**Project Overview**

This project explores key factors that influence customer behavior, product performance, and satisfaction on the Amazon marketplace. By performing **Exploratory Data Analysis (EDA)** on an Amazon product dataset, the project aims to identify:

* Patterns in product ratings and customer feedback
* The impact of factors such as price, category, review count, and rating
* Trends and signals that influence high-performing or low-performing products
* Insights that can inform sellers about customer preferences and expectations

**🎯 Problem Definition**

To enhance product visibility, customer satisfaction, and market strategy, businesses must understand what drives product success and user engagement. This project attempts to answer:

* What are the key variables influencing product ratings and reviews?
* Which product categories tend to receive higher or lower satisfaction?
* What trends are visible across price points, review counts, and star ratings?

This project aims to uncover the driving factors behind product success on Amazon by analyzing structured product-level data, including variables such as product title, rating, price, category, review count, and textual review snippets. The goal is to extract meaningful patterns that explain what makes a product successful in terms of customer satisfaction and visibility.