new column called 'Metal Info'
df_cleaned["Metal Info"] = df_cleaned["Metal Type"] + " / " + df_cleaned["Metal Color"]

# 3. Clean and convert 'Price' to float
df_cleaned["Price"] = df_cleaned["Price"].replace(r"[^\d.]", "", regex=True)
df_cleaned["Price"] = pd.to_numeric(df_cleaned["Price"], errors="coerce")
usd_to_hkd_rate = 7.8
df_cleaned["Price_HKD"] = (df_cleaned["Price"] * usd_to_hkd_rate).round(2)

# 4. Extract numeric 'Star Rating'
df_cleaned["Star Rating"] = df_cleaned["Star Rating"].str.extract(r"(\d+(\.\d+)?)")[0]
df_cleaned["Star Rating"] = pd.to_numeric(df_cleaned["Star Rating"], errors="coerce")

# 5. Clean and convert 'Global Rating'
df_cleaned["Global Rating"] = df_cleaned["Global Rating"].str.replace(",", "")
df_cleaned["Global Rating"] = pd.to_numeric(df_cleaned["Global Rating"], errors="coerce")

#6. Clean and convert 'carat'
df_cleaned["Carat"] = df_cleaned["Carat"].apply(lambda x: f'="{x}"' if isinstance(x, str) and '/' in x else x)
```

6. Cleaned and convert

- Removes all rows without a product title and fill the missing value.
- Combine ‘Metal Type’ & ‘Metal Color’ into new column.
- Create new column for ‘Price’ in USD to ‘HKD’
- ‘Star Rating’ to numeric.
- Cleaned if ‘crate’ contains a '/' character and a string.

7. Export to dataset csv. file

```
[12]: # Save cleaned dataset
df_cleaned.to_csv("amazon_ring_new.csv", index=False)
```

	A	B	C	D	E	F	G	H	I	J
1	ASIN	Title	Brand Nam	Design Sty	Category	Metal Colo	Metal Type	Stone Type	Stone Shaj	Carat
2		N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
3	B0DQ2GP9	Le Vian 3/4	Le	anniversar	ring	white/yello	14k	diamond	heart	1/2 carat
4	B0DQ2JSQ	Le Vian 3/4	Le	anniversar	ring	white/yello	14k	diamond	heart	1/2 carat
5	B0FLQMKN	IGI Certifie	IGI	solitaire	ring	white/yello	10k	lab grown	princess	3 ct, 3 cara
6	B0DWHNT	IGI Certifie	IGI	anniversar	ring	white/yello	14k	lab grown	emerald	1/2 carat

Demo- Power BI

❖ Data Wrangling By Power Query

1. Filter out ‘N/A’ in Title column
2. Promote the first row as Headers
3. Change Type of Price, Star & Global Rating into Decimal number & Whole number
4. Remove unnecessary columns (e.g. USD price) and reorder the (HKD price) columns

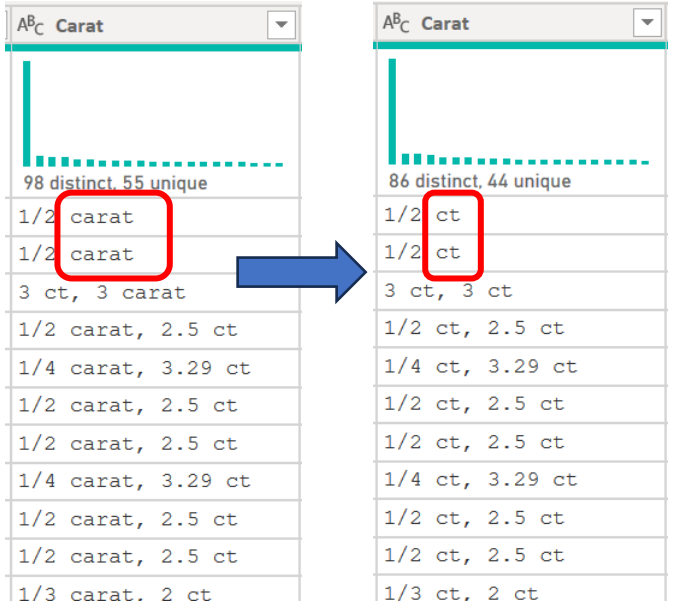
Column1	Column2	Column3
419 distinct, 380 unique	370 distinct, 310 unique	135 distinct, 77 unique
ASIN	Title	Brand Name
	N/A	N/A
B0DQ2GPS8M	Le Vian 3/4 or 1 1/2 Carat Chocolate Diamond Hea…	Le
B0DQ2JSQMX	Le Vian 3/4 or 1 1/2 Carat Chocolate Diamond Hea…	Le
B0FLQMKN58	IGI Certified Princess Cut Lab Grown Diamond Rin…	IGI
B0DWHNT11Q	IGI Certified 2 1/2 Carat Emerald Cut Lab Grown …	IGI
B0DK495YMS	IGI Certified 3 1/4 Carat Oval Lab Grown Diamond…	IGI
B0DWHNHWN2	IGI Certified 2 1/2 Carat Lab Grown Diamond Blue…	IGI
B0DWHNT11Q	IGI Certified 2 1/2 Carat Emerald Cut Lab Grown …	IGI
	14K White Gold Engagement Ring, 3 Carat Pear Cut…	N/A
B0DK495YMS	IGI Certified 3 1/4 Carat Oval Lab Grown Diamond…	IGI
B0F6D792MT	IGI Certified 2 1/2 Carat Emerald Cut Lab Grown …	IGI
B0DWHNHWN2	IGI Certified 2 1/2 Carat Lab Grown Diamond Blue…	IGI
B0DWG9YWWK	IGI Certified 1 1/4 to 3 1/3 Carat Lab Grown Dia…	IGI
B0FLWNZ66W	2 Ct IGI Certified Cushion Lab Grown Diamond Rin…	IGI
	N/A	N/A

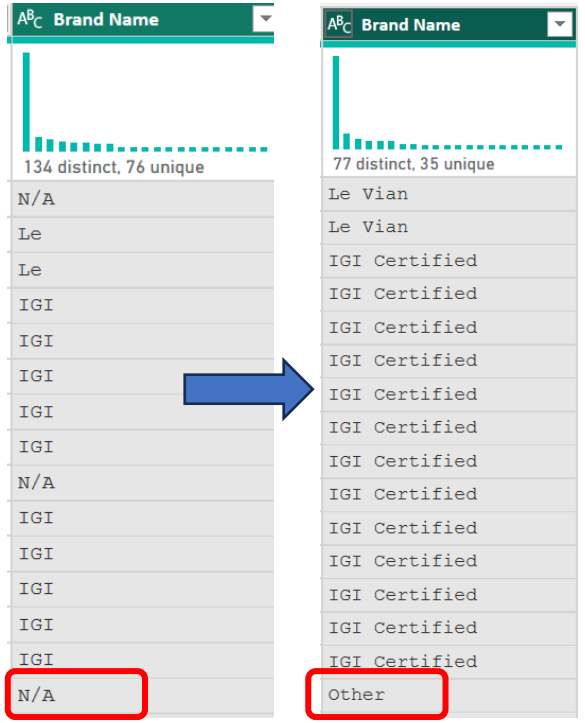
	ASIN	Title	Brand Name	Design Style
	357 distinct, 323 unique	310 distinct, 257 unique	106 distinct, 57 unique	28 distinct, 10 unique
1	B0DQ2GPS8M	Le Vian 3/4 or 1 1/2 Carat Chocolate Diamond Hea…	Le	anniversary
2	B0DQ2JSQMX	Le Vian 3/4 or 1 1/2 Carat Chocolate Diamond Hea…	Le	anniversary
3	B0FLQMKN58	IGI Certified Princess Cut Lab Grown Diamond Rin…	IGI	solitaire
4	B0DWHNT11Q	IGI Certified 2 1/2 Carat Emerald Cut Lab Grown …	IGI	anniversary
5	B0DK495YMS	IGI Certified 3 1/4 Carat Oval Lab Grown Diamond…	IGI	anniversary
6	B0DWHNHWN2	IGI Certified 2 1/2 Carat Lab Grown Diamond Blue…	IGI	anniversary
7	B0DWHNT11Q	IGI Certified 2 1/2 Carat Emerald Cut Lab Grown …	IGI	anniversary
8	B0DK495YMS	IGI Certified 3 1/4 Carat Oval Lab Grown Diamond…	IGI	anniversary
9	B0F6D792MT	IGI Certified 2 1/2 Carat Emerald Cut Lab Grown …	IGI	anniversary
10	B0DWHNHWN2	IGI Certified 2 1/2 Carat Lab Grown Diamond Blue…	IGI	anniversary
11	B0DWG9YWWK	IGI Certified 1 1/4 to 3 1/3 Carat Lab Grown Dia…	IGI	anniversary
12	B0FLWNZ66W	2 Ct IGI Certified Cushion Lab Grown Diamond Rin…	IGI	solitaire
13	B0FLYHPVK9	2 Ct IGI Certified Pear Cut Lab Grown Diamond Ri…	IGI	solitaire
14	B0DWHRCHPZ	IGI Certified 1 1/4 to 3 1/3 Carat Lab Grown Dia…	IGI	anniversary
15	B0FLQKBV2W	IGI Certified Round Cut Lab Grown Diamond Ring I…	IGI	solitaire
16	B0B2ZL34F5	3/4 Carat Lab Grown Diamond and 3 Carat Moissani…	N/A	anniversary

Demo- Power BI

❖ Data Wrangling By Power Query

4. Use replace value
   - Null value in Star/Global Rating, replace in “0”
   - Replace value “Carat” into “ct”
   - Replace the “N/A” value in Brand Name, Stone Type, Metal type and Color





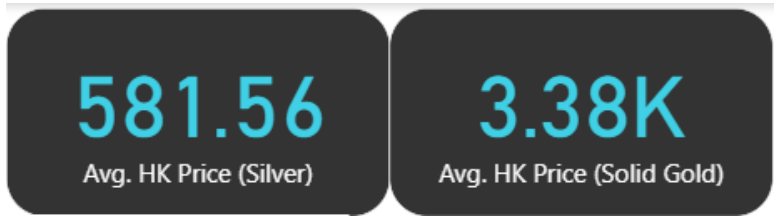
Demo- Power BI

❖ Data Wrangling By Power Query

5. Create new column for “Product Name”.
6. Create calculated columns: “Average HK Price”, “Average Star Rating”, “Total Global Rating”.

Product Name	Average Star Rating	Total Global Rating	Average HK Price
925 silver cubic zirconia anniversary ring	3.53	184344	1873.30
925 w/14k gold plated cubic zirconia engagement ring	3.53	184344	1873.30
925 silver cubic zirconia drop ring	3.53	184344	1873.30
925 w/14k gold plated cubic zirconia ring set ring	3.53	184344	1873.30
925 silver cubic zirconia engagement ring	3.53	184344	1873.30
925 silver simulated diamond anniversary ring	3.53	184344	1873.30
925 w/14k gold plated cubic zirconia engagement ring	3.53	184344	1873.30
925 w/18k gold plated simulated diamond eternity band ring	3.53	184344	1873.30
925 silver cubic zirconia engagement ring	3.53	184344	1873.30
925 w/18k gold plated cubic zirconia hip hop ring	3.53	184344	1873.30
925 silver cubic zirconia engagement ring	3.53	184344	1873.30

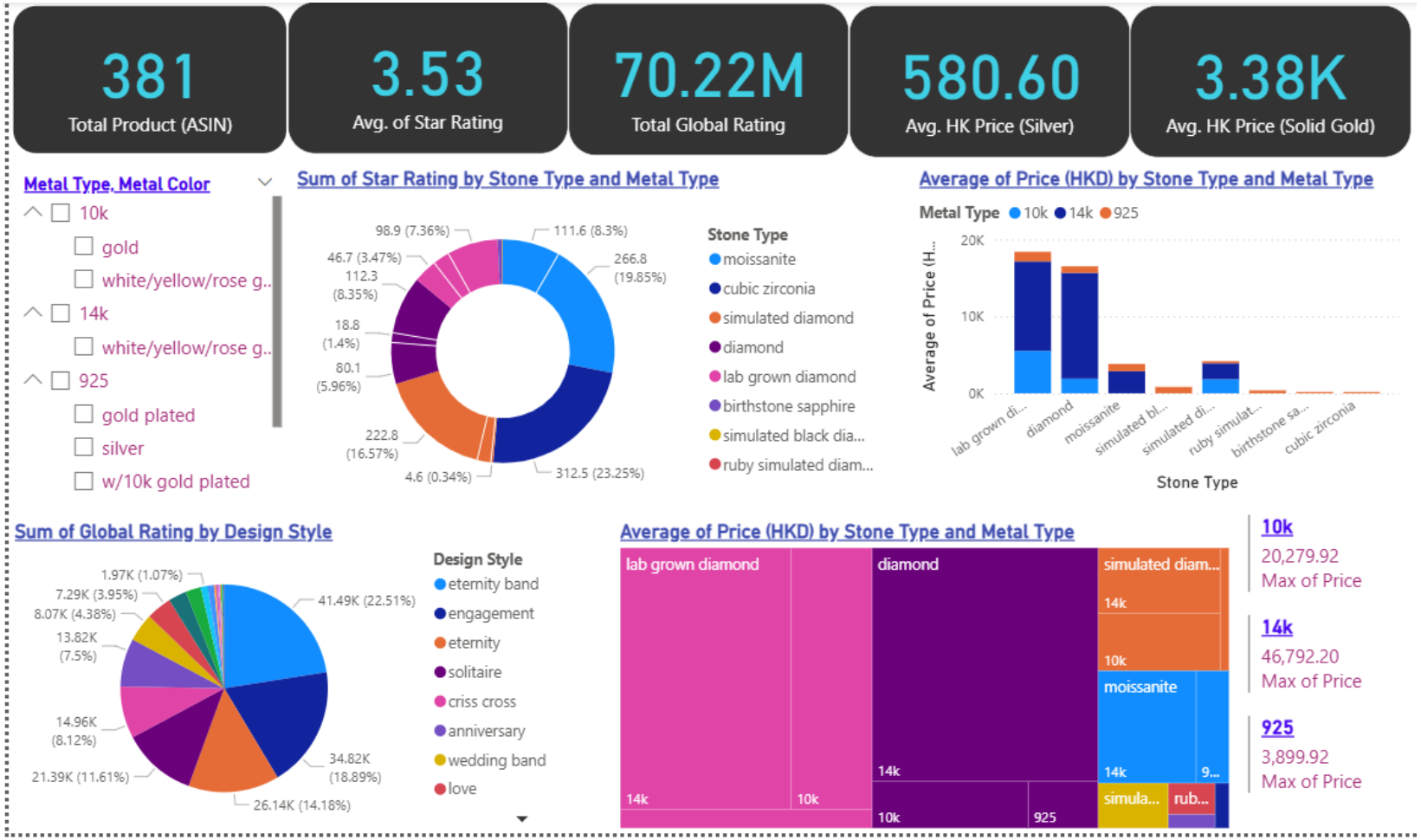
7. Add New Measure to calculate the average price in “Silver” and “Solid Gold”.



Demo- Power BI

❖ Data Visualization

- **Total Ring Product:** 381pcs
- **Average Star Rating:** 3.53 out of 5
- **Total Global Rating:** 70.22M
- **Silver Average price:** $580.6
- **Solid Gold Average price:** $3.38K

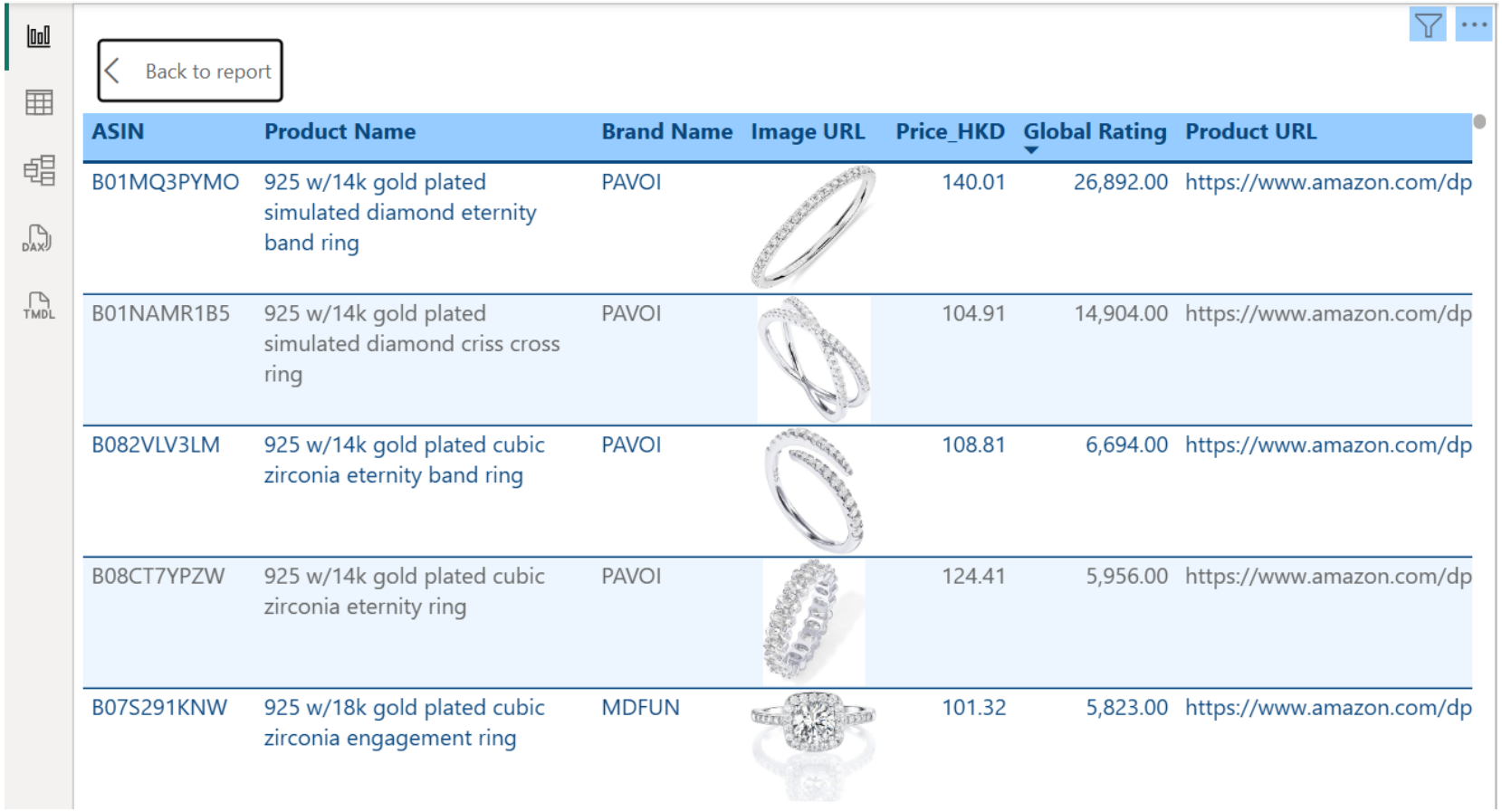


Demo- Power BI

❖ **Data Visualization** - Table of Product List with image

Top 5 Ring products (Global Rating)

- **Price range:** HK$101 to $140
- **Metal:** 925 silver
- **Color:** 14K or 18K gold plated
- **Stone:** Simulated diamond, Cubic Zirconia
- **Style:** Eternity band ring, Crisscross ring , Engagement ring



ASIN	Product Name	Brand Name	Image URL	Price_HKD	Global Rating	Product URL
B01MQ3PYMO	925 w/14k gold plated simulated diamond eternity band ring	PAVOI		140.01	26,892.00	https://www.amazon.com/dp
B01NAMR1B5	925 w/14k gold plated simulated diamond criss cross ring	PAVOI		104.91	14,904.00	https://www.amazon.com/dp
B082VLV3LM	925 w/14k gold plated cubic zirconia eternity band ring	PAVOI		108.81	6,694.00	https://www.amazon.com/dp
B08CT7YPZW	925 w/14k gold plated cubic zirconia eternity ring	PAVOI		124.41	5,956.00	https://www.amazon.com/dp
B07S291KNW	925 w/18k gold plated cubic zirconia engagement ring	MDFUN		101.32	5,823.00	https://www.amazon.com/dp

Analysis & Finding

10K solid gold product:

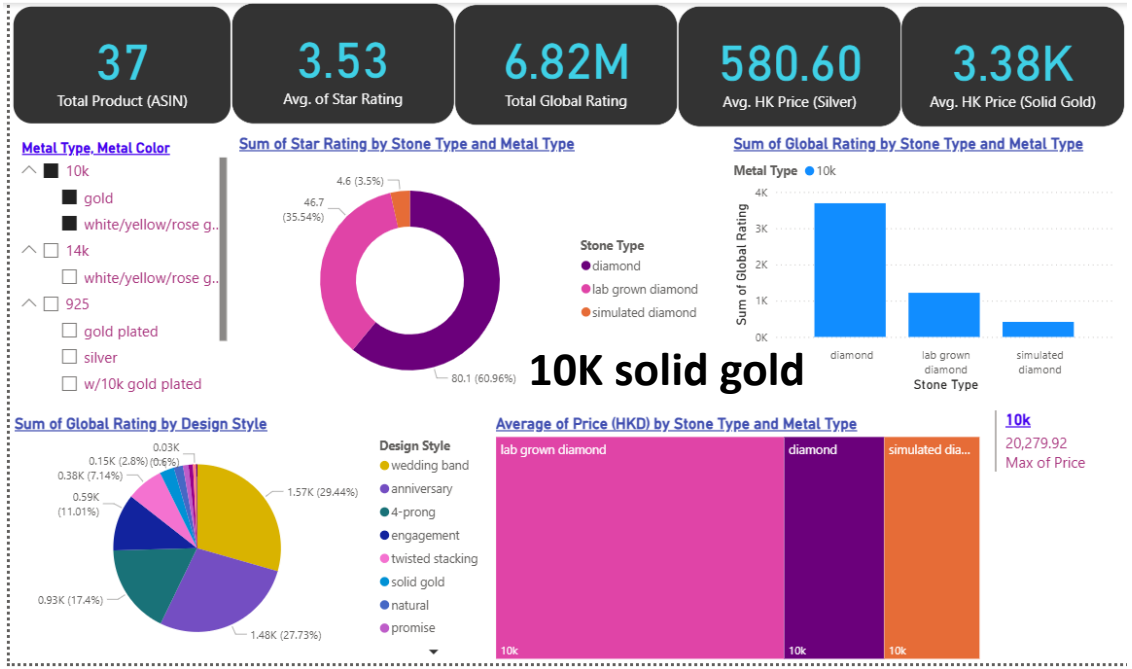
- **37** products
- Total global review is **6.82M**
- **Diamond** has the highest star rating, followed by **lab-grown diamond.**
- Top 3 Design style: **Wedding band**, Anniversary, 4-prong

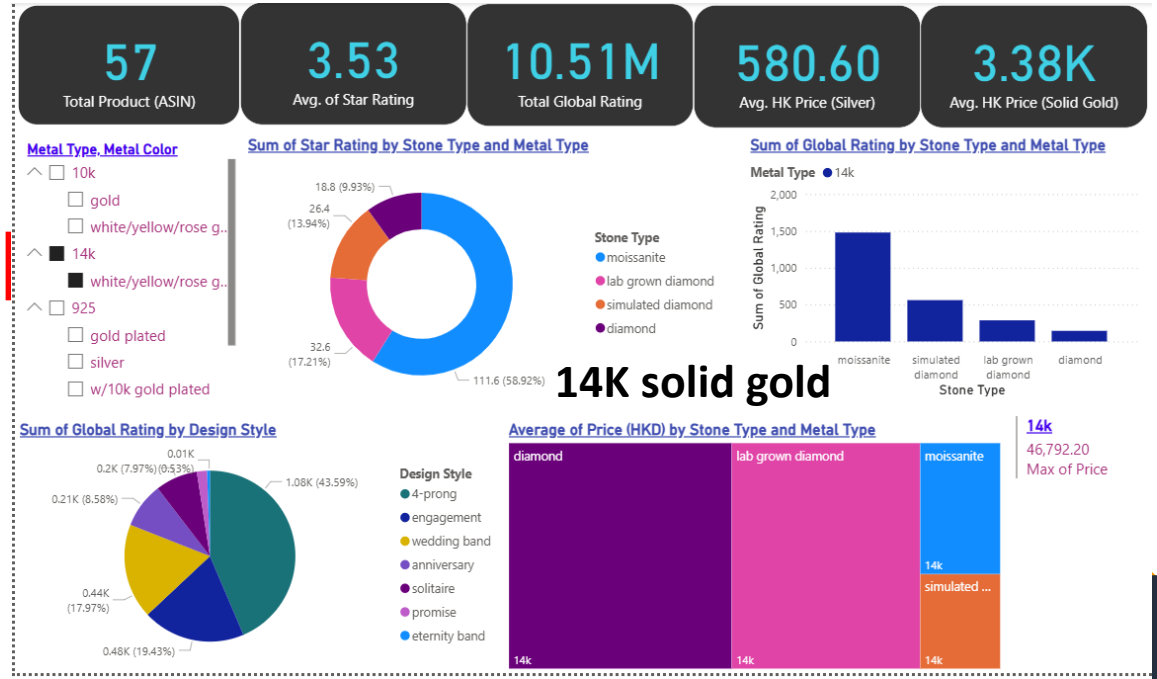
14K solid gold product:

- **57** products
- Total global review is **10.51M**
- **Moissanite** has the highest star rating, followed by lab-grown diamond.
- Top 3 Design style: **4-prong**, Engagement ring, Wedding band

❖ Finding:

- **14K** solid gold products have **more global reviews** (10.51M) than 10K (6.82M).
- **Moissanite** leads in **14K**, while **Diamond** leads in **10K**.
- **Lab-grown Diamond** ranks second in both 10K and 14K solid gold products.





Analysis & Finding

❖ Global rating by price w/ stone type

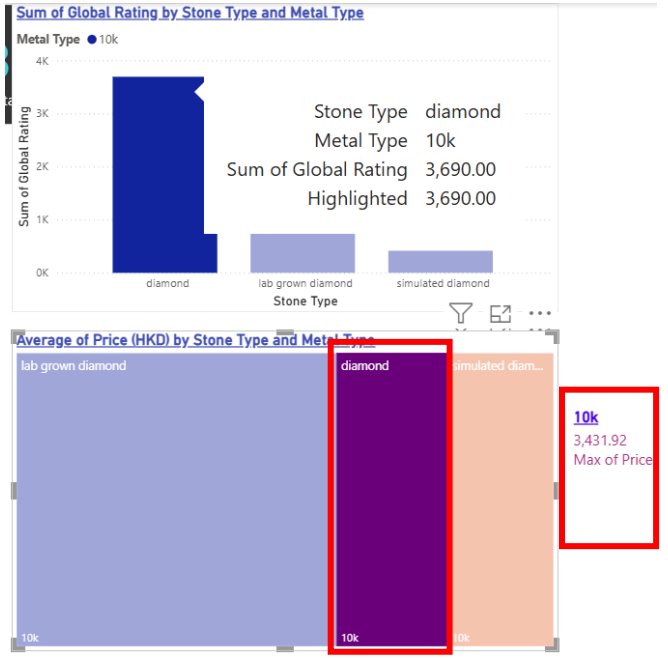
10K solid gold:

- **Diamond -** Max. price in HK$3431, Global rating is 3690.
- **Lab-grown diamond -** Max. price in HK$20,279, Global rating is 1218.

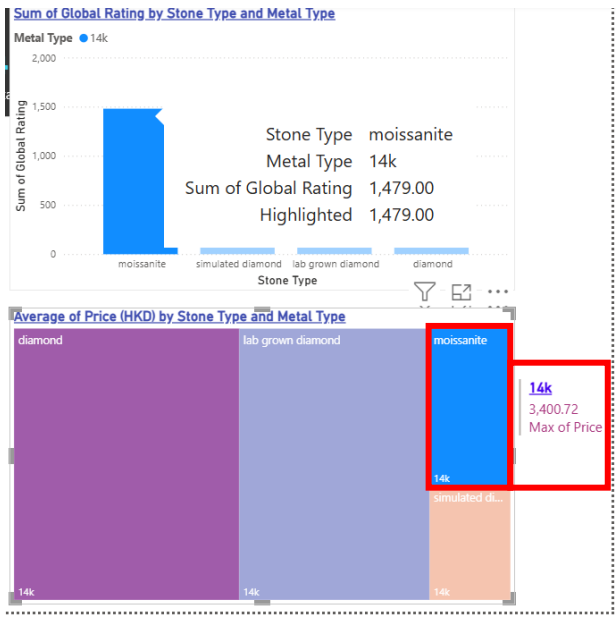
14K solid gold:

- **Moissanite -** Max. price in HK$3400, Global rating is 1479.
- **Diamond -** Max. price in HK$46,792, Global rating is 144.
- **Lab-grown Diamond -** Max. price in HK$19,492, Global rating is 287.

10K solid gold



14K solid gold



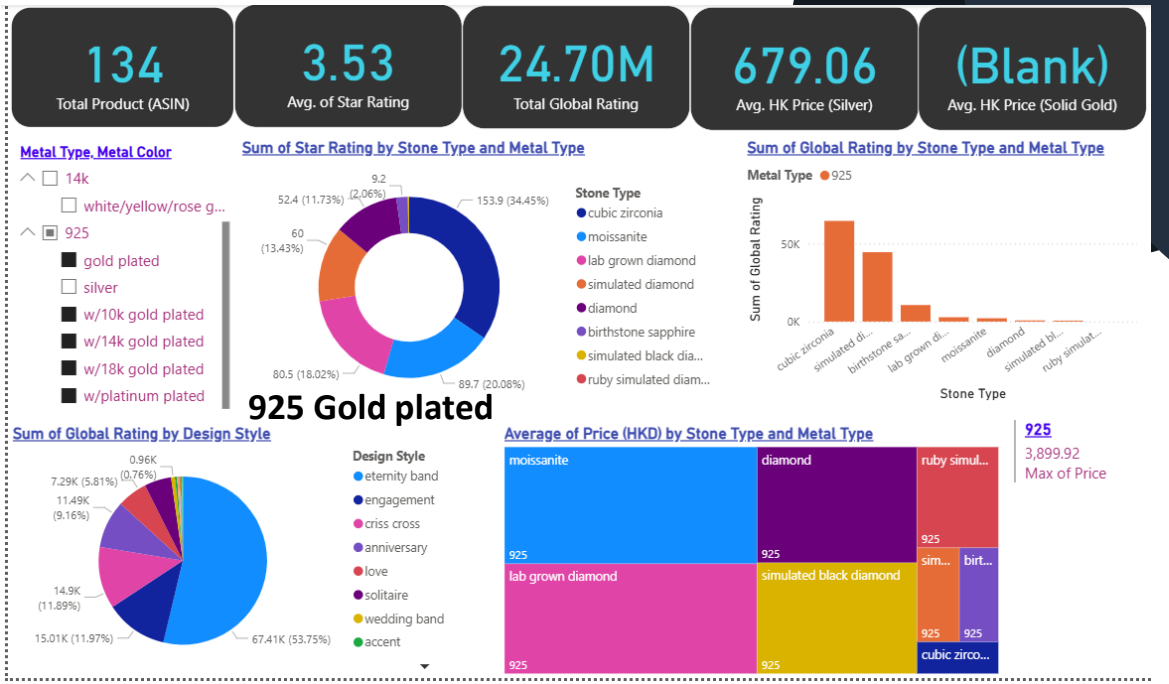
❖ Finding:

- **Price insight:** The highest-priced item in 14K is **Diamond (HK$ 46,792)**, while Moissanite has the highest global rating (1479).
- **Price insight:** The highest-priced item in 10K is **Lab-grown Diamond (HK$ 20,297),** while Diamond has the highest global rating (3690).

Analysis & Finding

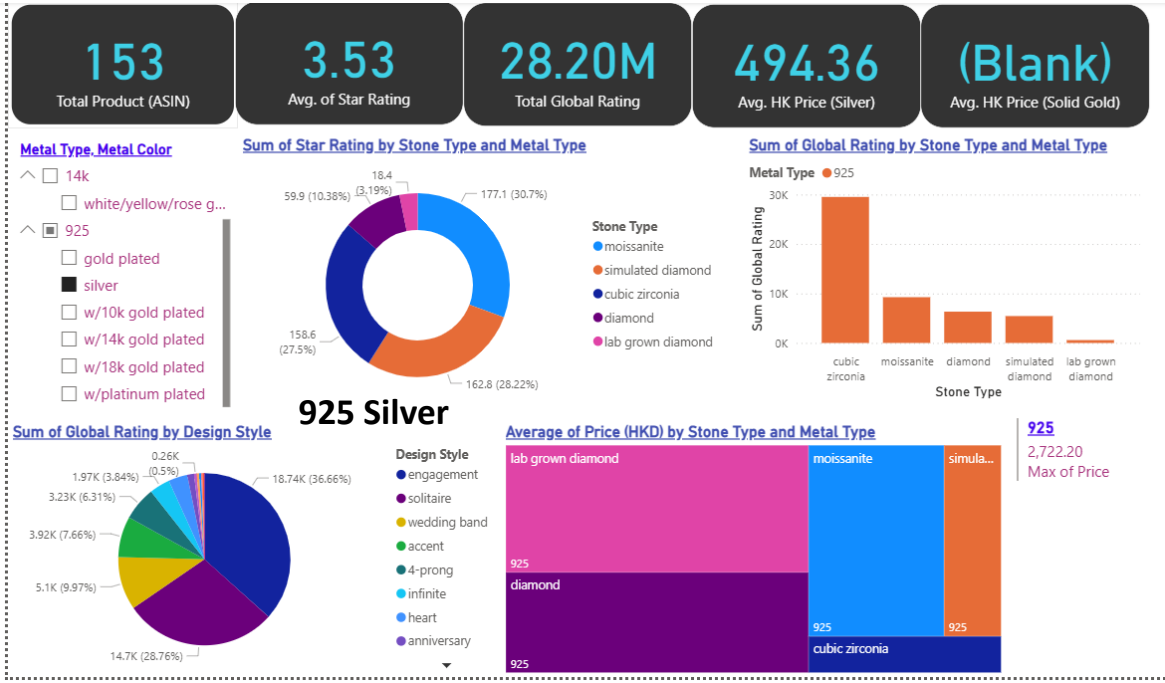
925 gold plated product:

- **134** products
- Total global rating is **24.7M**
- Top-rated stone: **Cubic Zirconia**, followed by Moissanite and lab-grown diamond.
- Top 3 Design style: **Eternity band**, Engagement ring, Crisscross ring.



925 silver product:

- **153** products
- Total global rating is **28.2M**
- Top-rated stone: **Moissanite**, followed by Stimulated diamond, Cubic Zirconia.
- Top 3 Design style: **Engagement ring**, Solitaire, Wedding band



Finding:

- **925 silver products** have more global reviews (28.2M) than 925 gold plated (24.7M).
- **Cubic Zirconia** leads in 925 gold plated product, while **Moissanite** lead in 925 silver product by Star rating.

Analysis & Finding

Key Findings: Design style & Material Popularity

925 gold plated product:

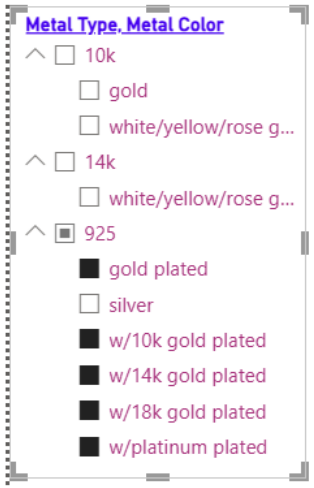
- **Eternity Band (53.75%)** receives the highest share of global ratings, followed by **Engagement Ring (11.97%)**.
- Stone Type: **Cubic Zirconia (34.45%)**.

925 silver product:

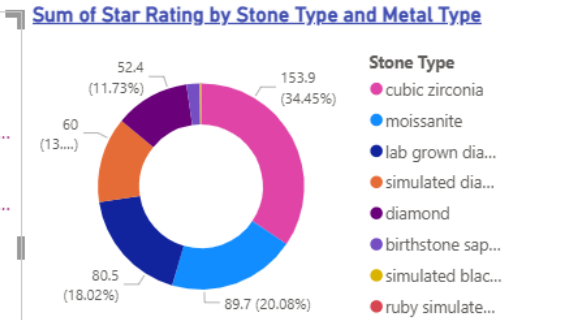
- **Engagement Ring (36.66%)** receives the highest share of global ratings, followed by **Solitaire (28.76%)**.
- Stone Type: **Moissanite (30.7%)** & Simulated diamond (28.22%)

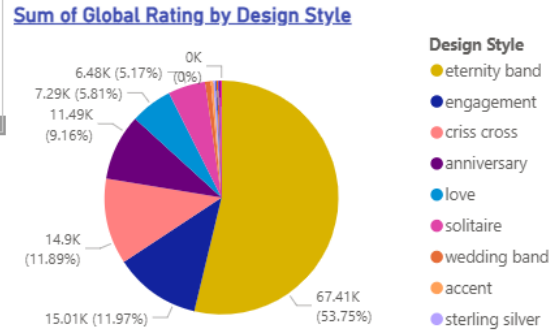
❖ Findings:

- The **Eternity band (53.75%)** is the most popular design style in 925 gold plated product, while **Engagement ring (36.66%)** leads in 925 silver.
- **Cubic Zirconia** is the most preferred stone type in 925 gold plated product, while **Moissanite** leads in 925 silver.

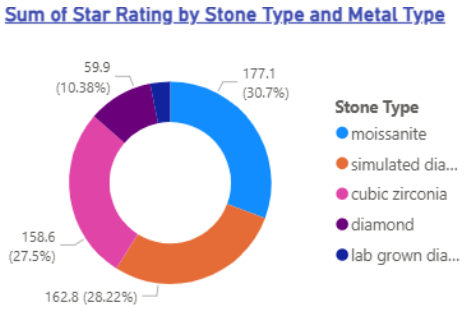


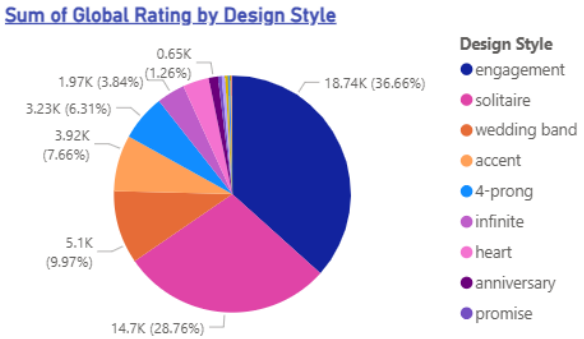
925 Gold plated





925 Silver





Conclusion & Insights

1. Product Popularity

- **925 silver** products dominate in total global reviews (28.2M), followed by 925 gold plated (24.7M), showing strong demand for affordable silver jewelry in the market.

- **Solid gold (14K)** products receive more reviews (10.51M) than 10K gold (6.82M), suggesting higher consumer received the quality in 14K gold.

2. Stone Preferences

- **Diamond** is the **top choice in 10K gold** products, while Moissanite leads in 14K gold.

- For silver jewelry, **Moissanite** dominates in **925 silver**, while Cubic Zirconia leads in 925 gold plated.

- **Lab-grown diamond** consistently ranks second or third, indicating growing acceptance.

Conclusion & Insights

3. Design Style Trends

- **Eternity bands (53.75%)** are most popular in **925 gold plated** products.

- **Engagement rings (36.66%)** dominate in **925 silver**, while Wedding bands and 4-prong engagement rings remain strong in solid gold.

4. Price & Rating Insights

- **High price ≠ High rating.** For example:

- In 14K gold, Diamonds reach the highest price (HK$ 46,792) but Moissanite earns the most global ratings.

- In 10K gold, Lab-grown Diamond is highest priced (HK$ 20,297) but natural Diamond has the most reviews.

Conclusion & Insights

Overall Insight:

- Silver Jewelry (925 silver & gold plated) drives mass-market popularity due to affordability, with Moissanite and Cubic Zirconia being the top stones.
- Solid gold (14K & 10K) attract the premium buyers, where Moissanite shows increasing preference over natural diamonds.
- Eternity bands & Engagement rings remain the strongest universal design trends in the market.