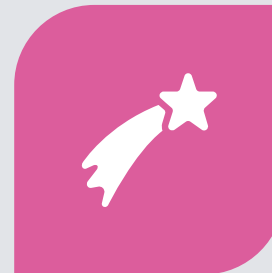# Smart Locks- Amazon Product Analysis

TITLE: SMART LOCKS MARKET ANALYSIS

SUBTITLE: INSIGHTS FROM AMAZON DATA

NAME: CHAITANYA SHARMA

DATE: 5TH SEPT, 2024

Project Overview

Objective: Analyze key players in the smart locks market using scraped data from Amazon

Scope

Scraping data

Analyzing data

Presenting findings
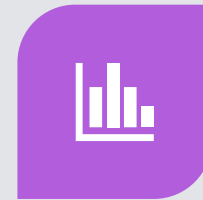
Tools & Technologies

WEB SCRAPING

PYTHON

SQL

EXCEL

POWER BI

POWERPOINT

Data Collection

Data Fields:

- Brand Name (str)
- Price (int)
- Rating (float)
- Rating Count (int)
- Review Count (int)
- Ranking (int)
- URL (str)

Data Analysis

Total Distinct Brands: 51

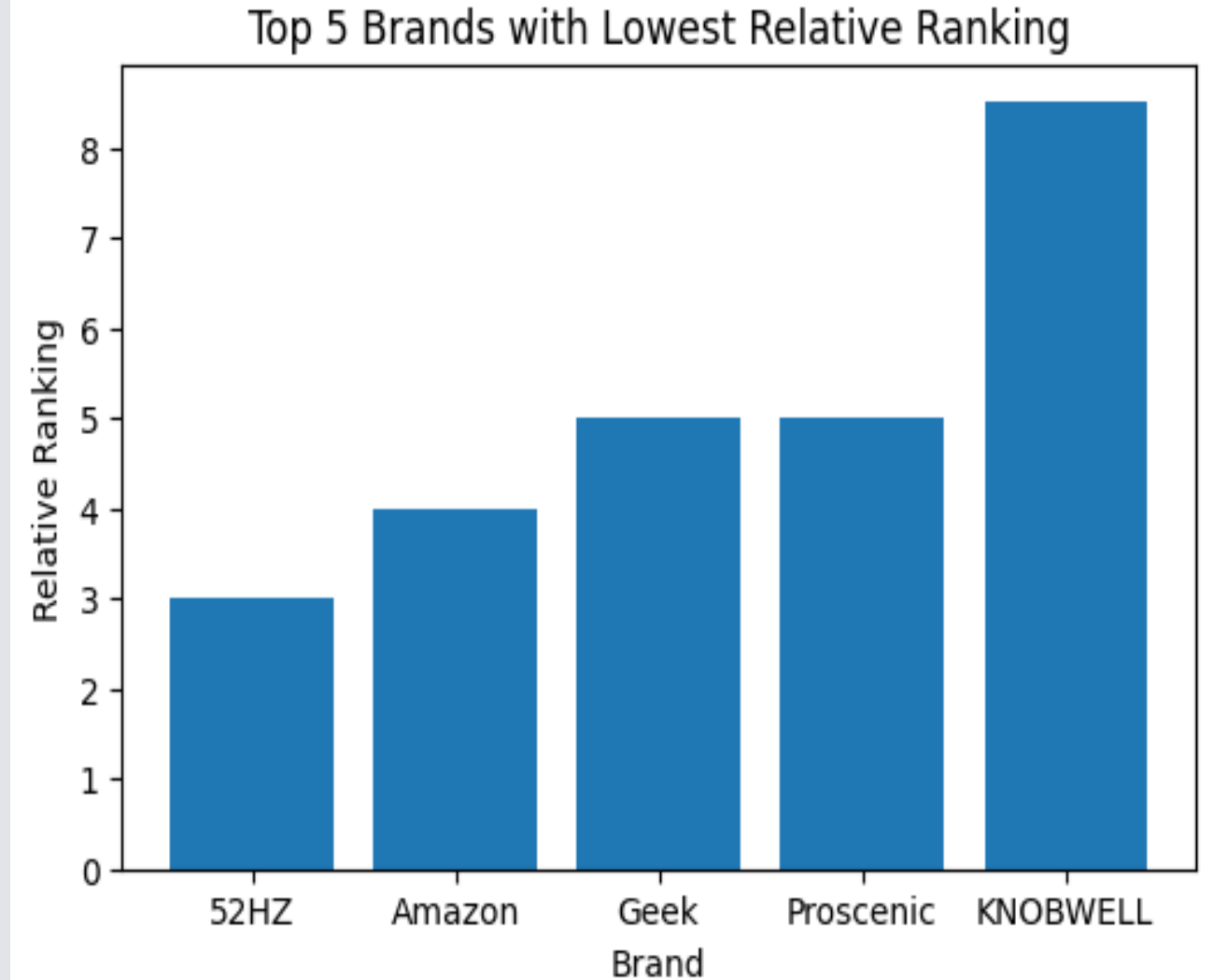# Top Brands by SKU Count

Brands with Highest SKU Counts

- **Smart: 38 SKUs**

- **Keyless: 26 SKUs**

- **Veise: 25 SKUs**

- **Yale: 15 SKUs**

- **Kwikset: 14 SKUs**
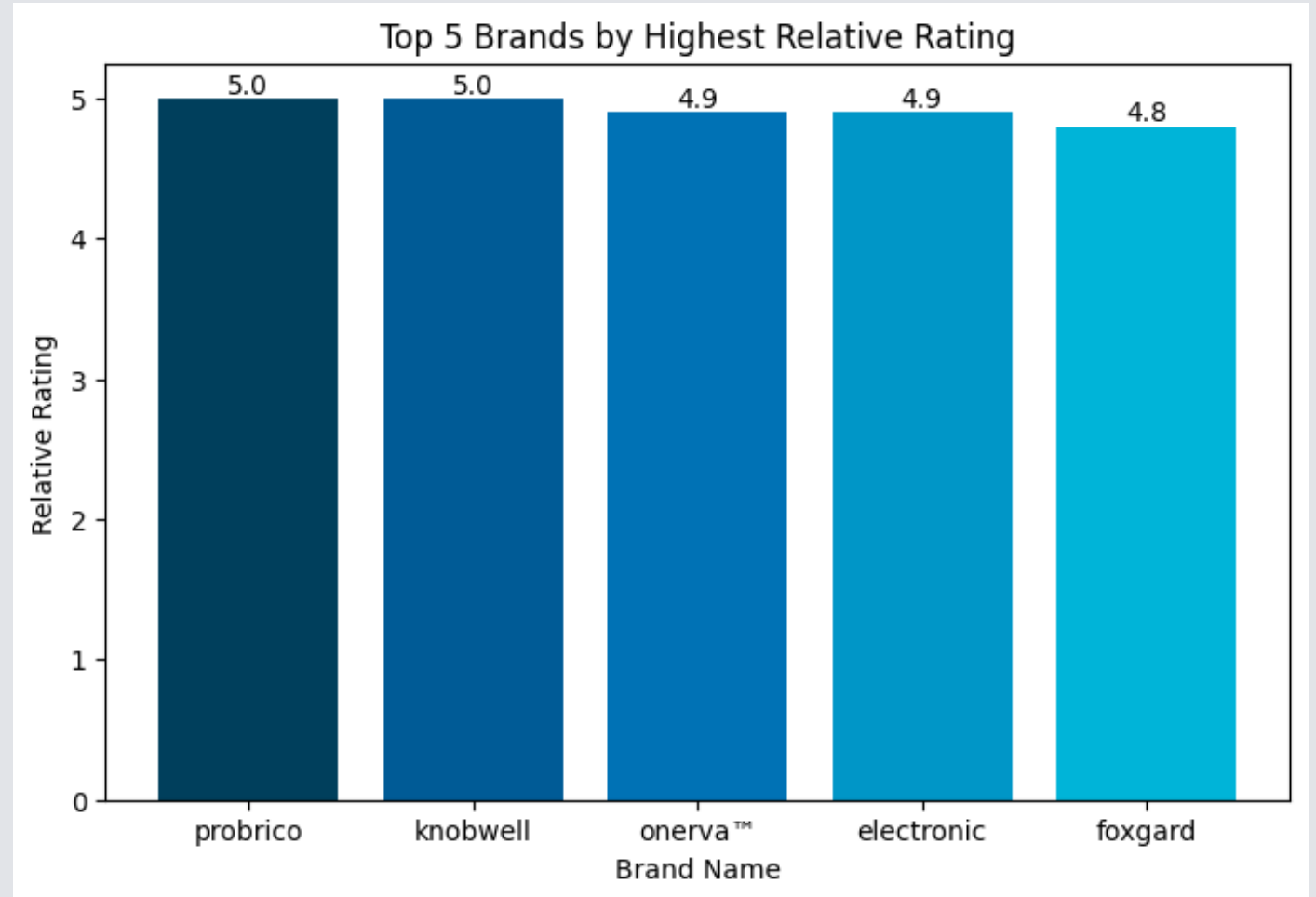
Top Brands with Lowest Relative Ranking

Top 5 Brands

- **52HZ: 3.0**
- **Amazon: 4.0**
- **Geek: 5.0**
- **Proscenic: 5.0**
- **Knobwell: 8.5**

Top 5 Brands with Lowest Relative Ranking

Highest Relative Ratings

Top Rated Brands

- **Probrico: 5.0**
- **Knobwell: 5.0**
- **Onerva™: 4.9**
- **Electronic: 4.9**
- **Foxgard: 4.8**

Top 5 Brands by Highest Relative Rating

Price Distribution of SKUs

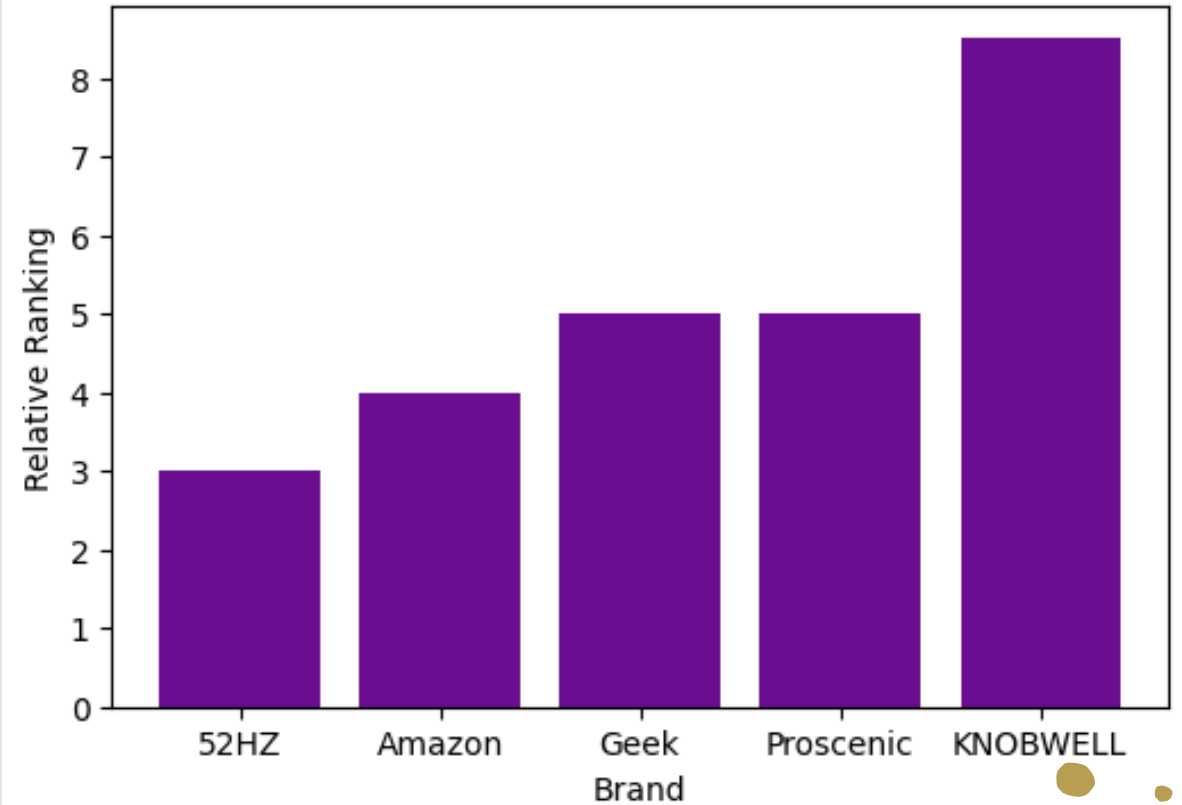Analysis of SKUs across different price bands:
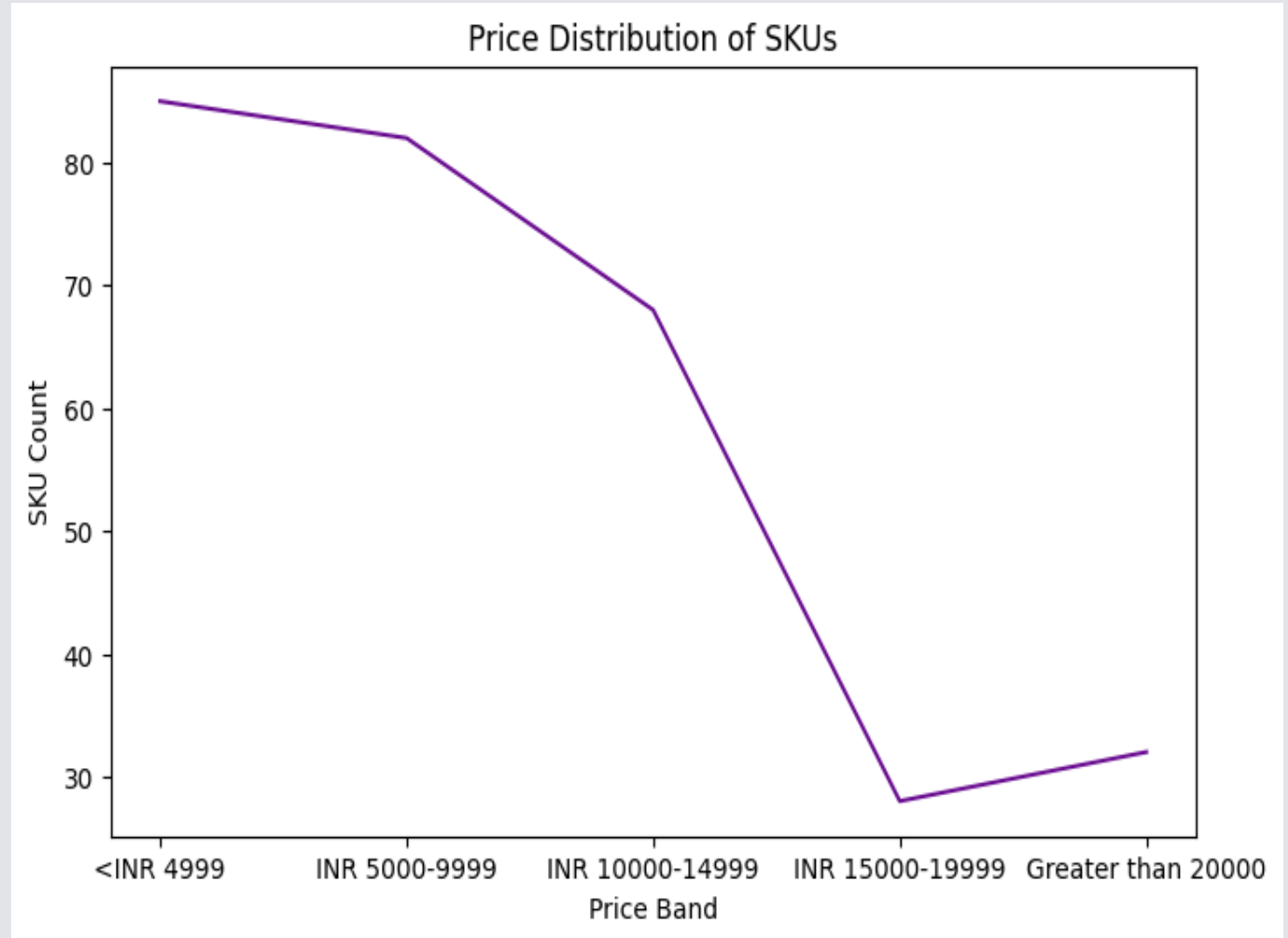
Key Insights

Most Popular Brands: KNOBWELL, Proscenic, Geek, Amazon, 52HZ

Correlation: Brands with the lowest relative ranking are more popular on Amazon.

Top 5 Brands with Lowest Relative Ranking
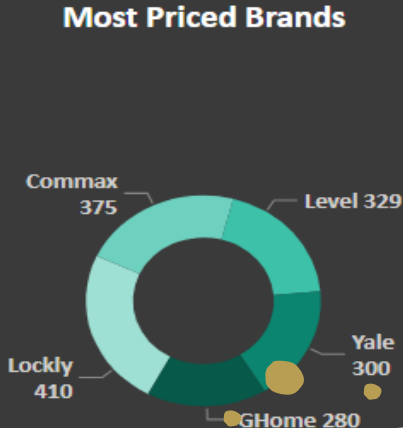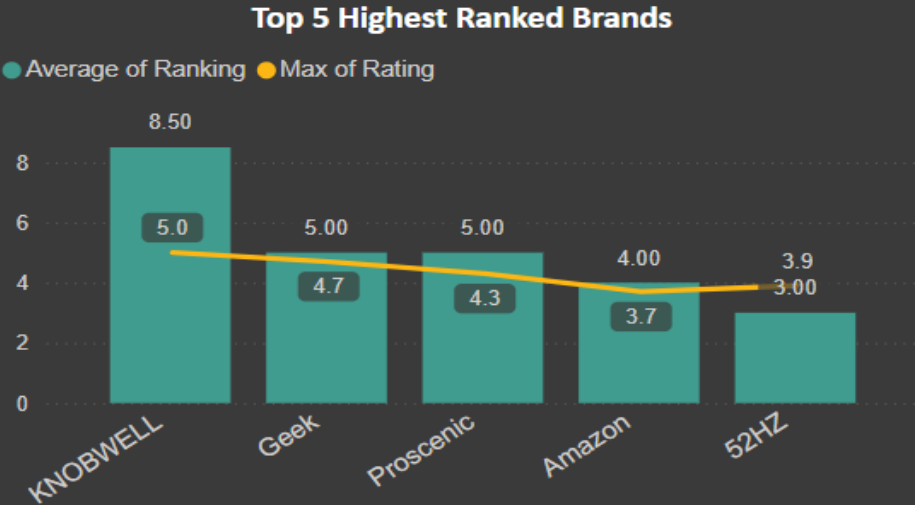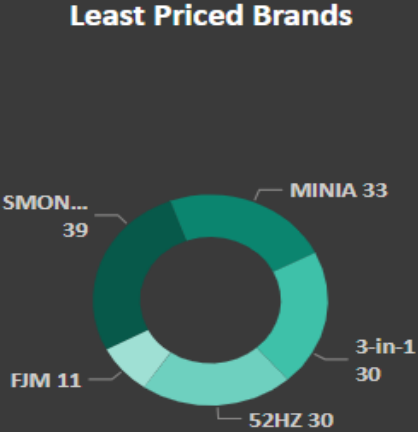
Dashboard & Visualization

Conclusion & Recommendations

Summary:

1. Top Performing Brands:

- **Probrico**, **Knobwell**, **Onerva™**, **Electronic**, and **Foxgard** have the highest relative ratings, indicating that they deliver superior quality and customer satisfaction consistently.

2. Brands with Highest SKU Counts:

- **Smart** (38 SKUs), **Keyless** (26 SKUs), **Veise** (25 SKUs) are the top brands with the highest number of SKUs. This suggests these brands offer a diverse range of products to cater to various customer preferences and needs.

3. Price Distribution:

- The distribution of SKUs across different price bands highlights a significant market presence for brands at various price points, enabling them to target different segments effectively.

Q&A

Feel free to ask questions!