

# Web Scraping

Analystt.ai

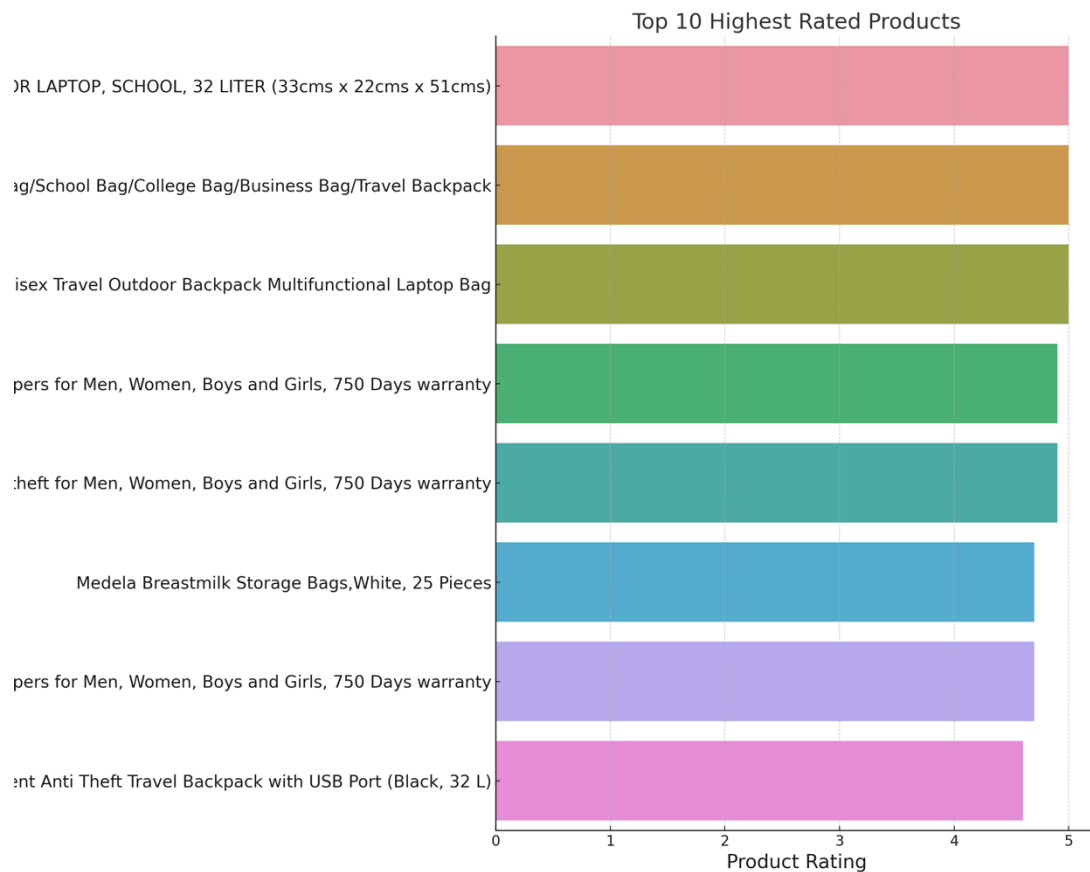
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J Jeevan Roy  
Dept. of Aerospace Engg.  
IIT Madras

**Website:** Amazon

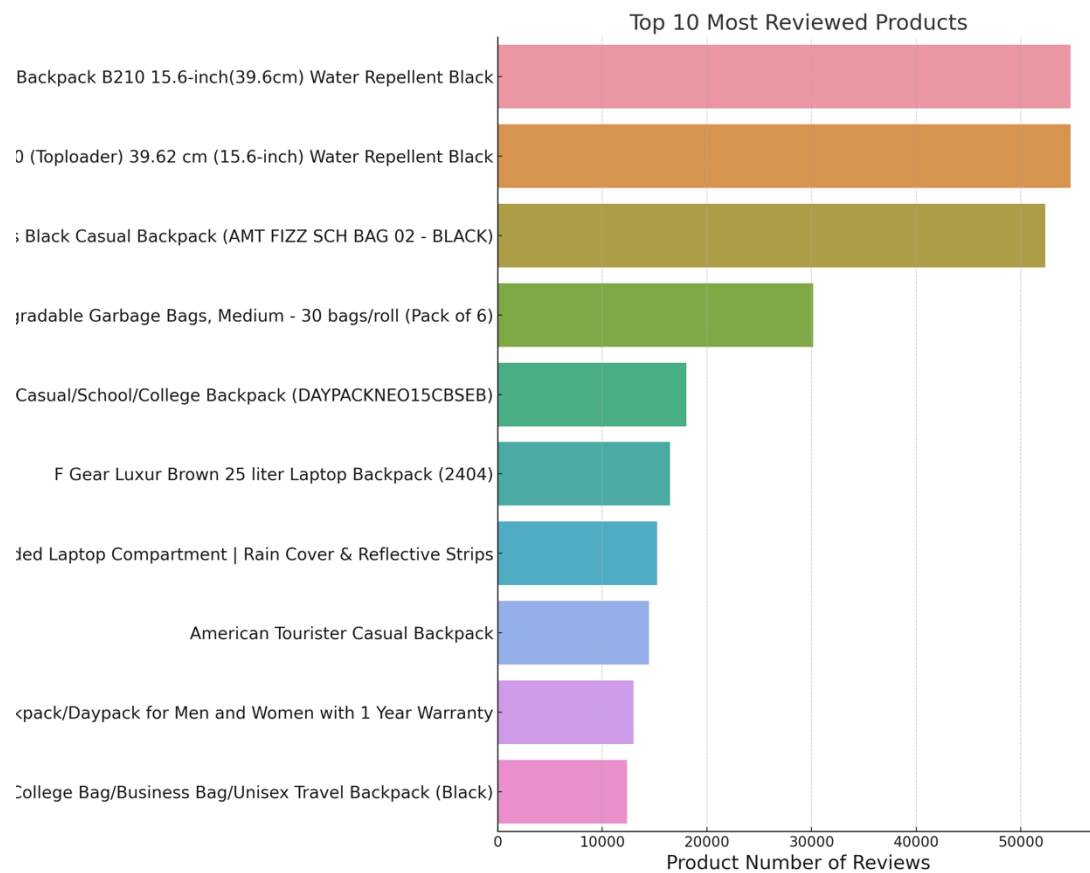
**Product:** Backpack

## 1.1 Product Rating and Reviews



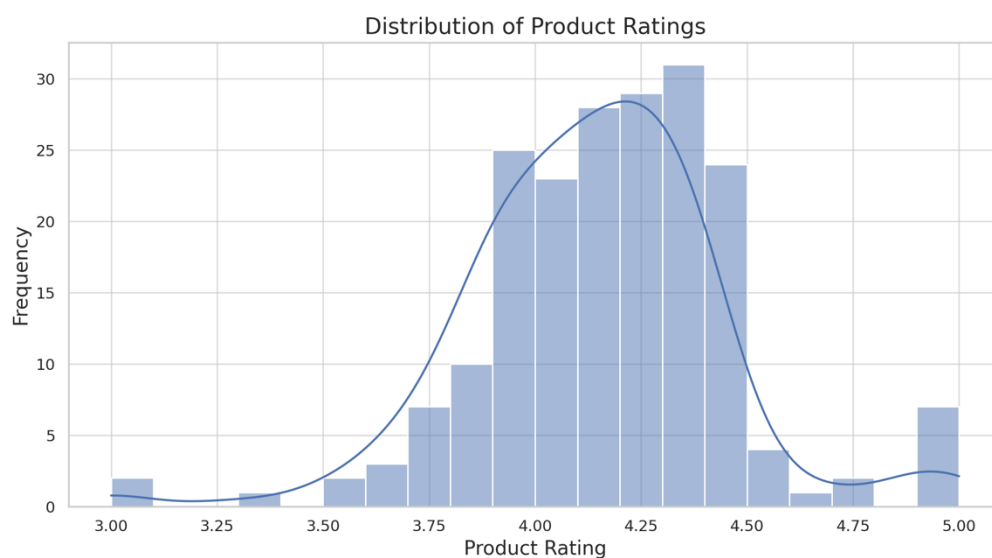
**Insight:** These are the top 10 products with the highest ratings. The probability of customer satisfaction with the variants of the 10 products is high.

**Action:** Businesses could analyze to understand what features and quality make these products exceptional and include them in their own products.



**Insight:** Some products have an exceptionally high number of reviews.

**Action:** Businesses should study these products to understand what makes the users buy and give a review on them, i.e., popular and try to implement similar features or marketing strategies.



**Insight:** Most products have ratings between 4 and 4.5, i.e., products are well-received.

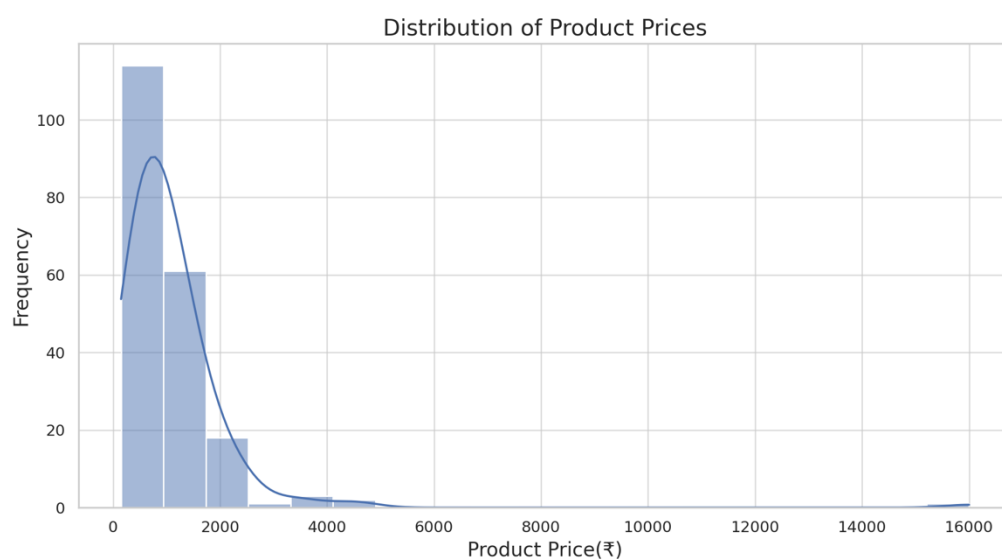
**Action:** Businesses should maintain or improve the quality of the products to fall the rating in this range.



**Insight:** Products with a rating of 4 to 4.5 have the highest number of reviews.

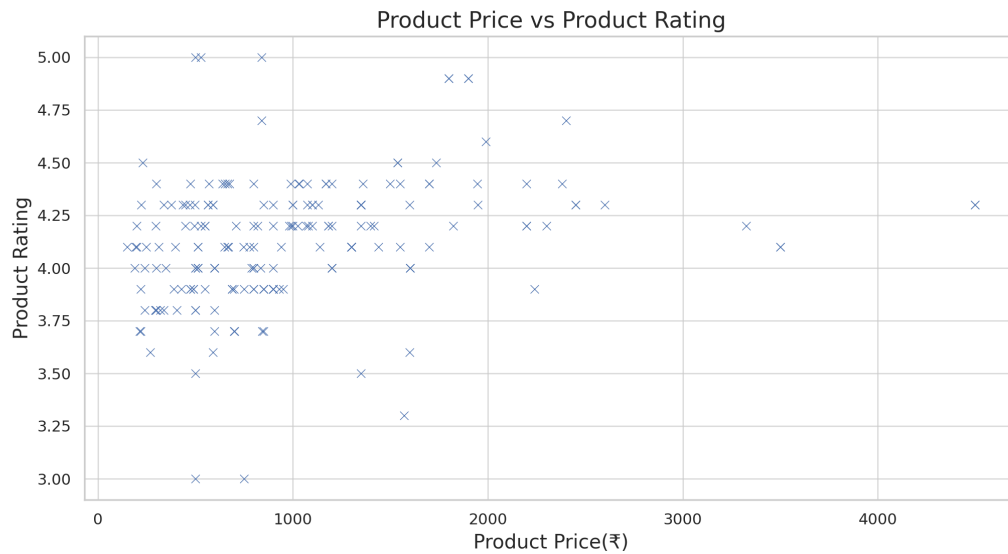
**Action:** Businesses could focus on this rating range to receive more product reviews, which makes the product popular, thereby improving market reputation.

## 1.2 Product Prices



**Insight:** Most products are available at a price below ₹2000.

**Action:** Businesses could focus on this price range while making their own products.



**Insight:** Most products with high ratings are priced below ₹2000. Customers prefer affordability.

**Action:** Businesses should focus and make products in this price range to attract customers and receive better reviews. Put emphasis on budget-friendly products.



**Insight:** Products with a price of less than ₹2000 have more reviews

**Action:** Businesses should focus on products at this price range to maximize customer engagement and reviews. This is strongly recommended as this conclusion came twice.

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