

## Part 1: Understanding Product Categories

Business Question: What are the most popular product categories on Amazon UK, and how do they compare in terms of listing frequency?

The most popular product categories are the following. Sports & Outdoors is by far the most popular compared to the rest of the top 5.

Sports & Outdoors	836265
Beauty	19312
Handmade Clothing, Shoes & Accessories	19229
Bath & Body	19092
Birthday Gifts	18978

## Part 2: Delving into Product Pricing

Business Question: How are products priced on Amazon UK, and are there specific price points or ranges that are more common?

The product prices are very varied, and spread out. Most prices are relatively low, with 50% of the prices below 19.09 and 75% of the prices below 45.99. The most common price is 9.99.

The maximum price of 100,000 shows that there are a few very high prices in the dataset, contributing to a wide spread in the data.

## Part 3: Unpacking Product Ratings

Business Question: How do customers rate products on Amazon UK, and are there any patterns or tendencies in the ratings?

Almost 50% of the customers tend not to rate the products of Amazon. And for the ones that do rate the products, most tend to rate them between 4 and 5 stars.

