

Business Insights Report : Bivariate Analysis of Amazon UK Product

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1. Executive Summary

This report presents a bivariate analysis of Amazon UK's product dataset, focusing on relationships between product categories, pricing, ratings, and best-seller status. The goal is to uncover patterns that reveal key drivers of product success and customer satisfaction.

2. Key Findings

Chi2 Statistic	36,540.20
p-value	0.00 (Significant Association)
Cramér's V	0.12 (Moderate Association)
Highest Median Price	Desktop PCs (£74.0)
Highest Average Price	Desktop PCs (£74.0)
Highest Median Rating	Computer Memory (4.7)
Correlation (Price vs Rating)	-0.078 (Negative Correlation)

3. Business Interpretation

The analysis reveals that product categories significantly influence the likelihood of being a best-seller. Desktop PCs lead both in average and median price, reflecting a premium segment. Meanwhile, Computer Memory achieves the highest customer satisfaction with a median rating of 4.7. Interestingly, a weak negative correlation between price and rating suggests that higher-priced products do not necessarily receive better ratings.

4. Strategic Recommendations

- Reassess pricing strategies in high-value segments to improve competitiveness.
- Highlight and promote categories with a strong best-seller presence.
- Leverage highly rated categories like Computer Memory to strengthen brand trust.
- Further analyze customer feedback to understand why premium products underperform in ratings.