

Smart Locks- Amazon Product Analysis



TITLE: SMART LOCKS
MARKET ANALYSIS



SUBTITLE: INSIGHTS
FROM AMAZON DATA



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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



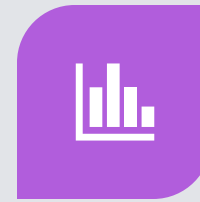
PYTHON



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: 52



Top Brands by SKU Count

Brands with Highest SKU Counts

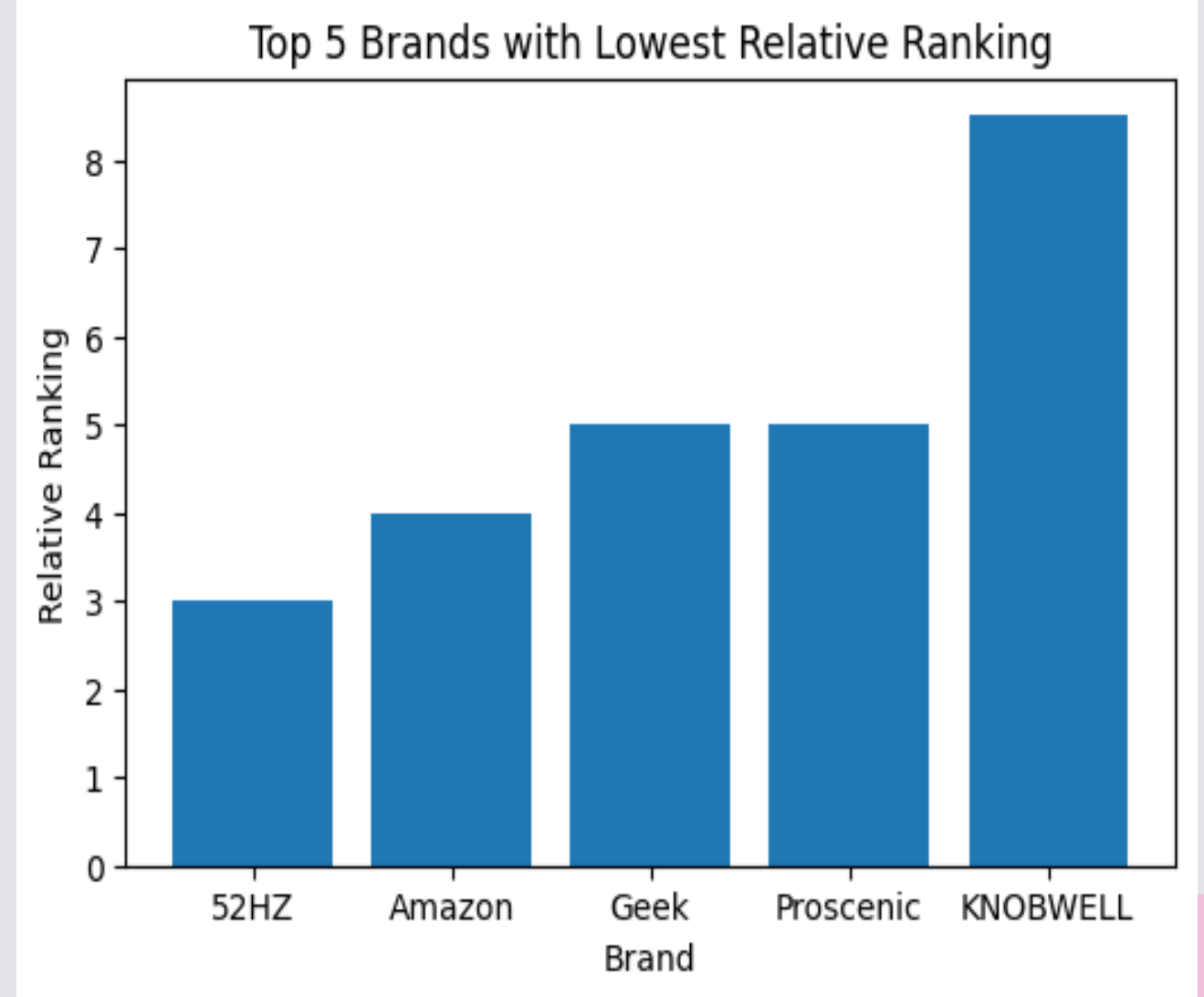
- Smart: 38 SKUs
- Keyless: 26 SKUs
- Veise: 25 SKUs
- Yale: 15 SKUs
- Kwikset: 14 SKUs



Top Brands with Lowest Relative Ranking

Top 5 Brands

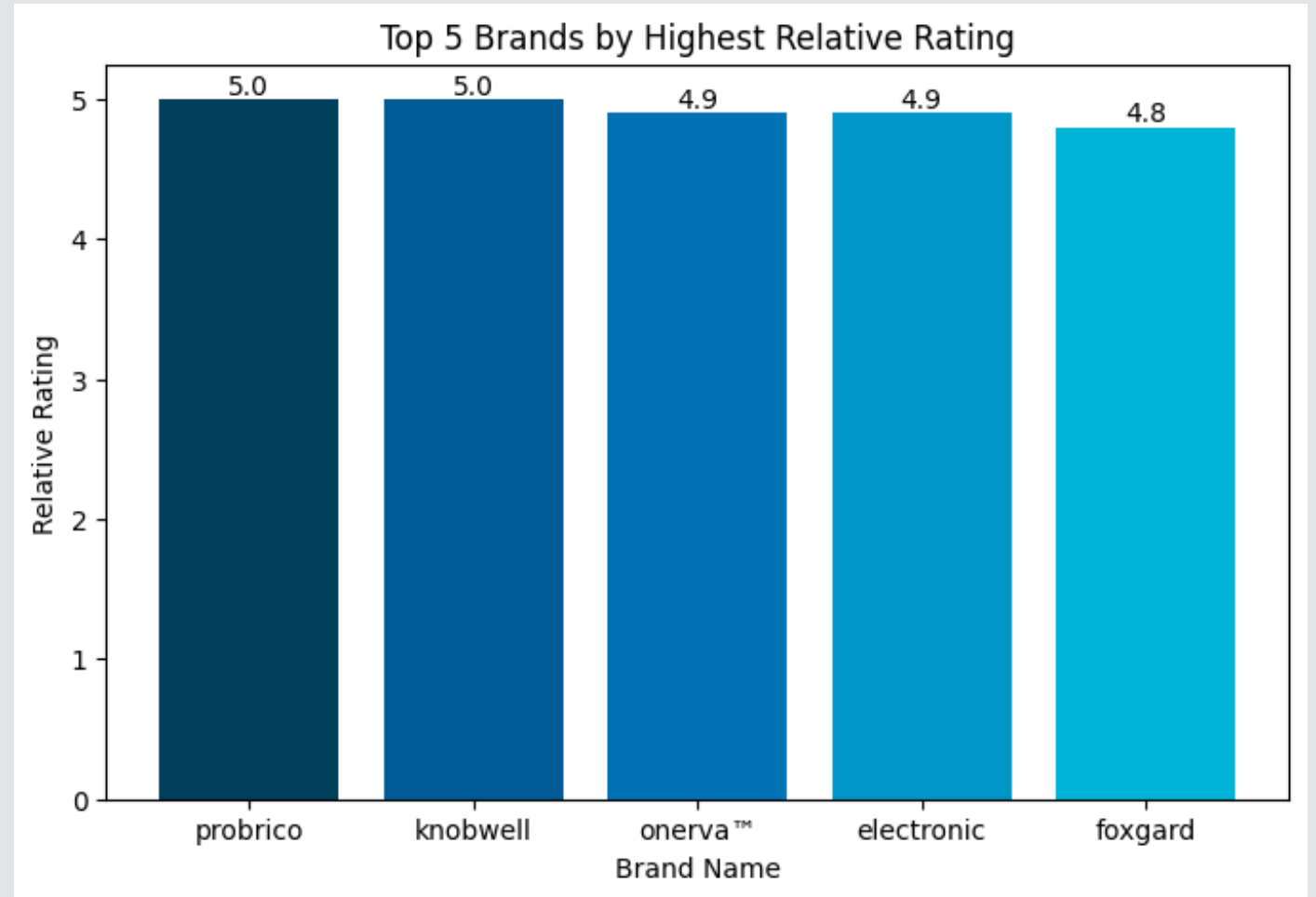
- 52hz: 3.0
- Amazon: 4.0
- Geek: 5.0
- Proscenic: 5.0
- Knobwell: 8.5



Highest Relative Ratings

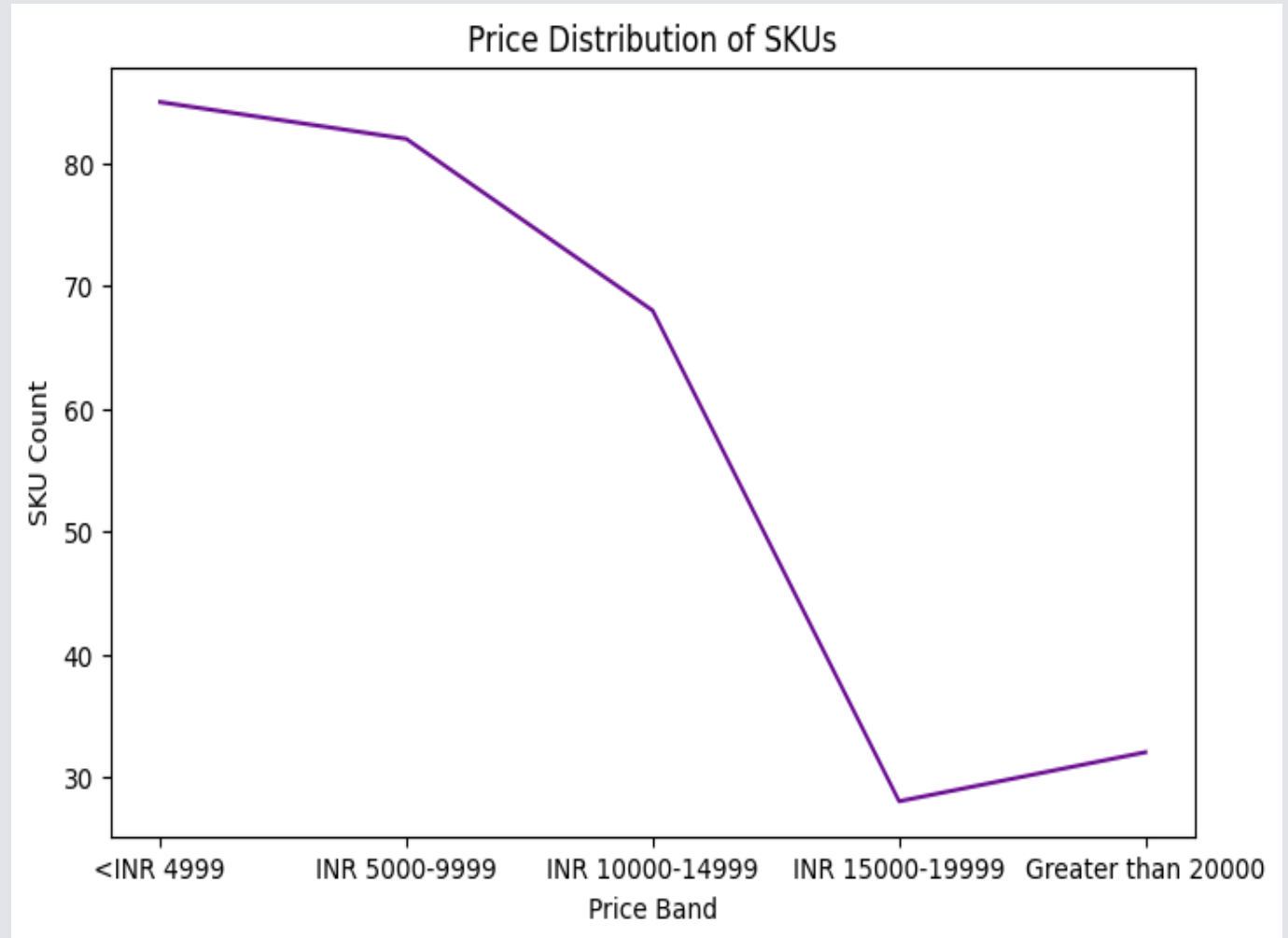
Top Rated Brands

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



Price Distribution of SKUs

Analysis of SKUs across
different price bands:

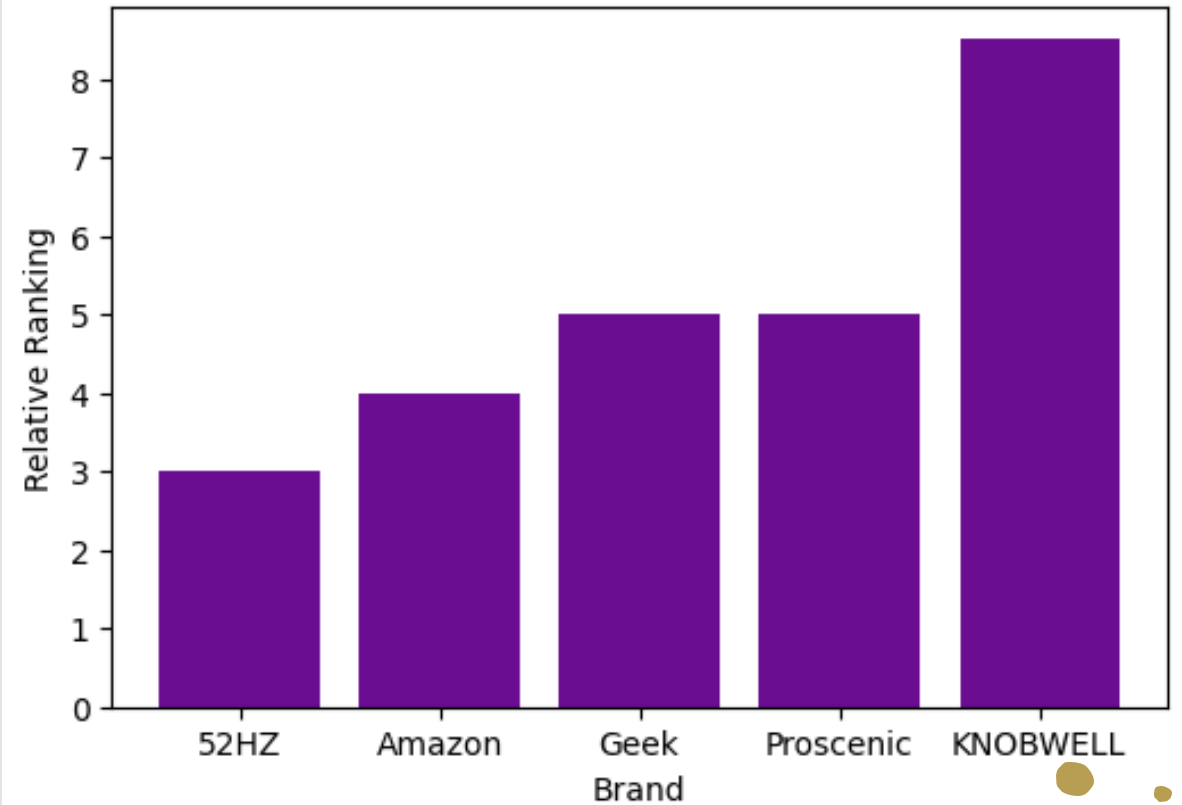


Key Insights

**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

Smart Locks- Amazon Report

No. of Brands

52

Select your Brand

All

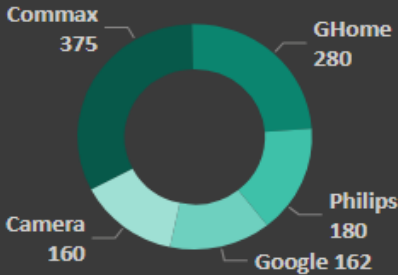
Highest Performing Brand Stats

Fingerprint		
0.00	5.00	11
Min of Rating	Max of Rating	Count of Ranking
Keyless		
2.80	5.00	21
Min of Rating	Max of Rating	Count of Ranking
Kwikset		
3.50	4.80	11
Min of Rating	Max of Rating	Count of Ranking
Smart		
3.00	5.00	25
Min of Rating	Max of Rating	Count of Ranking
Veise		
4.20	4.50	19
Min of Rating	Max of Rating	Count of Ranking
Yale		
3.40	4.50	12
Min of Rating	Max of Rating	Count of Ranking

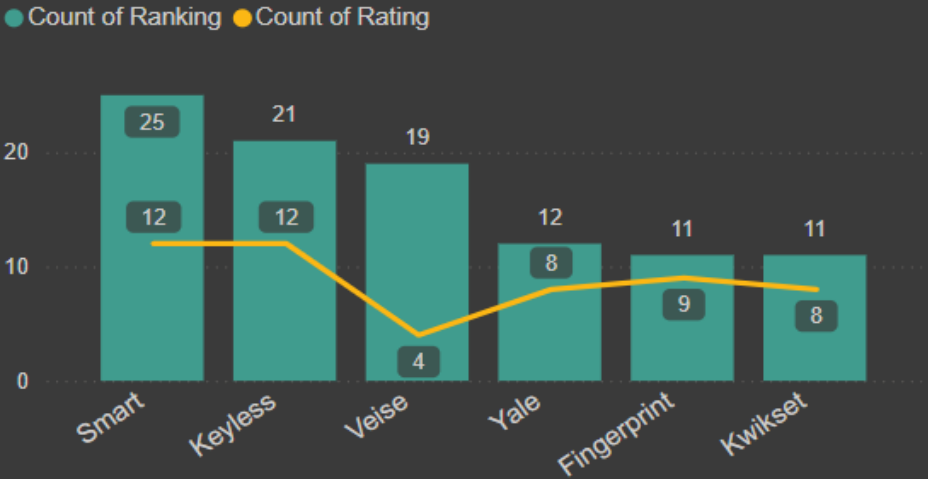
Highest Rated Products



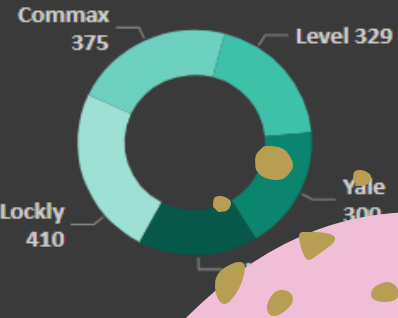
Least Priced Brands



Top 5 Highest Ranked Brands



Most Priced Brands



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!

