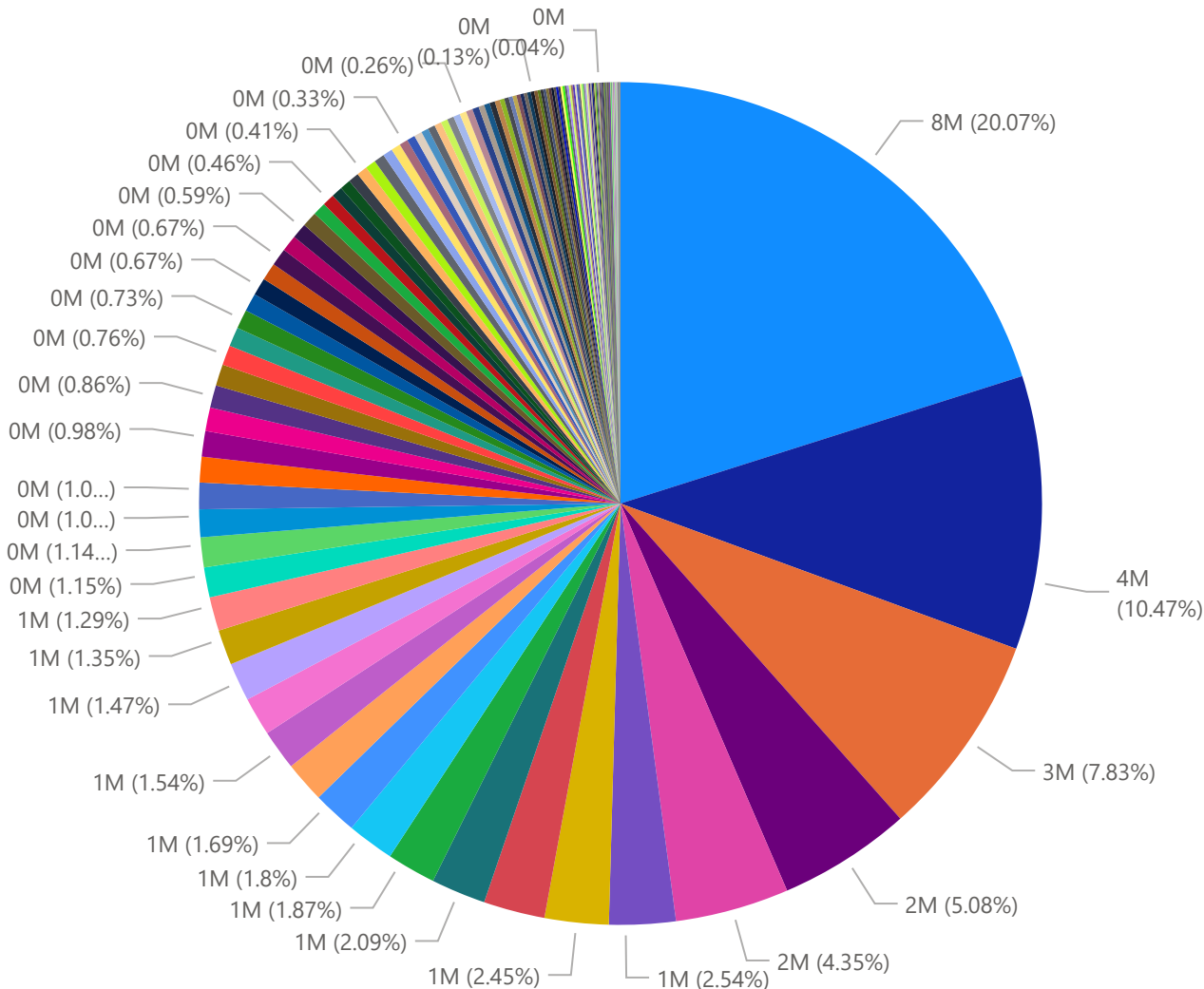


Sum of boughtInLastMonth by categoryName



categoryName

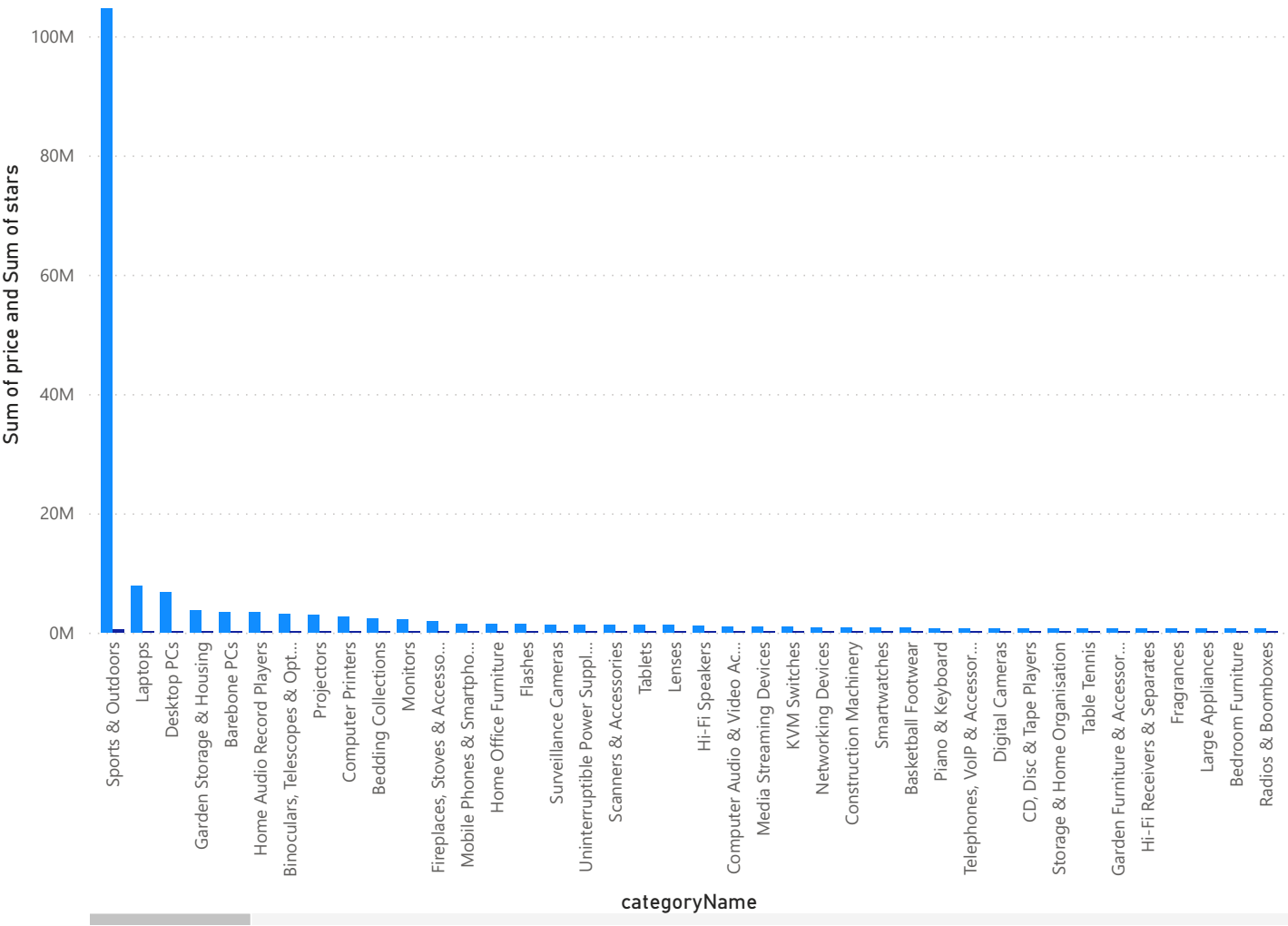
- Health & Personal Care
- Grocery
- Pet Supplies
- Skin Care
- Storage & Organisation
- Arts & Crafts
- Make-up
- Office Supplies
- Office Paper Products
- Baby
- Beauty
- Bath & Body
- Pens, Pencils & Writing Supplies
- Gardening
- Hardware
- Sports & Outdoors
- Manicure & Pedicure Products
- Small Kitchen Appliances
- Cables & Accessories
- Beer, Wine & Spirits
- Kids' Art & Craft Supplies
- Agricultural Equipment & Supplies
- Luggage and travel gear
- Games & Game Accessories
- Kids' Dress Up & Pretend Play
- Women

This pie chart shows which category have been bought most in last month

Insights:
The largest category is Grocery, which accounts for 20.07% of the total spending. Other large categories include Hardware (10.47%), Small Kitchen Appliances (7.83%), and Kids' Art & Craft Supplies (5.08%).

Sum of price and Sum of stars by categoryName

Sum of price Sum of stars



This bar chart shows the sum of price and sum of stars by category name, Sorted by sum of price, with the highest value on the left and the lowest value on the right

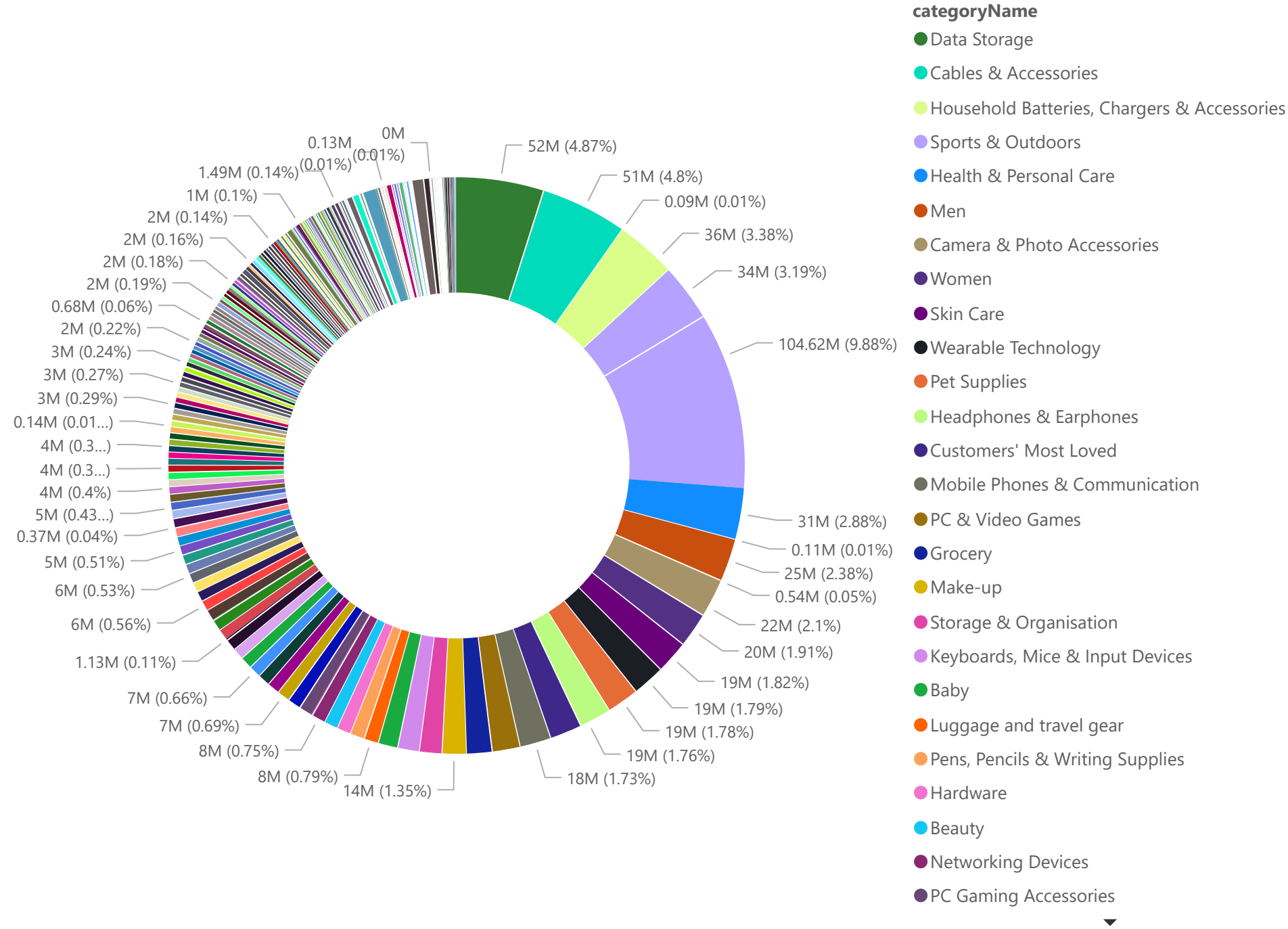
Insights:

- The categories with the highest sum of price and sum of stars are Sports & Outdoors, Laptops, and Desktop PCs.
- The categories with the lowest sum of price and sum of stars are Binoculars, Telescopes & Optics, and Networking Devices.
- There is a positive correlation between price and star rating. In other words, the categories with higher priced items also tend to have higher star ratings.

Note:

This chart only shows the sum of price and sum of stars, not the average. This means that it is possible for a category with a high sum of price to also have a low average price, if there are a few very expensive items in that category.

Sum of reviews and Sum of price by categoryName

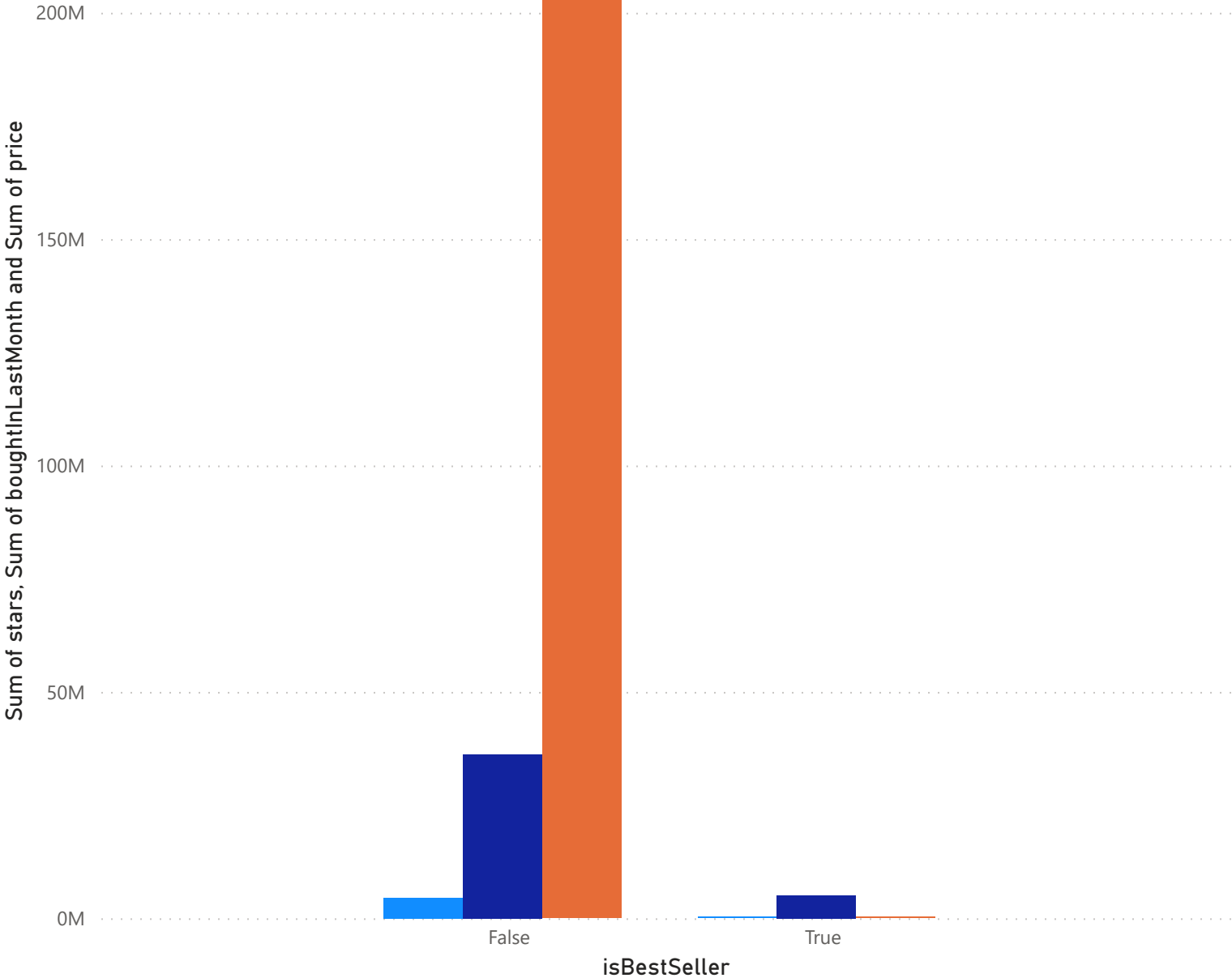


This pie chart shows the sum of reviews and sum of price by category

- Insights:**
- The majority of the reviews and the highest total price come from just a few categories. These categories are Mobile Phones & Communication (2.88%), Grocery (2.38%), Storage & Organisation (1.91%), Baby (1.82%), and Beauty (1.76%). Together, these five categories make up 10.75% of the total reviews and 40.34% of the total price.
 - There are a few mid-range categories in terms of both reviews and price. These categories include Customers' Most Loved (0.98%), Make-up (0.54%), PC & Video Games (0.52%), and Pet Supplies (0.3%).
 - There are many small categories that make up a small portion of the reviews and price. These categories include Wearable Technology (0.03%), Hardware (0.02%), and Networking Devices (0.02%).

Sum of stars, Sum of boughtInLastMonth and Sum of price by isBestSeller

● Sum of stars ● Sum of boughtInLastMonth ● Sum of price

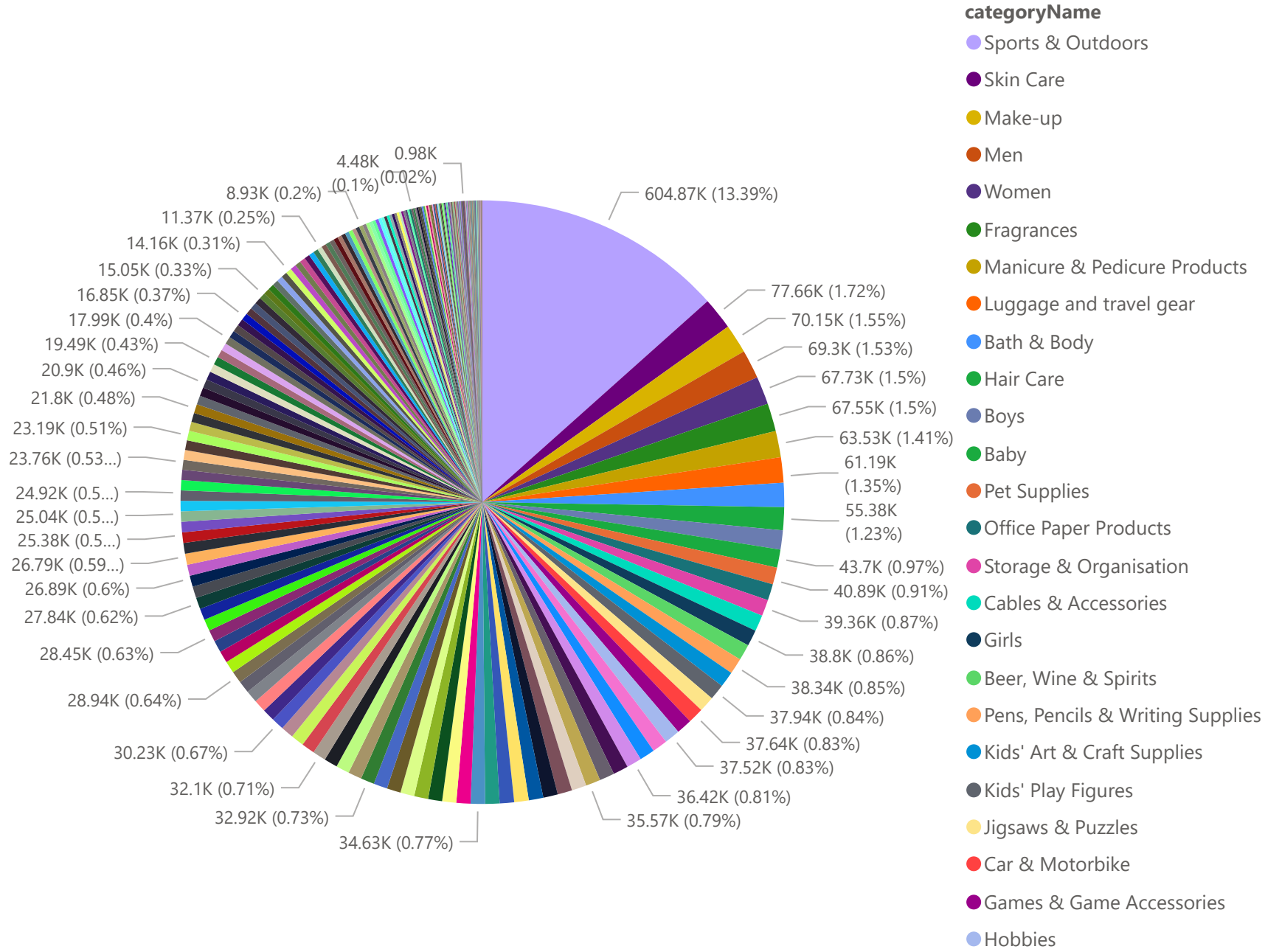


This bar chart shows the sum of three measures: stars, bought in last month, and price, grouped by whether the product is a bestseller or not.

Insight:

- Bestsellers tend to have more stars, are bought more frequently, and have higher prices compared to non-bestsellers.

Sum of stars by categoryName

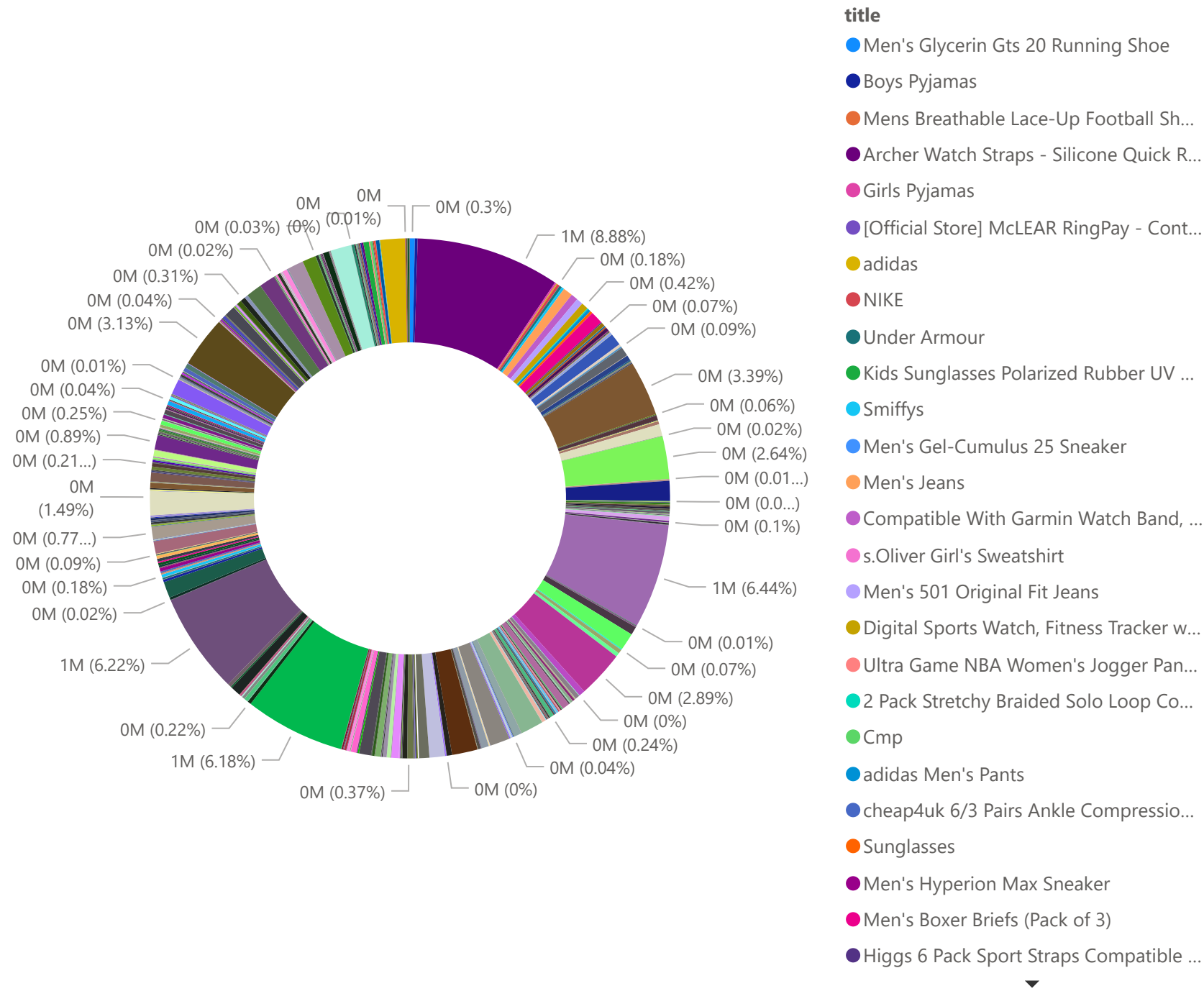


This pie chart that shows the number of stars by category name

Insights:

- The top five categories with the most stars are Hair Care, Bath & Body, Baby, Sports & Outdoors, and Skin Care. These categories make up a significant portion of the total number of stars.
- There are a number of other categories with a smaller number of stars, such as Office Paper Products, Storage & Organisation, and Cables & Accessories. These categories may still be important to your business, but they are not as popular with customers as the top five categories.
- The chart does not show the total number of products in each category. This means that it is difficult to say definitively whether the categories with the most stars are also the categories with the most products. However, it is likely that there is a correlation between the two.

Sum of stars and Sum of reviews by title



This is pie chart that shows the Sum of stars and Sum of reviews by title

Insights:

- The titles with the most stars and reviews are "Men's Glycerin Gts 20 Running Shoe," "Boys Pyjamas," and "Mens Breathable Lace-Up Football Sh...." These titles together make up a significant portion of the total sum of stars and reviews.
- There are a number of other titles with fewer stars and reviews. These titles may still be important, but they are not as popular with customers as the top three titles.
- Some titles with a high number of stars also have a high number of reviews, while others with a high number of stars have relatively few reviews. This suggests that some titles may be more polarizing than others, with customers either loving them or hating them.