

DATE: 28/02/22

Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.25	0.083334	0.11667	0.83334	0.4	0.4912	Rishitha
USB Cable	0.5	0	0.1363	1	0.9375	0.9545	
Wall Clock	0.0833	0.0208	0.033	0.083	0.1276	0.1186	Arundhuti
Washing Machine	0.1666	0	0.045	0.666	0.1875	0.3181	
Backpack	0.0833	0	0.0166	0.5	0.6458	0.6166	Somnath
Battery	0.5	0.375	0.4091	1.0	0.9375	0.9545	
Tissue Paper	0.25	0.2916	0.283	0.583	0.77	0.733	Kushagra
Monitor Stand	0.33	0.1875	0.2272	0.333	0.4375	0.409	
HDMI Cable	1.0	0.3125	0.5	1.0	0.3125	0.5	Pranav
Vegetable Chopper	0.25	0.0625	0.1	0.5	0.418604	0.43636	

DATE: 01/03/22

Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.25	0.0833	0.1167	0.75	0.4444	0.5087	Rishitha
USB Cable	0.6667	0	0.1818	1	1	1	
Wall Clock	0.75	0.02083	0.166	0.818	0.1063	0.2413	Arundhuti
Washing Machine	0.1666	0	0.045	0.5	0.25	0.3181	
Backpack	0.333	0.5	0.4545	0.833	0.9375	0.9090	Somnath
Battery	0.5625	0	0.15	0.875	0.7272	0.7666	
Tissue Paper	0.416	0.25	0.2833	0.66	0.645	0.65	Kushagra
Monitor Stand	0.5	0.25	0.318	0.666	0.5	0.54	
HDMI Cable	1.0	0.25	0.454545	1.0	0.25	0.45454	Pranav
Vegetable Chopper	0.25	0.0625	0.1	0.5	0.42857	0.444444	

DATE: 02/03/22

Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.25	0.0833	0.1167	0.9167	0.4667	0.5614	Rishitha
USB Cable	0.5	0	0.1363	1	0.5	0.4545	
Wall Clock	0	0.0625	0.05	0	0.125	0.1017	Arundhuti
Washing Machine	0.6666	0	0.181	0.6666	0.25	0.3636	
Backpack	0.6666	0.4375	0.500	1.0	0.875	0.9090	Somnath
Battery	0.0833	0	0.0166	0.3333	0.5416	0.500	
Tissue Paper	0.33	0.3125	0.316	0.66	0.729	0.716	Kushagra
Monitor Stand	0.66	0.1875	0.318	0.66	0.5625	0.5909	
HDMI Cable	1.0	0.25	0.45454	1.0	0.25	0.454545	Pranav
Vegetable Chopper	0.25	0.0625	0.1	0.5	0.488372	0.4909090	

DATE: 03/03/22

Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.25	0.0833	0.1167	0.9167	0.3953	0.5091	Rishitha
USB Cable	0.5	0	0.1363	1	1	1	
Wall Clock	0.25	0.0416	0.083	0.272	0.1458	0.1694	Arundhuti
Washing Machine	0.6666	0.0625	0.227	0.6666	0.25	0.3636	
Backpack	0.5	0.4375	0.4545	1.0	0.875	0.9091	Somnath
Battery	0.0833	0.0	0.0166	0.416	0.54166	0.5166	
Tissue Paper	0.25	0.2916	0.2833	0.66	0.604	0.6166	Kushagra
Monitor Stand	0.5	0.1875	0.2727	0.5	0.375	0.409	
HDMI Cable	1.0	0.25	0.4545	1.0	0.25	0.4545	Pranav
Vegetable Chopper	0.25	0.0625	0.1	0.58333	0.487179	0.509803	

DATE: 04/03/22

Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.25	0.0833	0.1167	0.8334	0.4772	0.5535	Rishitha
USB Cable	0.5	0	0.1363	0.8334	1	0.9523	
Wall Clock	0.16667	0.0416	0.067	0.2	0.125	0.1379	Arundhuti
Washing Machine	0.3333	0.0625	0.1363	0.5	0.2666	0.33333	
Backpack	0.0833	0.0	0.166	0.6666	0.4583	0.5	Somnath
Battery	0.1666	0.4375	0.3636	0.8333	0.9375	0.9090	
Tissue Paper	0.25	0.2916	0.283	0.66	0.604	0.6166	Kushagra
Monitor Stand	0.66	0.1875	0.318	0.666	0.375	0.4545	
HDMI Cable	1.0	0.25	0.4545	1.0	0.25	0.4545	Pranav
Vegetable Chopper	0.0833	0.0625	0.066666	0.63636	0.465116	0.5	

DATE: 05/03/22

Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.25	0.0833	0.1167	0.75	0.4468	0.5084	Rishitha
USB Cable	0.3333	0	0.0909	0.6666	1	0.9090	
Wall Clock	0.25	0.0625	0.10	0.272	0.1521	0.1754	Arundhuti
Washing Machine	0.1666	0.0625	0.090	0.3333	0.2	0.238	
Backpack	0.0833	0.0	0.0166	0.4166	0.625	0.5833	Somnath
Battery	0.5	0.4375	0.4545	0.666	0.8125	0.7727	
Tissue Paper	0.25	0.2916	0.2833	0.666	0.6875	0.6833	Kushagra
Monitor Stand	0.5	0.1875	0.2727	0.5	0.375	0.409	
HDMI Cable	0.666666	0.25	0.363636	0.666666	0.25	0.363636	Pranav
Vegetable Chopper	0.1666666	0.0625	0.08333	0.36363	0.4	0.392156	

DATE: 06/03/22

Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.25	0.0833	0.1167	0.6667	0.4565	0.5	Rishitha
USB Cable	0.3333	0	0.0909	0.6666	1	0.9090	
Wall Clock	0.1666	0.0625	0.083	0.166	0.1555	0.1578	Arundhuti
Washing Machine	0.3333	0.125	0.182	0.3333	0.25	0.27	
Backpack	0.0833	0.0	0.0166	0.5	0.5416	0.533	Somnath
Battery	0.8333	0.4375	0.5454	1.0	0.9375	0.9545	
Tissue Paper	0.33	0.2916	0.3	0.666	0.666	0.666	Kushagra
Monitor Stand	0.33	0.1875	0.2272	0.33	0.375	0.3636	
HDMI Cable	1.0	0.3125	0.5	1.0	0.3125	0.5	Pranav
Vegetable Chopper	0.1666666	0.0625	0.08333	0.45454	0.425	0.43137	

DATE: 07/03/22

Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.25	0.0833	0.1167	0.75	0.4375	0.5	Rishitha
USB Cable	0.5	0	0.1363	0.8334	0.375	0.5	
Wall Clock	0.5833	0.0416	0.15	0.583	0.1489	0.2373	Arundhuti
Washing Machine	0.3333	0	0.091	0.3333	0.2	0.24	
Backpack	0.0833	0.0	0.0166	0.666	0.5625	0.5833	Somnath
Battery	0.6666	0.375	0.4545	1.0	0.9375	0.9545	
Tissue Paper	0.416	0.2916	0.316	0.5833	0.6875	0.666	Kushagra
Monitor Stand	0.5	0.25	0.318	0.5	0.4375	0.4545	
HDMI Cable	1.0	0.25	0.454545	1.0	0.25	0.454545	Pranav
Vegetable Chopper	0.25	0.0625	0.1	0.5	0.46341463	0.47169	

DATE: 08/03/22

Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.25	0.0833	0.1167	0.8334	0.4782	0.5517	Rishitha
USB Cable	0.5	0	0.1363	0.8334	1	0.9545	
Wall Clock	0.5833	0.0625	0.166	0.583	0.1276	0.2203	Arundhuti
Washing Machine	0.5	0.125	0.227	0.5	0.4	0.43	
Backpack	0.0833	0.0	0.0166	0.9166	0.5	0.5833	Somnath
Battery	0.666	0.4375	0.5	1.0	0.875	0.9090	
Tissue Paper	0.333	0.2708	0.2833	0.5833	0.666	0.65	Kushagra
Monitor Stand	0.5	0.1875	0.2727	0.5	0.375	0.409	
HDMI Cable	0.333333	0.3125	0.31818	0.333333	0.3125	0.31818	Pranav
Vegetable Chopper	0.25	0.0625	0.1	0.416666	0.38636	0.39285	

DATE: 09/03/22

Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.25	0.0833	0.1167	0.8334	0.5	0.5714	Rishitha
USB Cable	0.5	0	0.1363	0.8334	1	0.9523	
Wall Clock	0.08333	0.0625	0.066	0.1	0.1875	0.172	Arundhuti
Washing Machine	0.5	0.125	0.227	0.6666	0.375	0.45	
Backpack	0.0833	0	0.0166	0.9166	0.6458	0.7	Somnath
Battery	0.8333	0.4375	0.5454	1.0	0.875	0.9090	
Tissue Paper	0.25	0.3541	0.333	0.416	0.75	0.6833	Kushagra
Monitor Stand	0.33	0.1875	0.2272	0.5	0.375	0.409	
HDMI Cable	0.5	0.25	0.31818	0.5	0.25	0.31818	Pranav
Vegetable Chopper	0.1666666	0.0625	0.083333	0.36363	0.4	0.39215	

Sponsored Private Labels Products till Page 1:

Product	28/02	01/03	02/03	03/03	04/03	05/03	06/03	07/03	08/03	09/03
Toilet Paper	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25
USB Cable	0.5	0.667	0.5	0.5	0.5	0.333	0.333	0.5	0.5	0.5
Wall Clock	0.083	0.75	0	0.25	0.166	0.25	0.166	0.583	0.583	0.083
Washing Machine	0.166	0.166	0.666	0.666	0.333	0.166	0.333	0.333	0.5	0.5
Backpack	0.083	0.083	0.083	0.083	0.083	0.083	0.083	0.083	0.083	0.083
Battery	0.5	0.5	0.66	0.5	0.166	0.5	0.833	0.666	0.666	0.833
Tissue Paper	0.25	0.416	0.33	0.25	0.25	0.25	0.33	0.416	0.33	0.25
Monitor Stand	0.33	0.5	0.66	0.5	0.66	0.5	0.33	0.5	0.5	0.333
HDMI Cable	0.5	0.625	0.625	0.562	0.625	0.562	0.625	0.562	0.312	0.437
Vegetable Chopper	0.25	0.25	0.25	0.25	0.083	0.166	0.166	0.25	0.25	0.166

Sponsored Private Labels Products till Page 2:

Product	28/02	01/03	02/03	03/03	04/03	05/03	06/03	07/03	08/03	09/03
Toilet Paper	0.208	0.166	0.166	0.166	0.166	0.166	0.166	0.166	0.166	0.166
USB Cable	0.5	0.5	0.416	0.416	0.5	0.333	0.333	0.416	0.5	0.5
Wall Clock	0.125	0.458	0.062	0.125	0.125	0.187	0.125	0.375	0.292	0.125
Washing Machine	0.166	0.166	0.416	0.416	0.333	0.25	0.25	0.416	0.333	0.416
Backpack	0.042	0.041	0.041	0.041	0.063	0.042	0.042	0.062	0.062	0.041
Battery	0.66	0.58	0.833	0.58	0.417	0.417	0.833	0.666	0.5	0.833
Tissue Paper	0.25	0.291	0.25	0.25	0.25	0.208	0.25	0.33	0.25	0.208
Monitor Stand	0.25	0.33	0.33	0.33	0.33	0.25	0.25	0.33	0.25	0.166
HDMI Cable	0.437	0.468 75	0.468 75	0.468 75	0.531 25	0.375	0.468 75	0.468 75	0.187 5	0.312 5
Vegetable Chopper	0.1667	0.1667	0.1667	0.1667	0.1667	0.125	0.1667	0.1667	0.1667	0.125

Sponsored Private Labels Products till Page 3:

Product	28/02	01/03	02/03	03/03	04/03	05/03	06/03	07/03	08/03	09/03
Toilet Paper	0.166	0.138	0.138	0.138	0.138	0.138	0.138	0.138	0.138	0.138
USB Cable	0.444	0.444	0.357	0.444	0.5	0.277	0.277	0.388	0.388	0.5
Wall Clock	0.107	0.305	0.071	0.083	0.071	0.143	0.071	0.25	0.222	0.214
Washing Machine	0.222	0.222	0.444	0.388	0.333	0.166	0.22	0.333	0.277	0.388
Backpack	0.027	0.027	0.027	0.027	0.036	0.027	0.027	0.036	0.036	0.027
Battery	0.66	0.61	0.722	0.55	0.5	0.389	0.833	0.666	0.56	0.777
Tissue Paper	0.194	0.194	0.194	0.22	0.25	0.166	0.25	0.22	0.25	0.194
Monitor Stand	0.22	0.22	0.22	0.22	0.22	0.22	0.166	0.22	0.22	0.166
HDMI Cable	0.36	0.36	0.36	0.36	0.4	0.34	0.38	0.4	0.26	0.32
Vegetable Chopper	0.1389	0.1389	0.1389	0.1389	0.1389	0.1389	0.1389	0.1389	0.1389	0.1389

Sponsored Private Labels Products till end of SERP:

Product	28/02	01/03	02/03	03/03	04/03	05/03	06/03	07/03	08/03	09/03
Toilet Paper	0.131	0.117	0.125	0.113	0.121	0.120	0.128	0.114	0.113	0.126
USB Cable	0.208	0.191	0.166	0.191	0.166	0.15	0.15	0.15	0.15	0.183
Wall Clock	0.152	0.122	0.066	0.069	0.047	0.052	0.063	0.083	0.083	0.131
Washing Machine	0.141	0.139	0.157	0.164	0.145	0.126	0.117	0.117	0.120	0.128
Backpack	0.013	0.007	0.016	0.012	0.012	0.016	0.016	0.010	0.021	0.034
Battery	0.337	0.308	0.357	0.294	0.277	0.260	0.352	0.347	0.286	0.272
Tissue Paper	0.091	0.112	0.108	0.087	0.079	0.075	0.075	0.116	0.087	0.075
Monitor Stand	0.058	0.091	0.05	0.083	0.091	0.066	0.058	0.008	0.075	0.041
HDMI Cable	0.19166	0.19166	0.19166	0.19166	0.19166	0.175	0.19166	0.19166	0.175	0.158333
Vegetable Chopper	0.025	0.0304	0.025	0.0265	0.025	0.025	0.025	0.025	0.025	0.025

EMPIRICAL ANALYSIS 4

MEAN OF TEMPORAL SNAPSHOTS

Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.25	0.0833	0.1167	0.8083	0.4502	0.5255	Rishitha
USB Cable	0.4833	0.0	0.1318	0.8667	0.85625	0.85909	
Wall Clock	0.2916	0.04791	0.0966	0.3080	0.1402	0.1732	Arundhuti
Washing Machine	0.3833	0.0562	0.1454	0.5167	0.2629	0.3329	
Backpack	0.208	0.1375	0.167	0.741	0.667	0.683	Somnath
Battery	0.489	0.293	0.346	0.812	0.812	0.815	
Tissue Paper	0.3083	0.29375	0.2967	0.6219	0.6901	0.6765	Kushagra
Monitor Stand	0.4833	0.2	0.2727	0.4833	0.2704	0.3285	
HDMI Cable	0.85	0.26875	0.427272	0.85	0.26875	0.427272	Pranav
Vegetable Chopper	0.208333	0.0625	0.09166	0.481818	0.43626	0.44617	

STANDARD DEVIATION OF TEMPORAL SNAPSHOTS

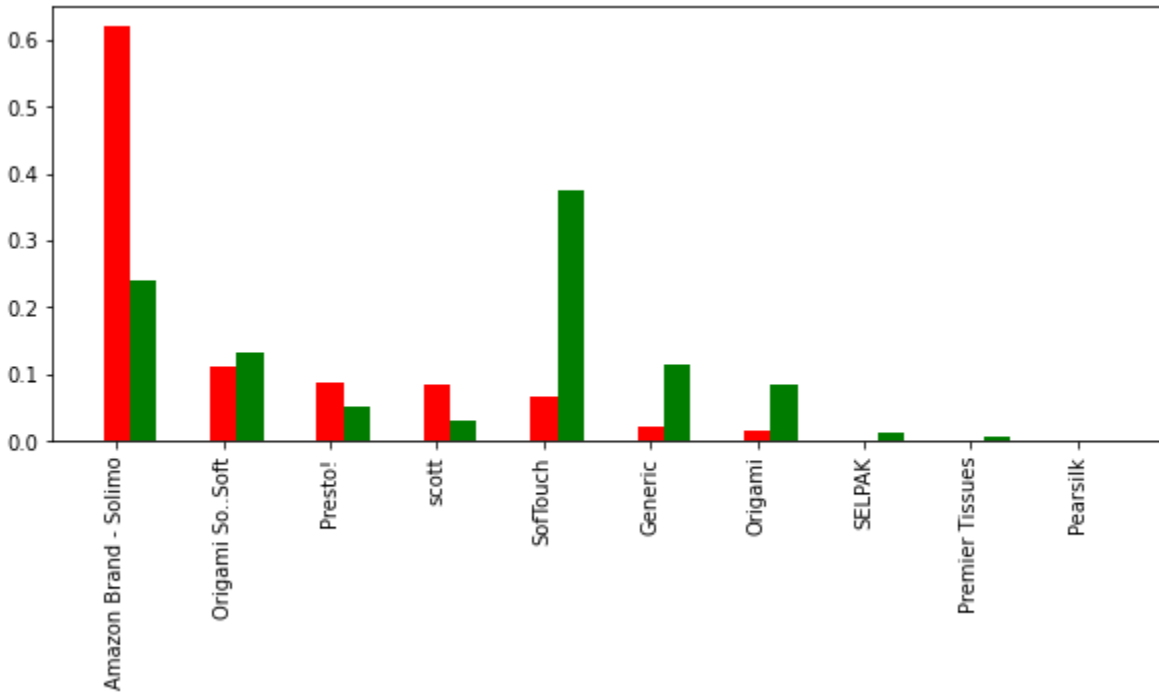
Product	PRIVATE LABEL			SPECIAL MERCHANTS			Contributor
	Sponsored	Organic	Total	Sponsored	Organic	Total	
Toilet Paper	0.0	0.0	0.0	0.07905	0.0334	0.0301	Rishitha
USB Cable	0.0946	0.0	0.025802	0.13146	0.2887	0.20378	
Wall Clock	0.2553	0.01715	0.04830	0.2655	0.0227	0.0478	Arundhuti
Washing Machine	0.1932	0.0547	0.0736	0.1459	0.0712	0.0729	
Backpack	0.204	0.22	0.213	0.221	0.170	0.165	Somnath
Battery	0.286	0.204	0.207	0.256	0.158	0.176	
Tissue Paper	0.0686	0.0268	0.01892	0.0798	0.06	0.0433	Kushagra
Monitor Stand	0.1229	0.02635	0.0379	0.1229	0.0294	0.0454	
HDMI Cable	0.25398	0.03019	0.06843	0.25398	0.030190	0.068433	Pranav
Vegetable Chopper	0.05892	0.0	0.011785	0.087199	0.037260	0.0454550	

EMPIRICAL ANALYSIS - 6

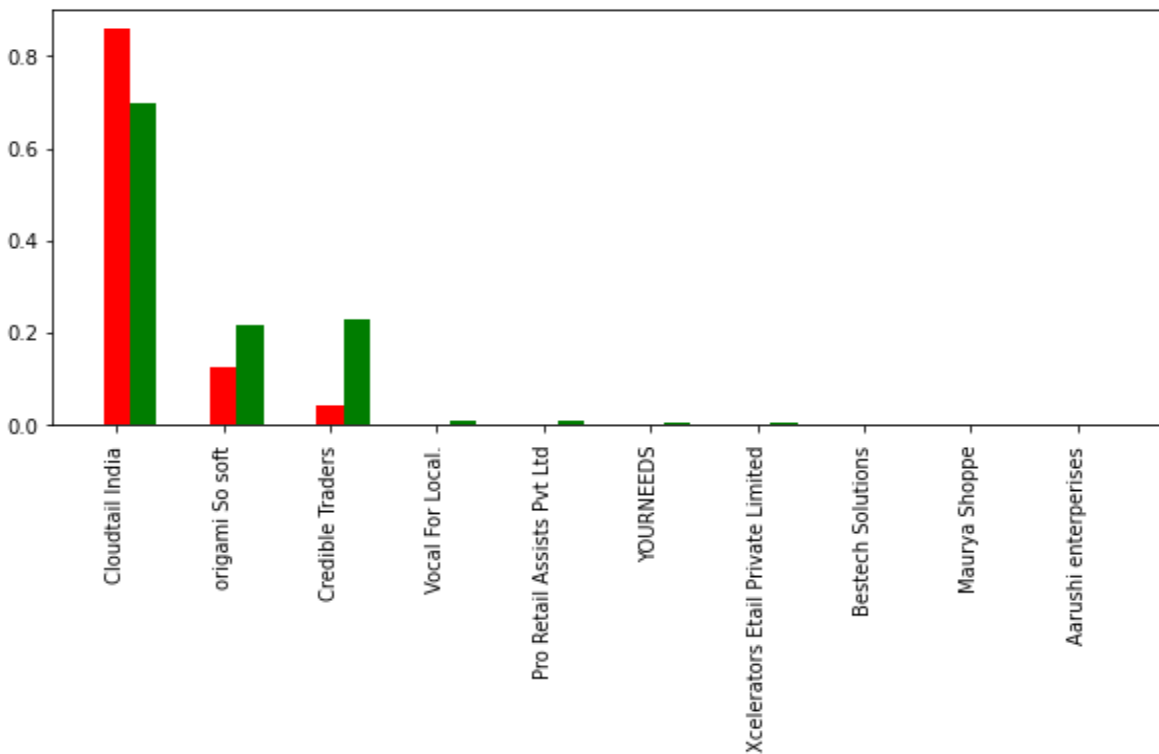
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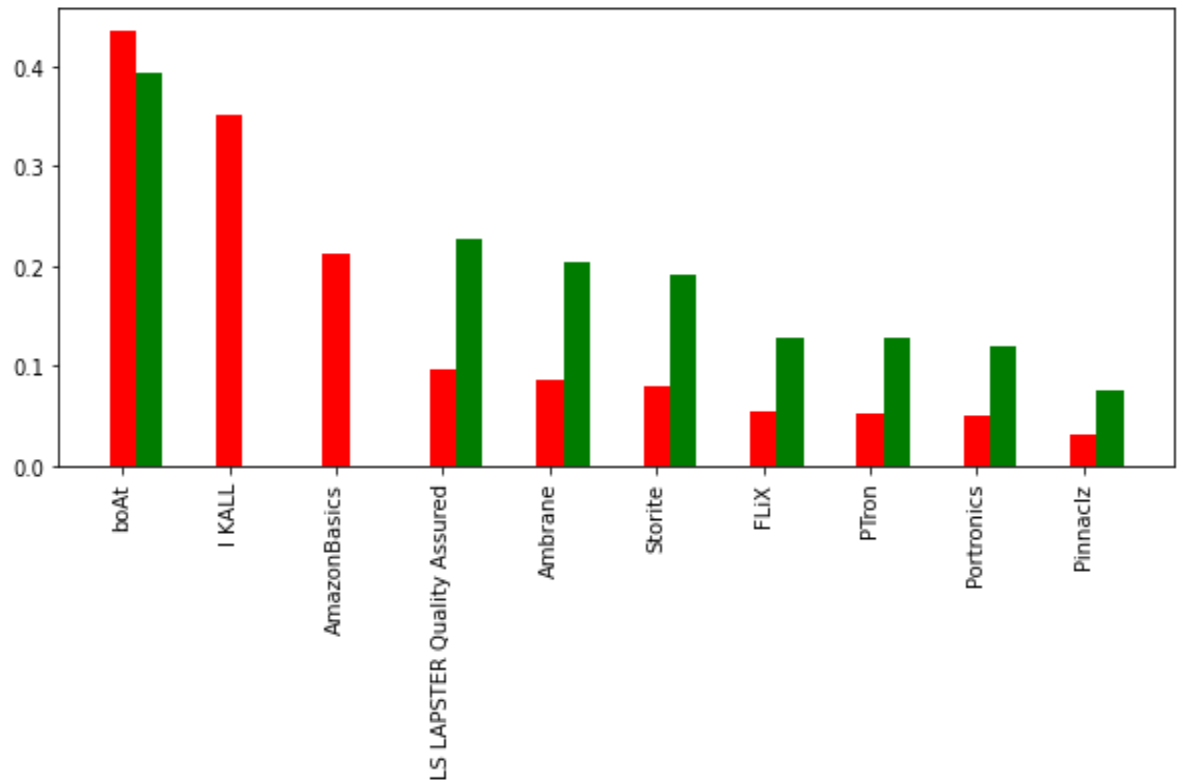
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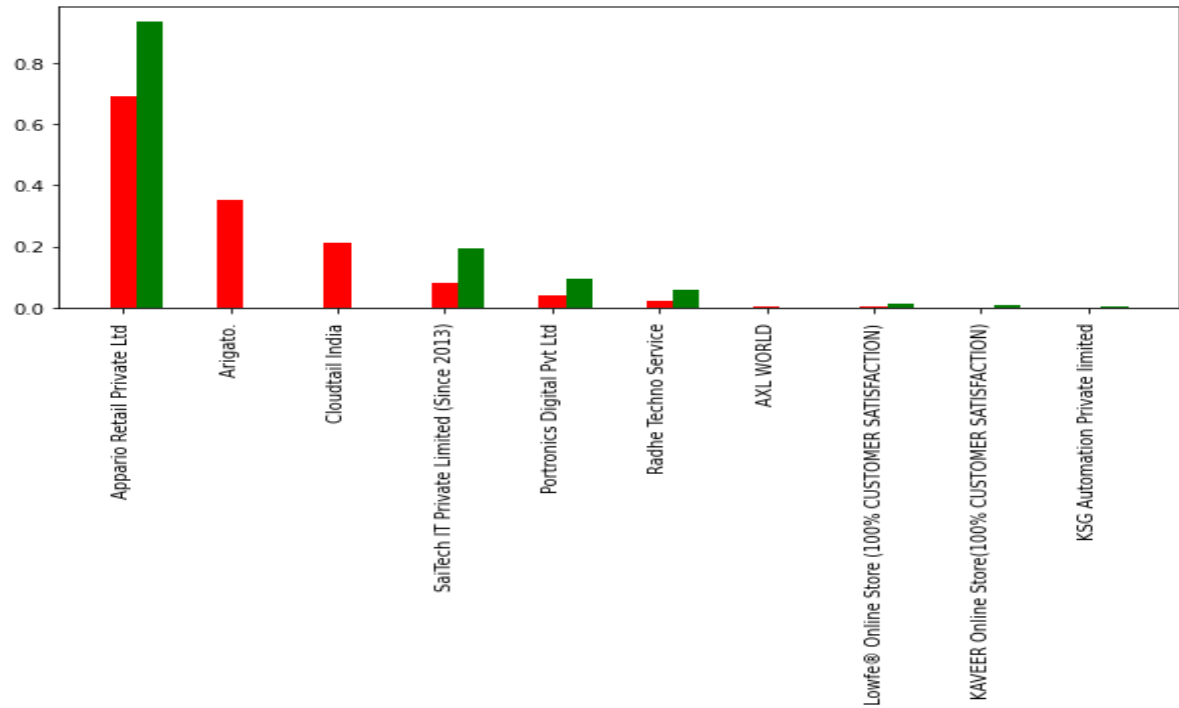
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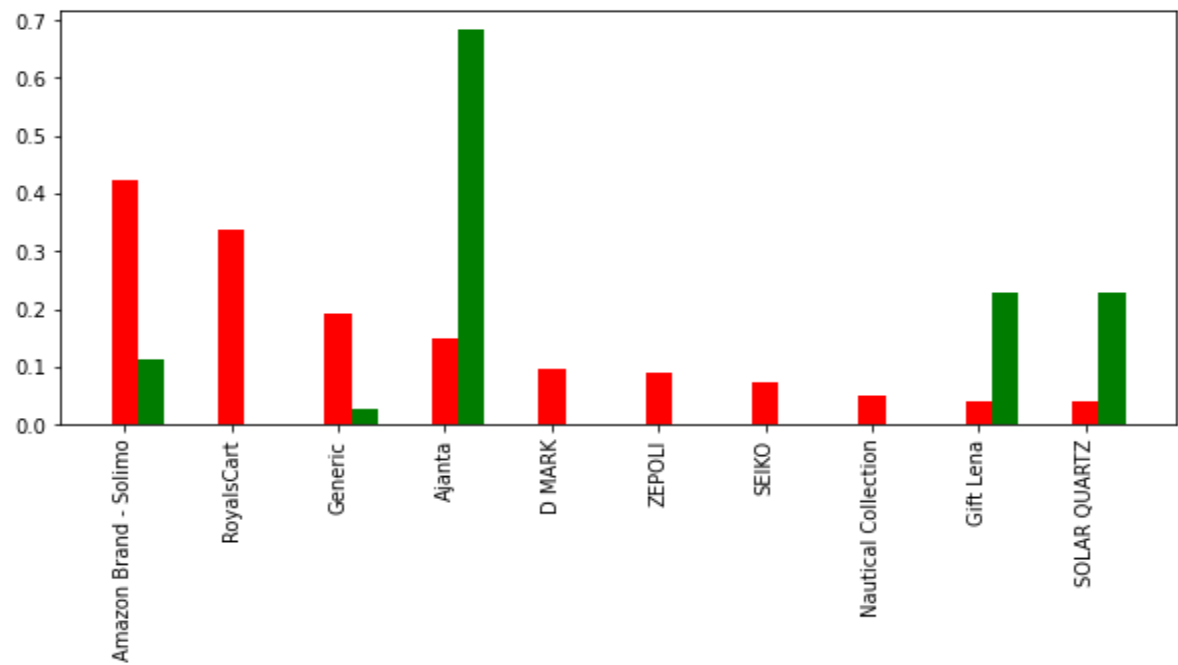
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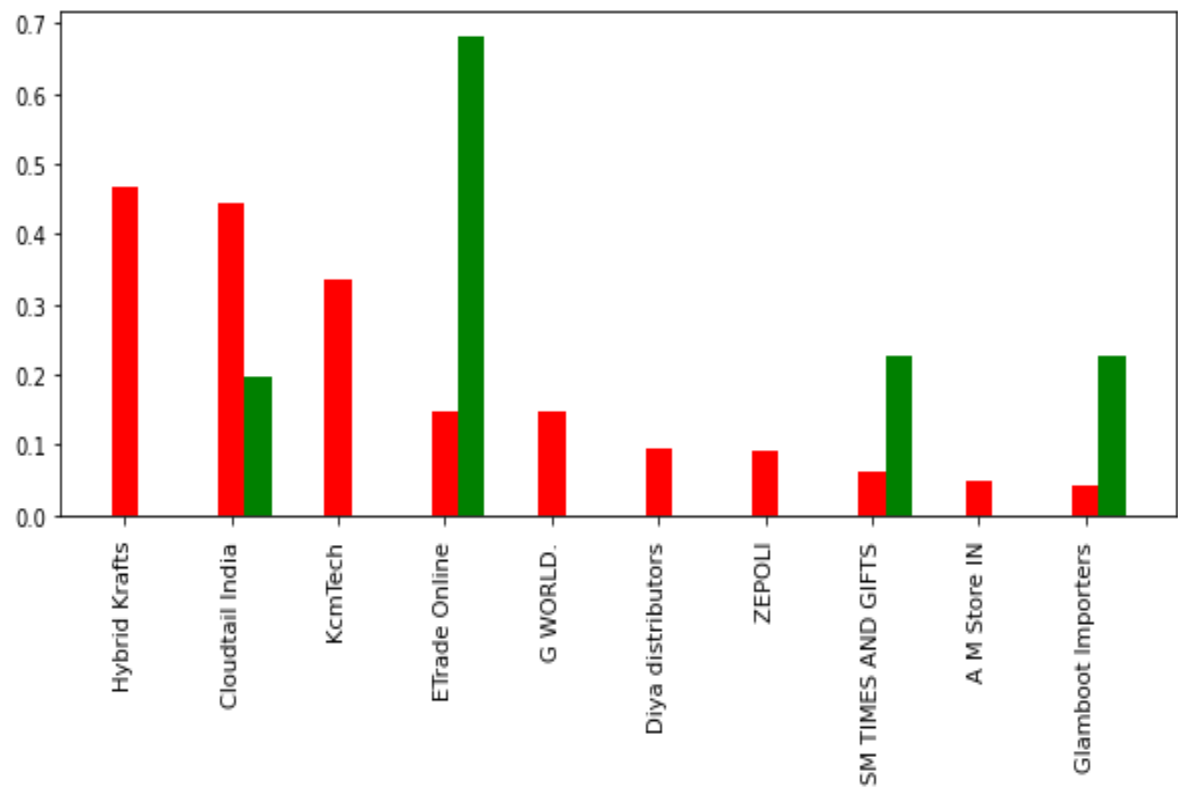
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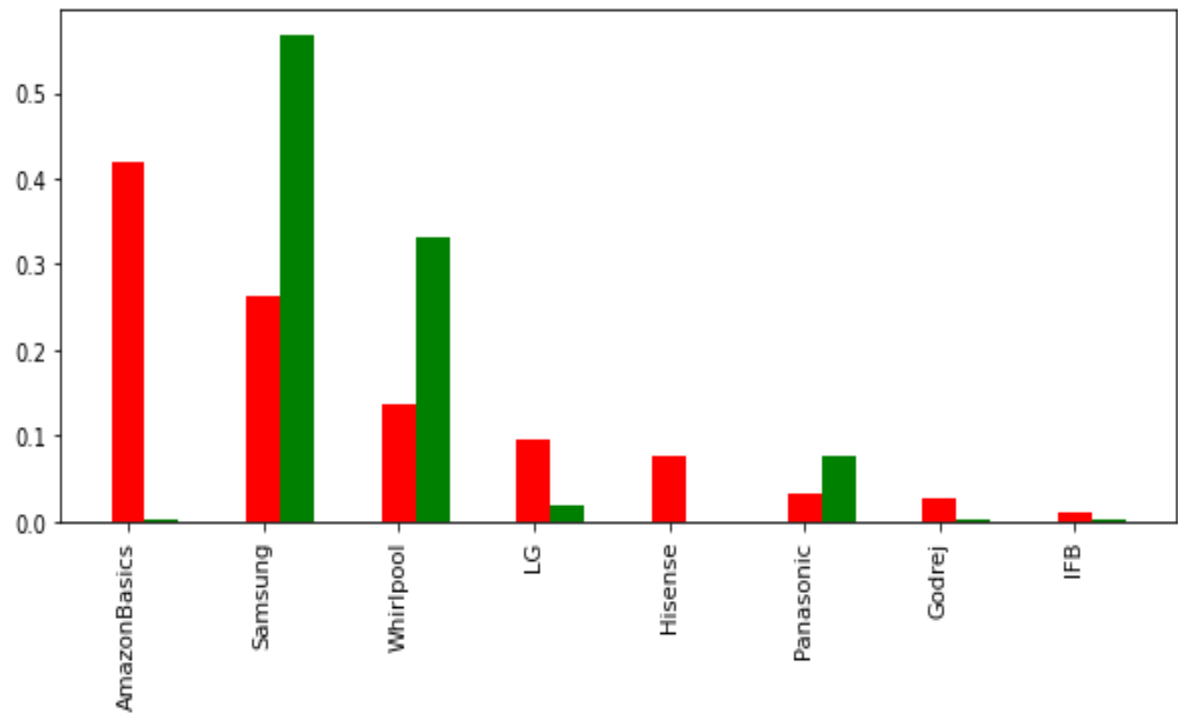
WALL CLOCK :
BRAND



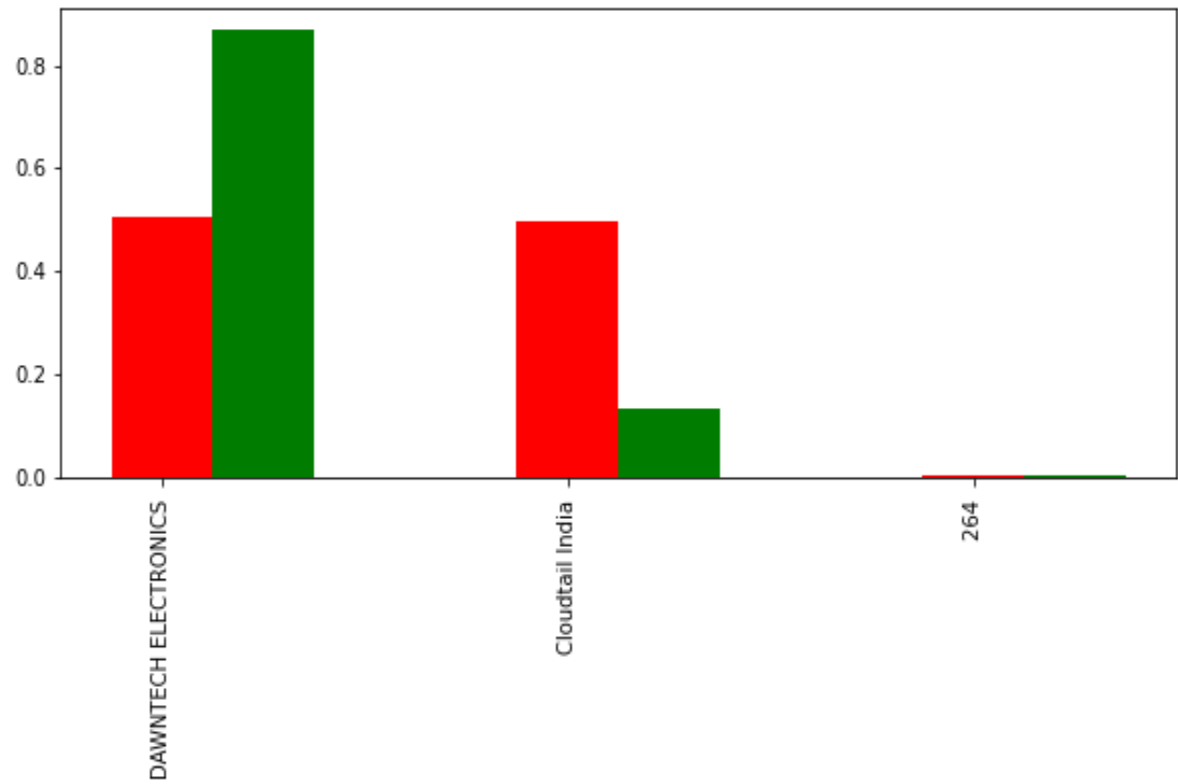
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WASHING MACHINE :
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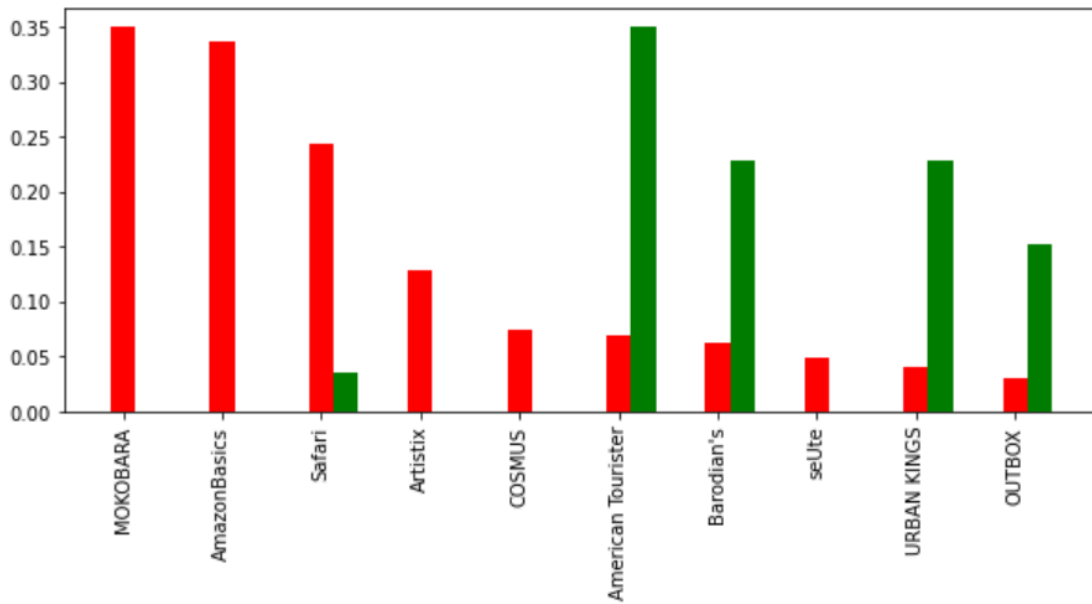


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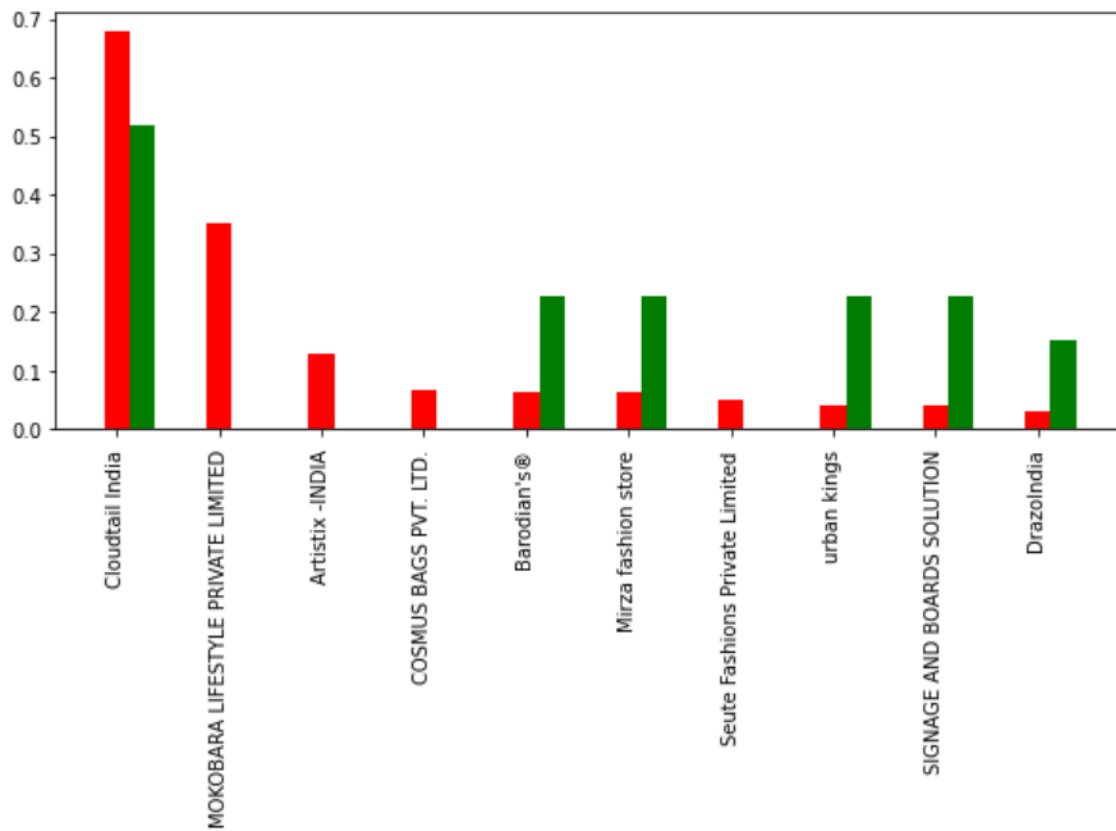


Backpack:

Brand

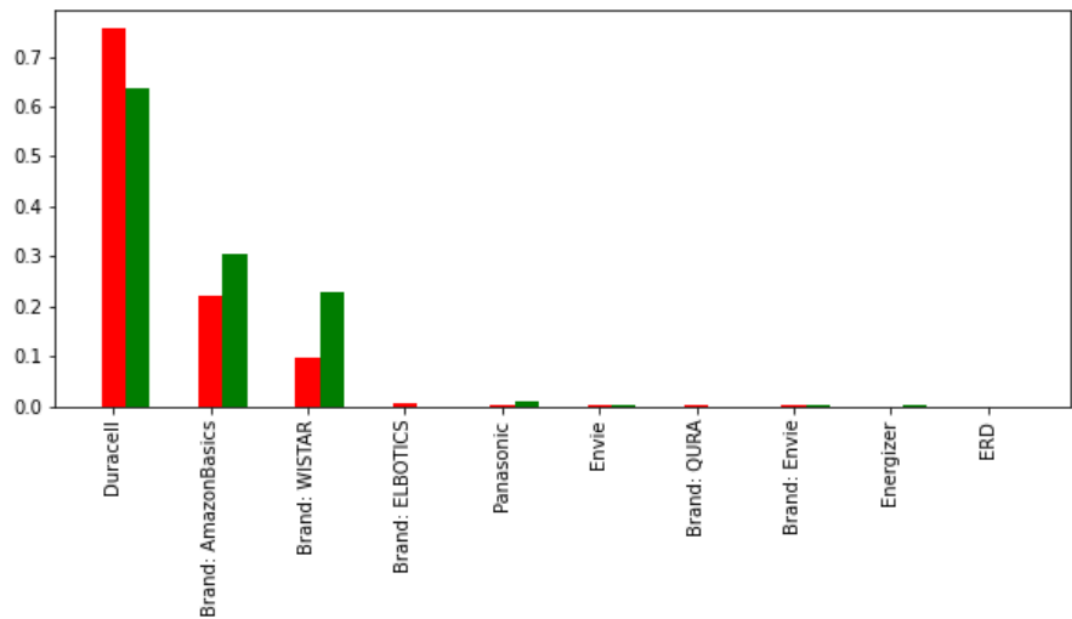


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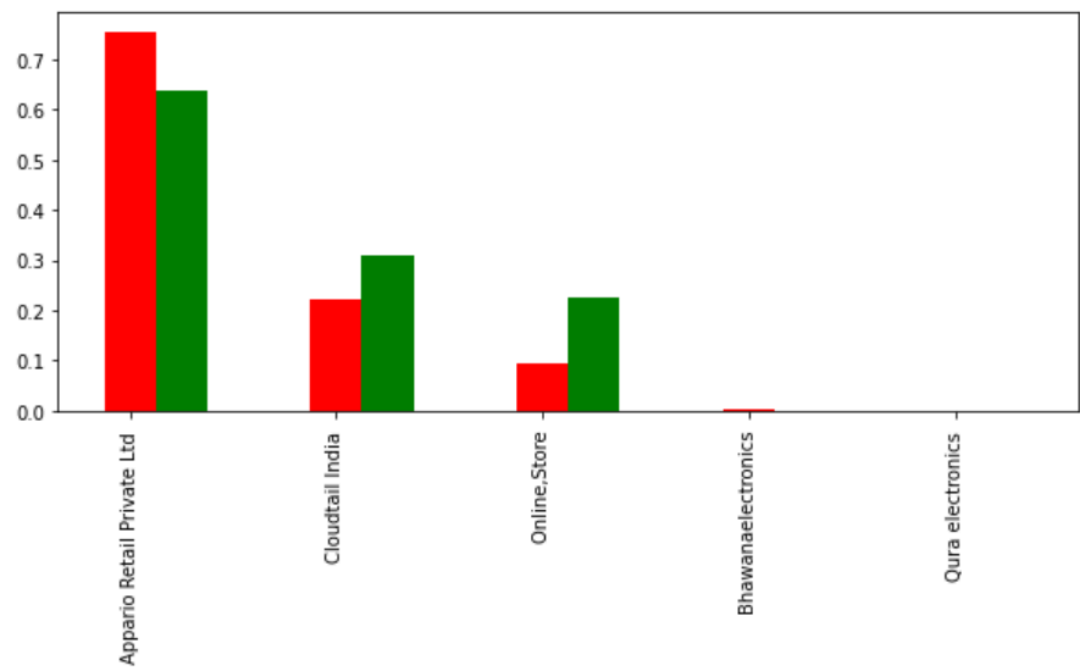


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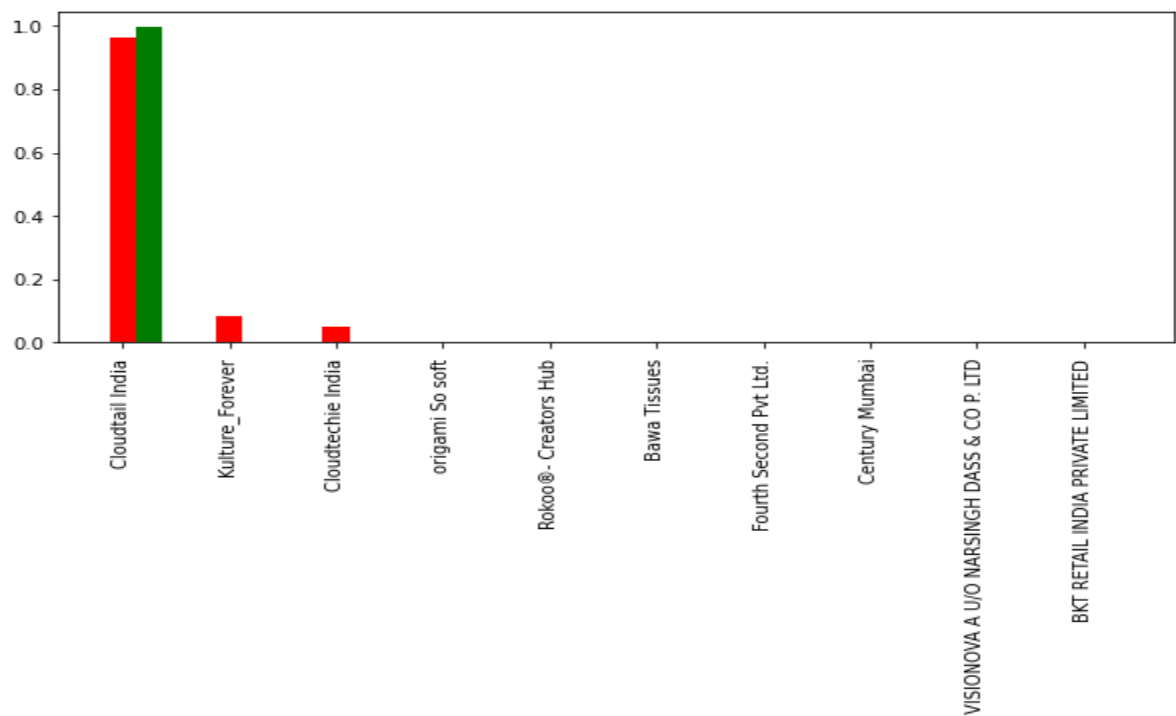
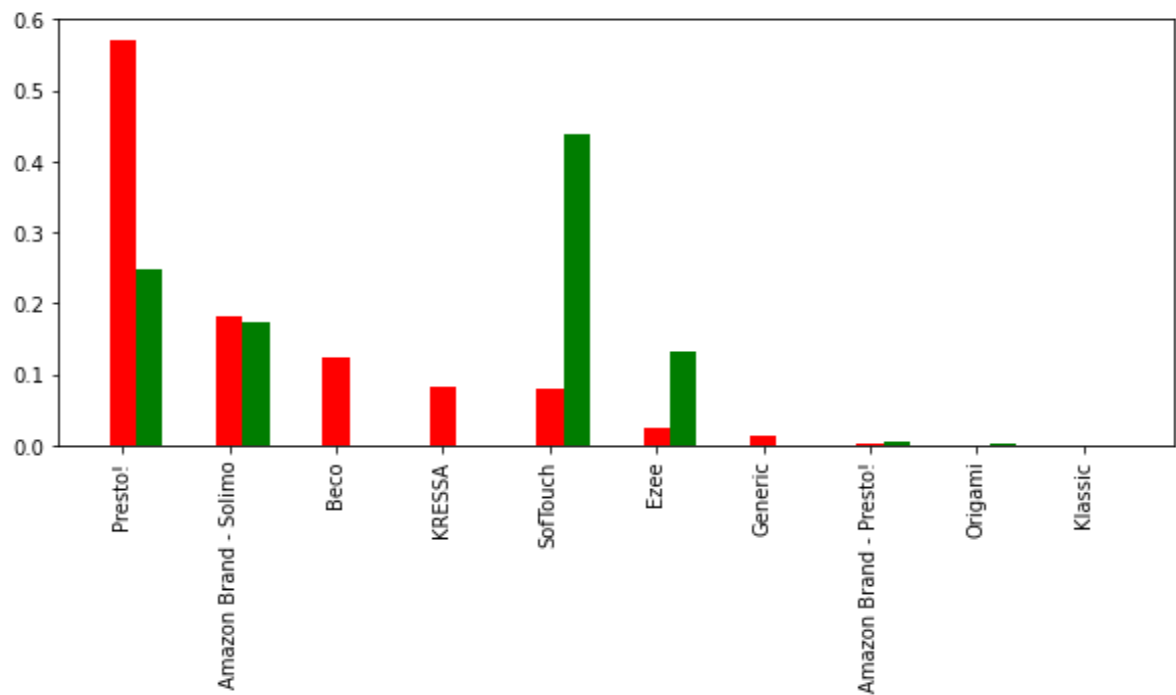
Brand:



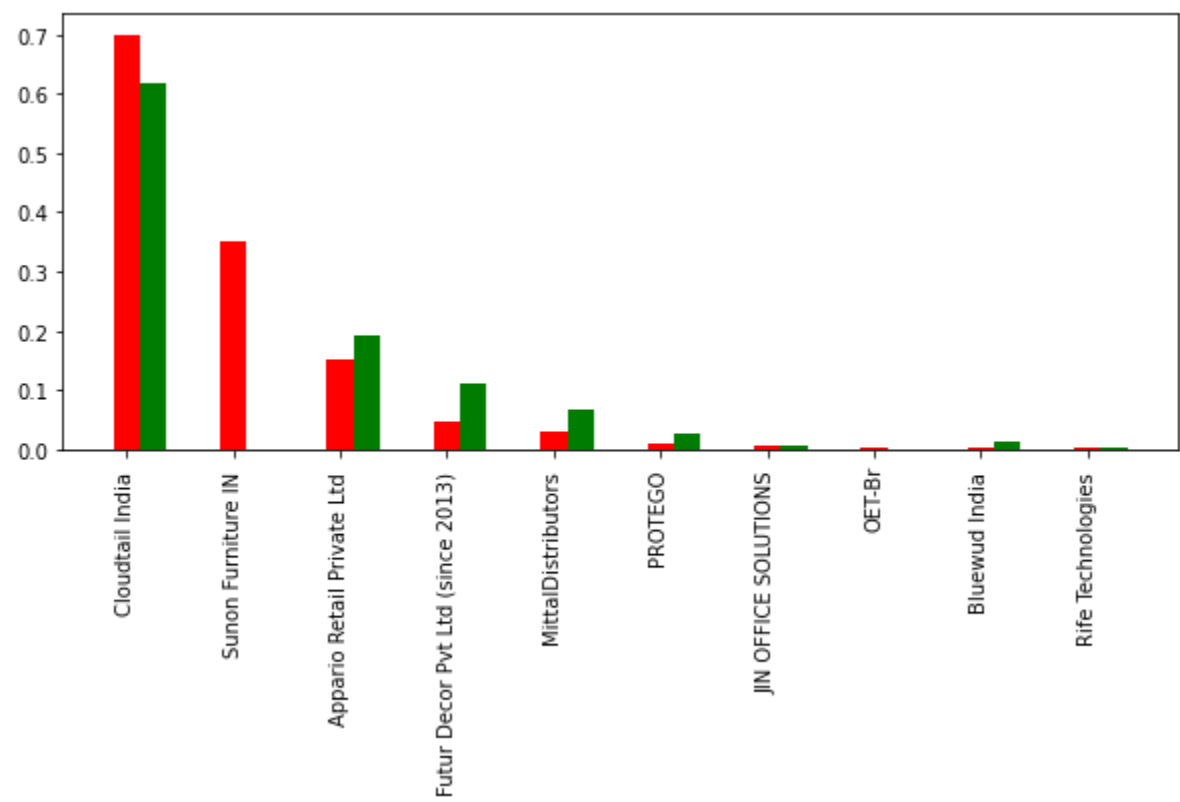
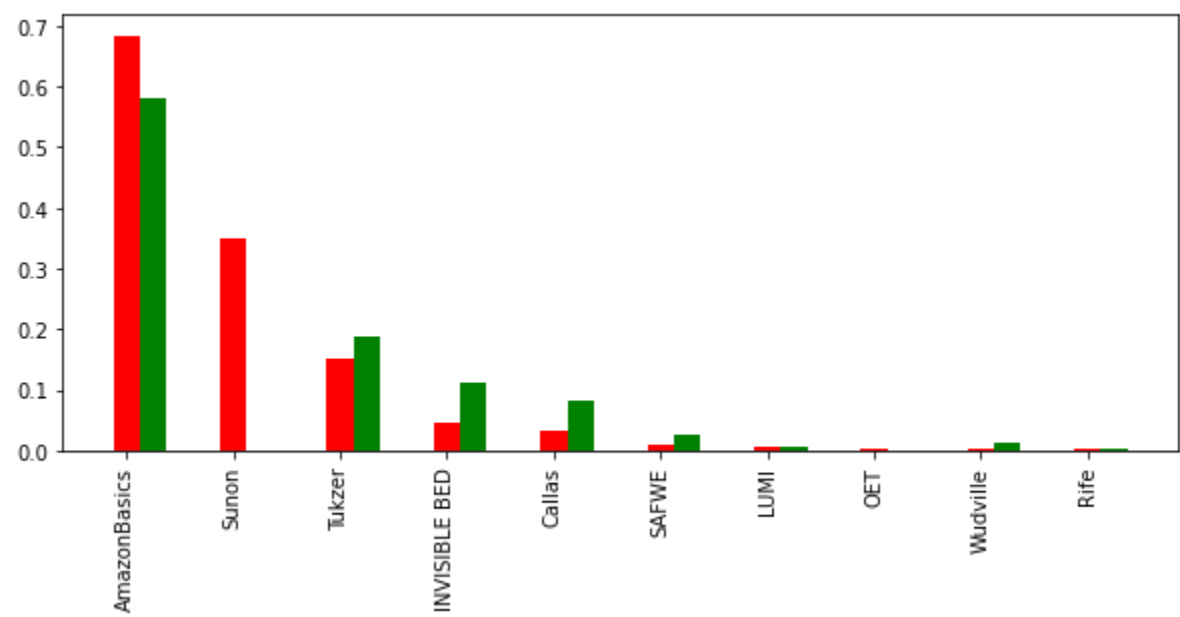
Seller:



Tissue Paper:

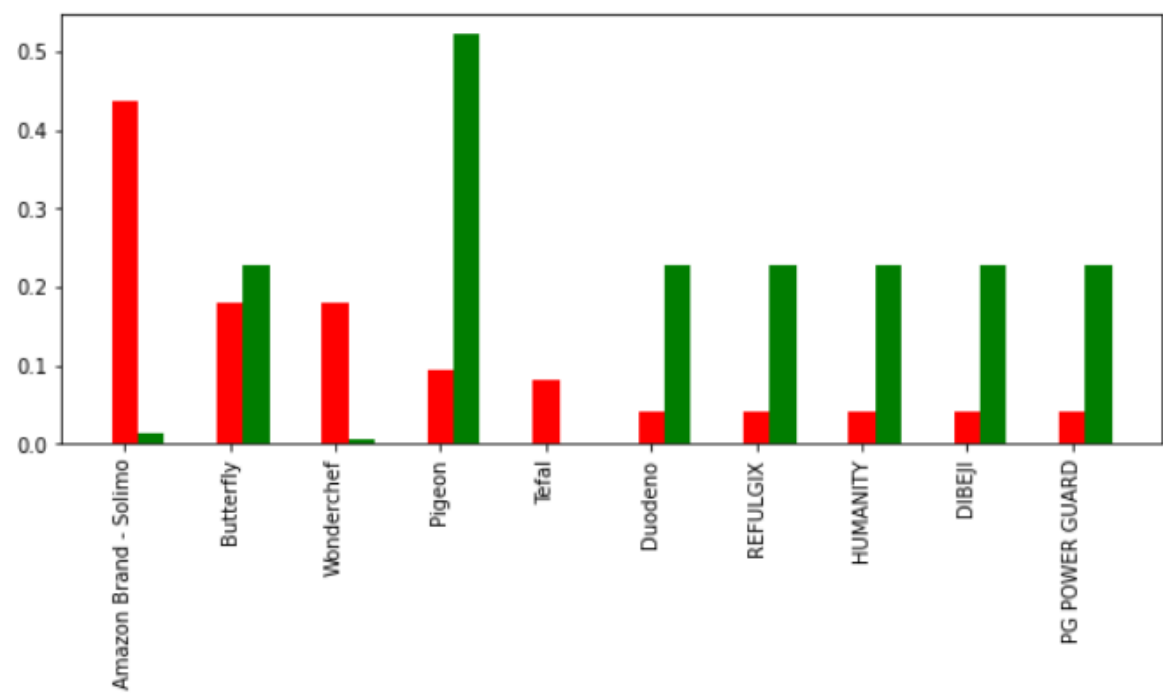


Monitor Stand:

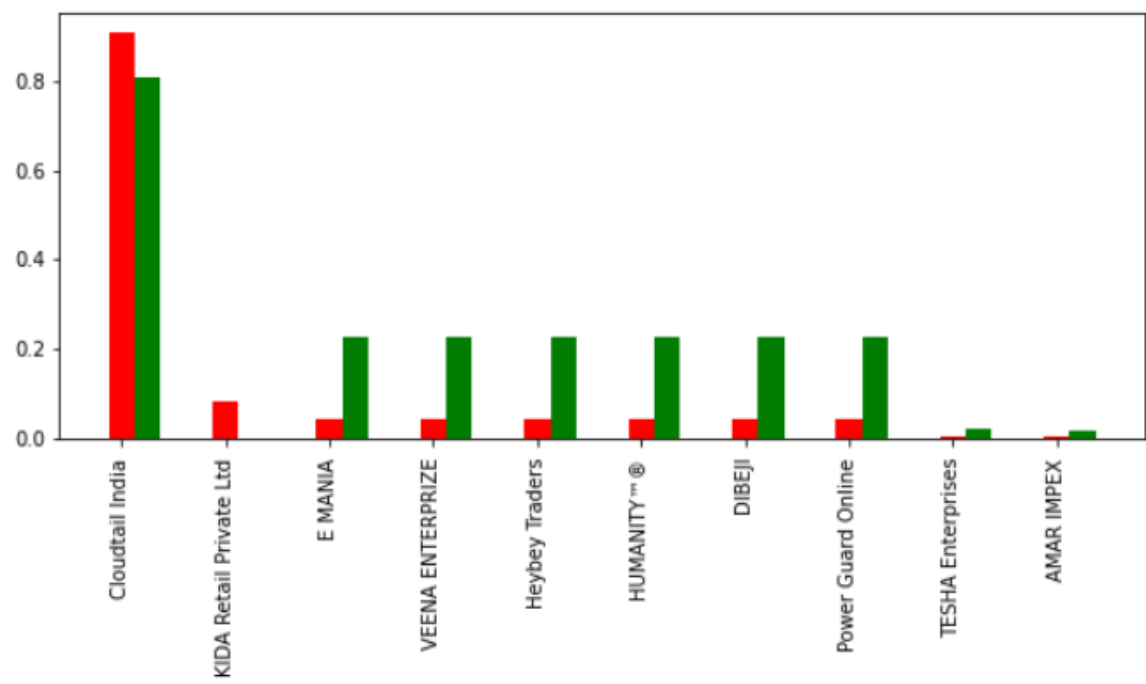


Vegetable chopper:

Brand:

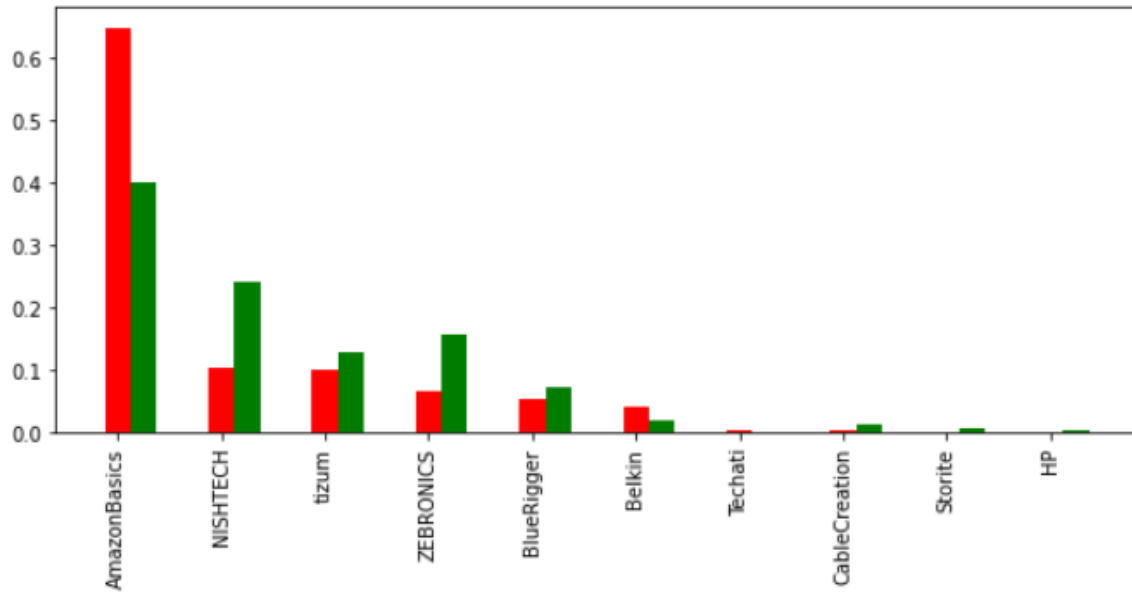


Seller:

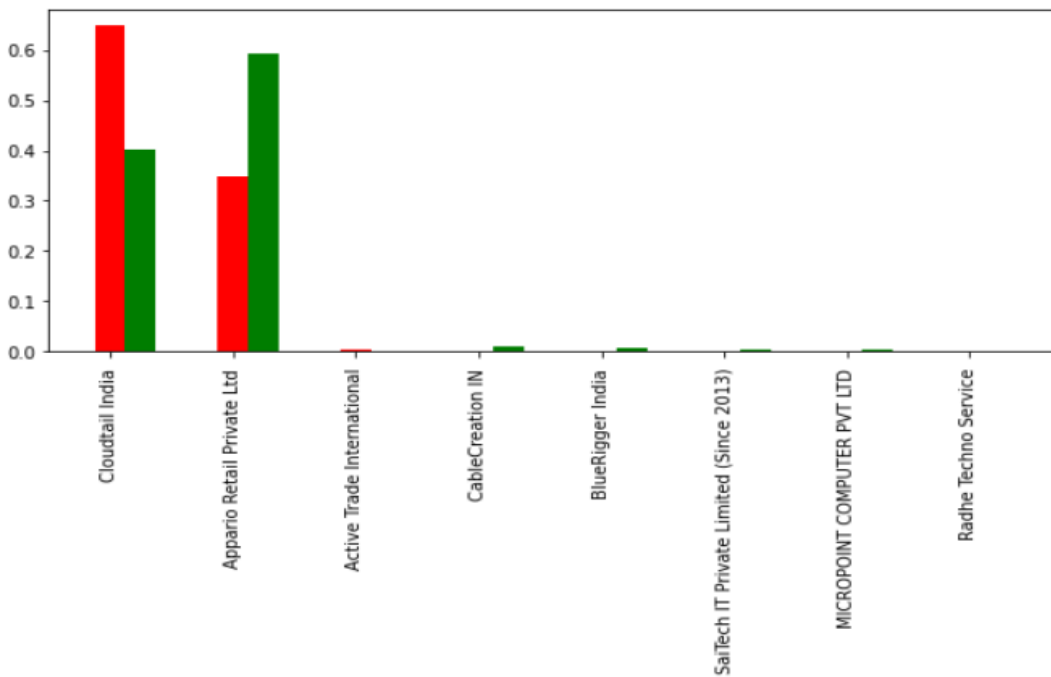


Hdmi cable:

Brand:



Seller:



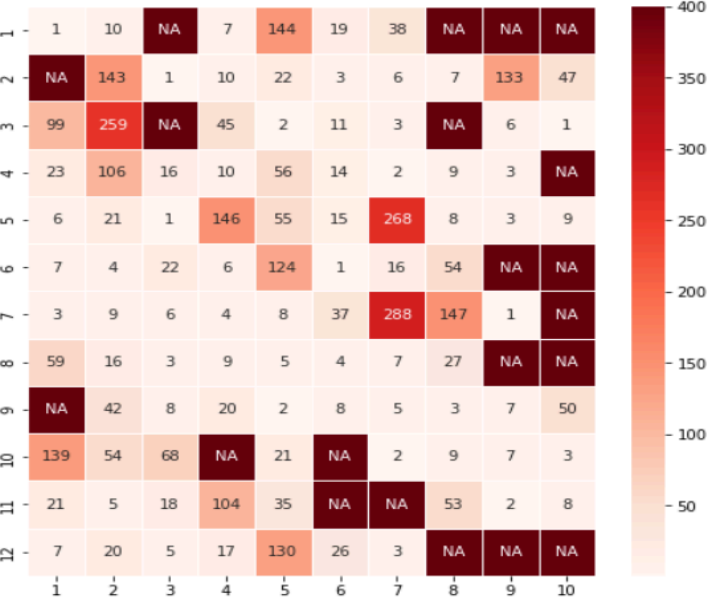
KL Divergence:

Product	Brand	Seller
Toilet Paper	0.6887	0.22609
USB Cable	0.5981	0.5522
Wall Clock	1.4186	1.4185
Washing Machine	0.79879	0.29807
Tissue Paper	0.85281	0.12854
Monitor Stand	0.40370	0.38984
Backpack	1.768	0.888
Battery	0.084	0.077
Vegetable Chopper	1.008863	0.47348125
HDMI cable	0.196598	0.1481991

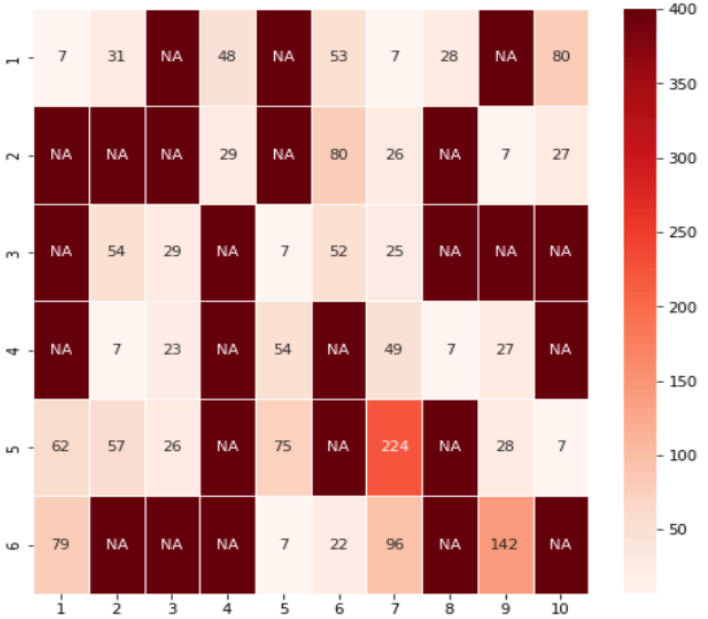
EMPIRICAL ANALYSIS 7

a) ORGANIC POSITION OF SPONSORED PRODUCTS OF FIRST SERP FOR 10 DAYS

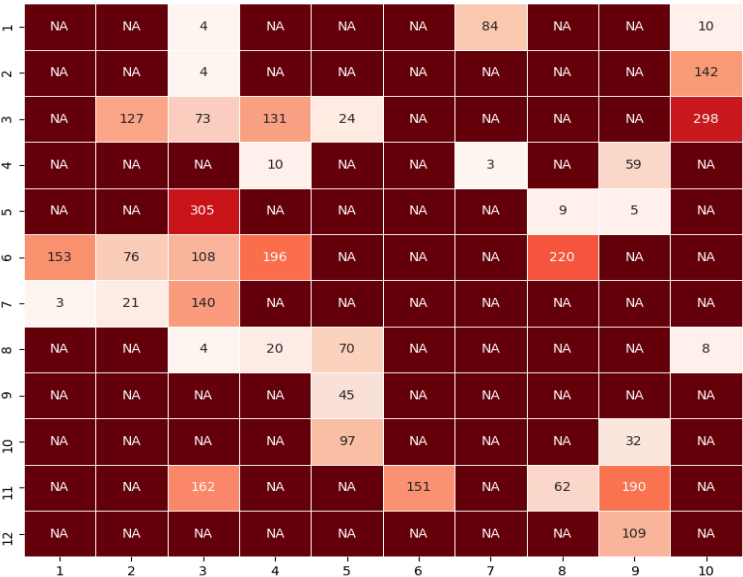
Toilet Paper:



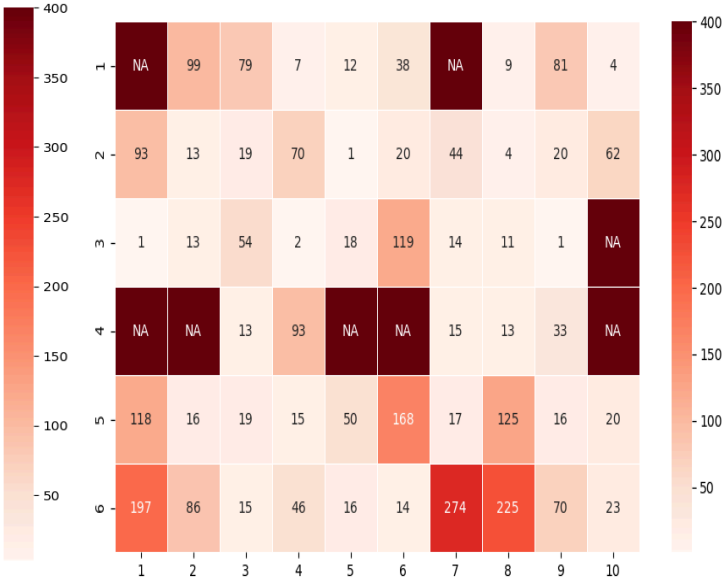
USB Cable:



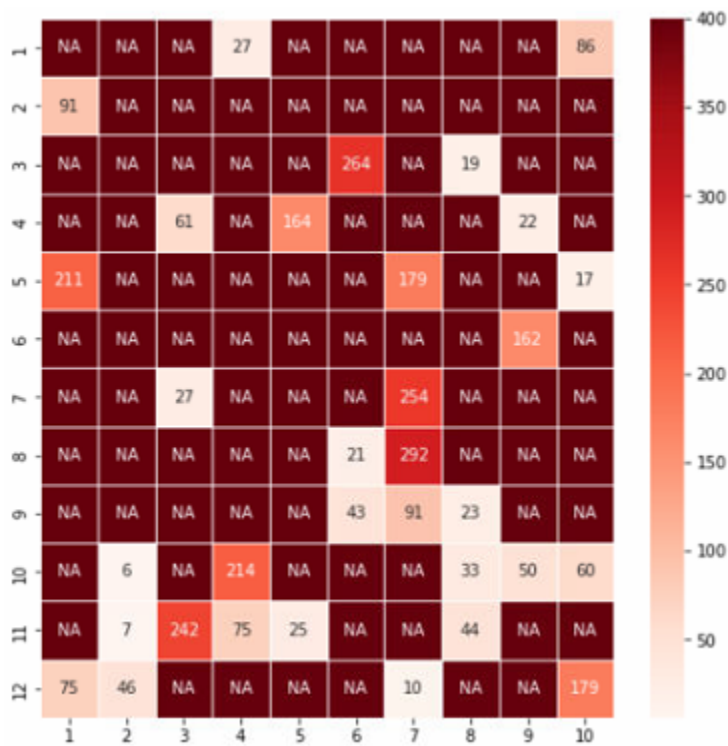
Wall clock :



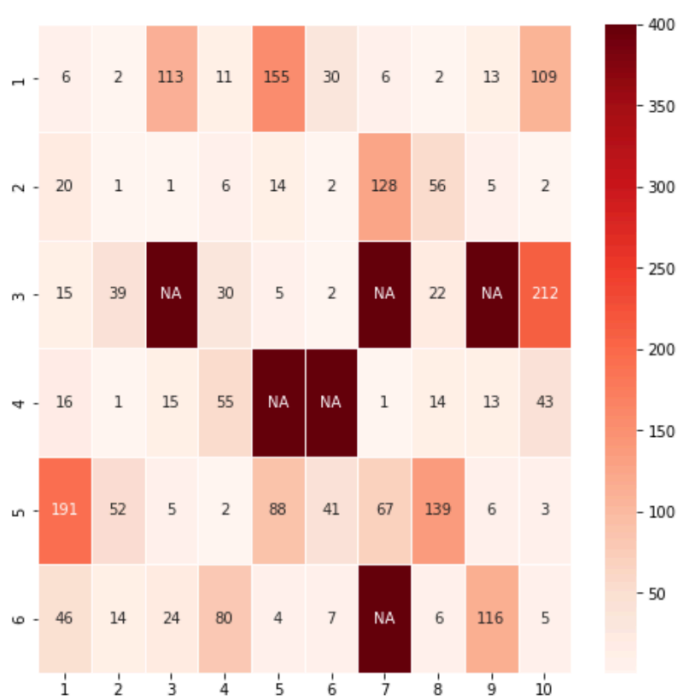
Washing Machine :



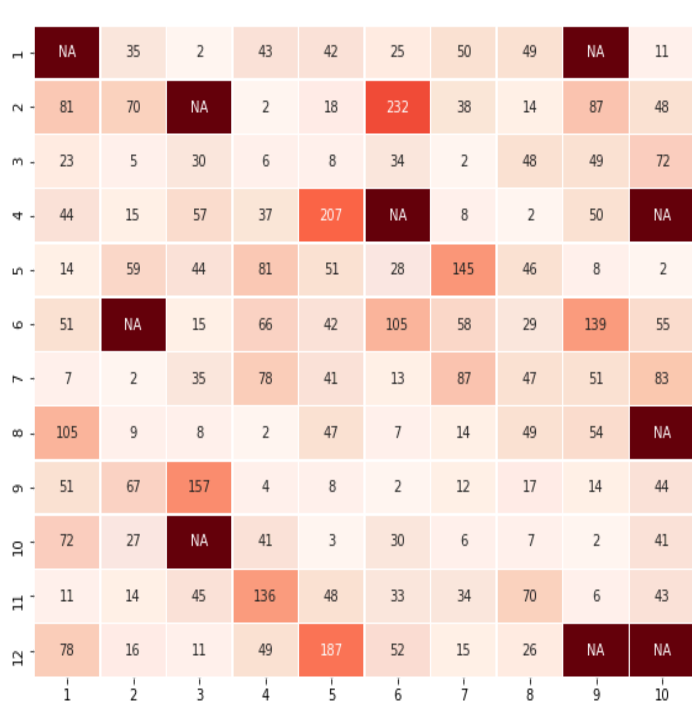
Backpack



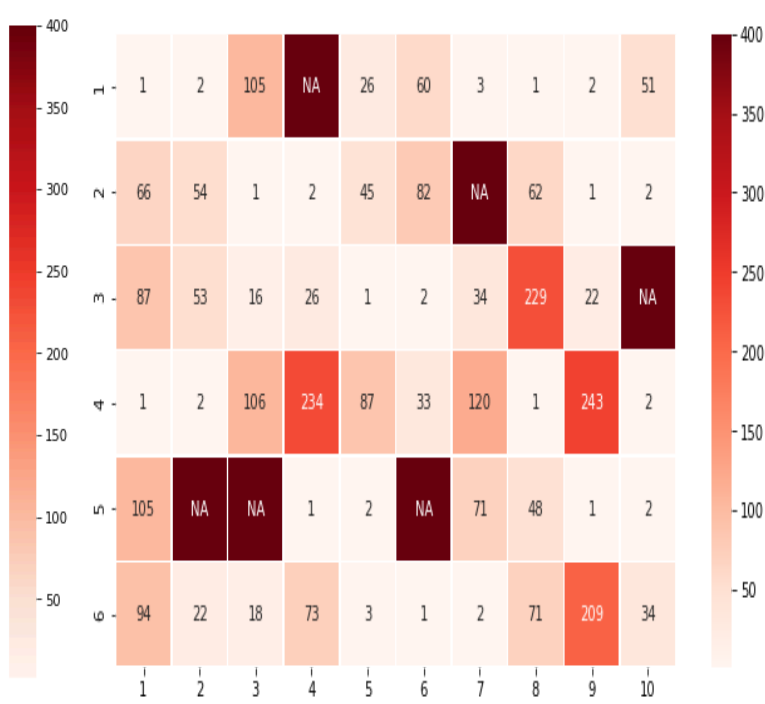
Battery



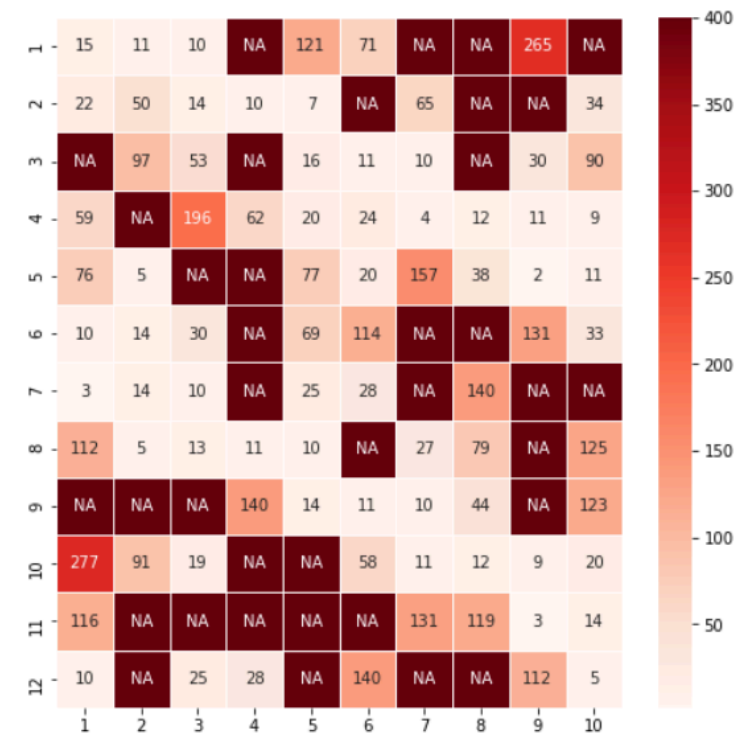
TISSUE PAPER



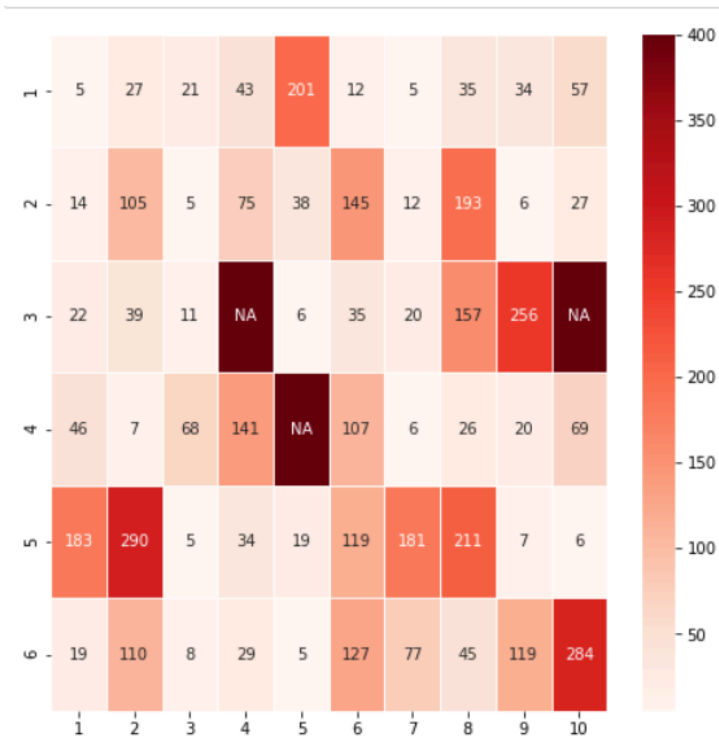
MONITOR STAND



VEGETABLE CHOPPER

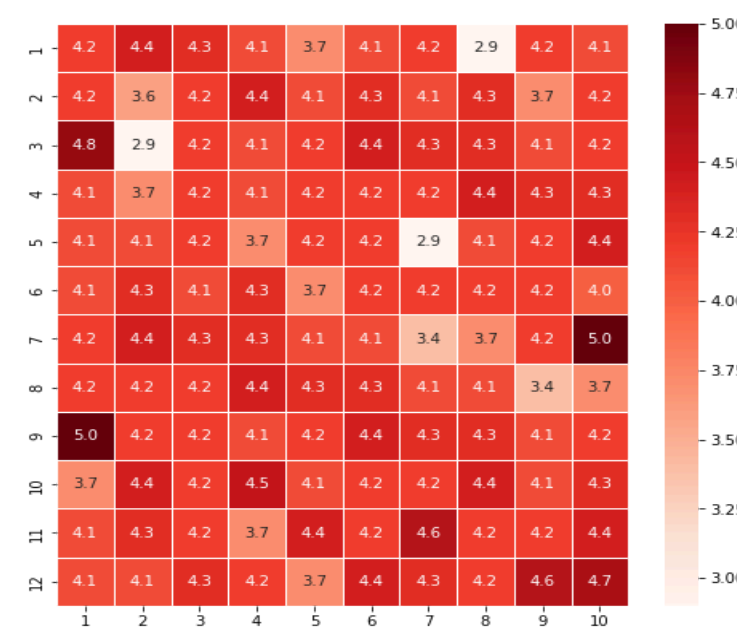


HDMI CABLE

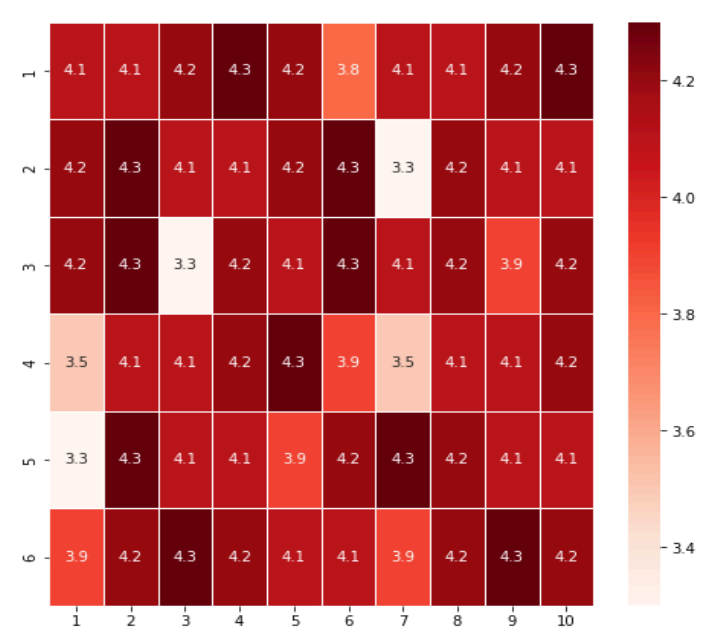


b) AVG USER RATINGS OF SPONSORED PRODUCTS OF FIRST SERP FOR 10 DAYS

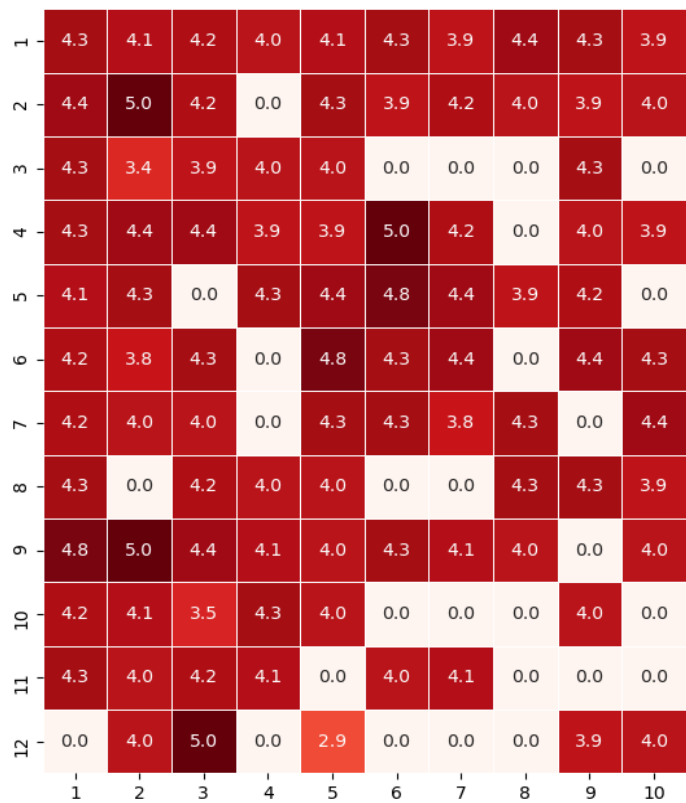
Toilet Paper



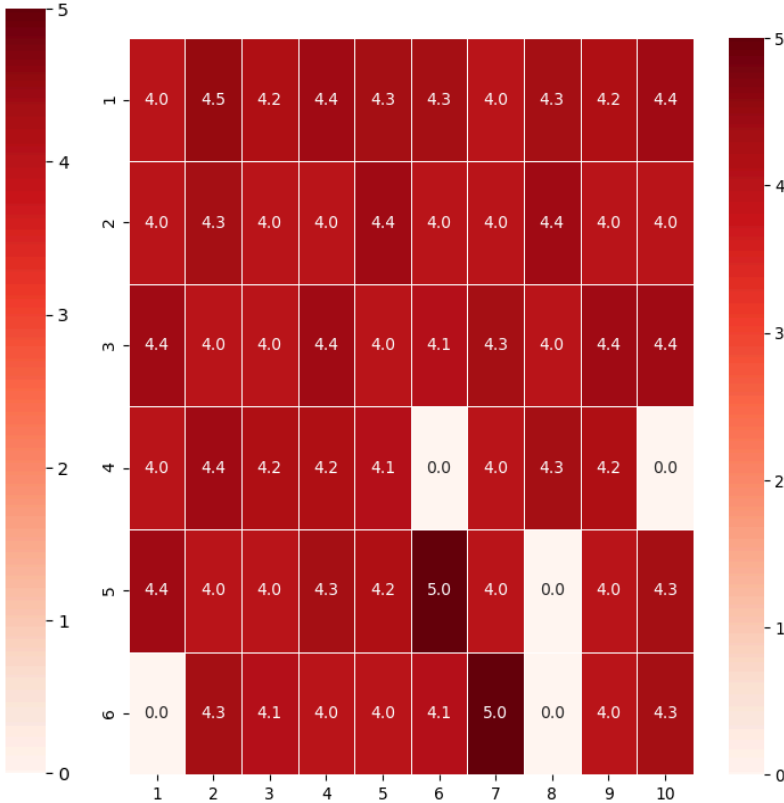
USB Cable



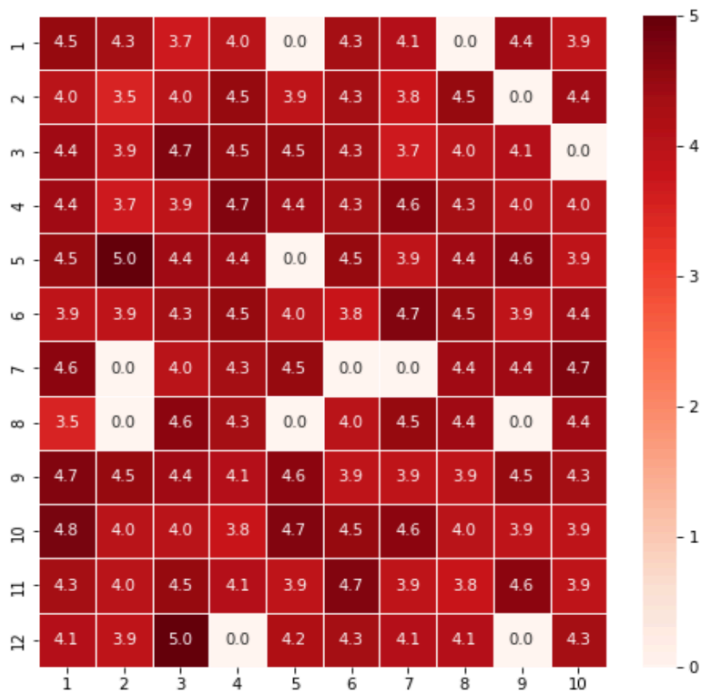
WALL CLOCK :



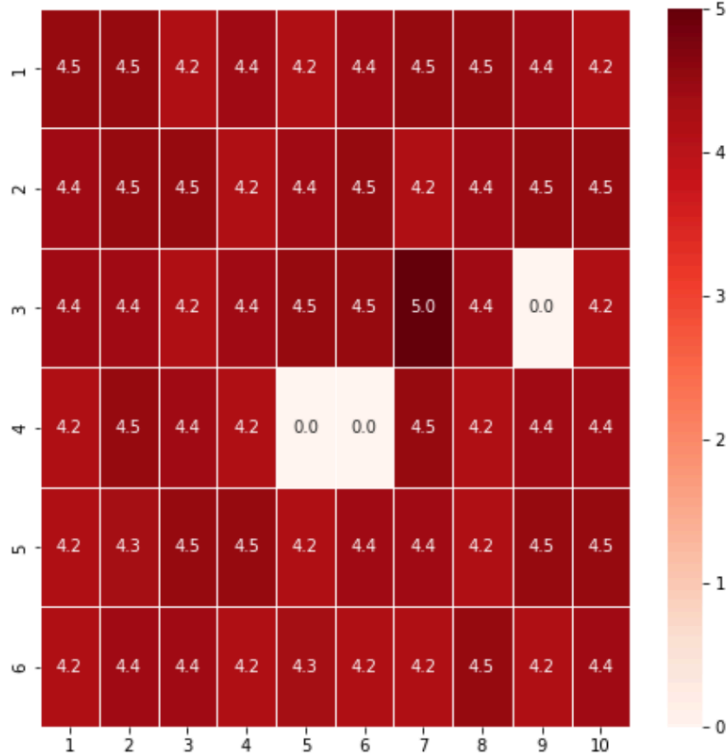
WASHING MACHINE :



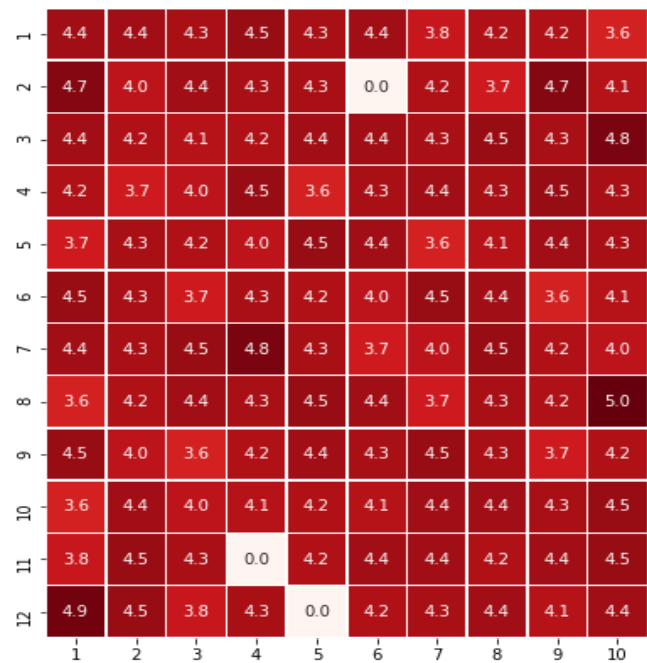
Backpack



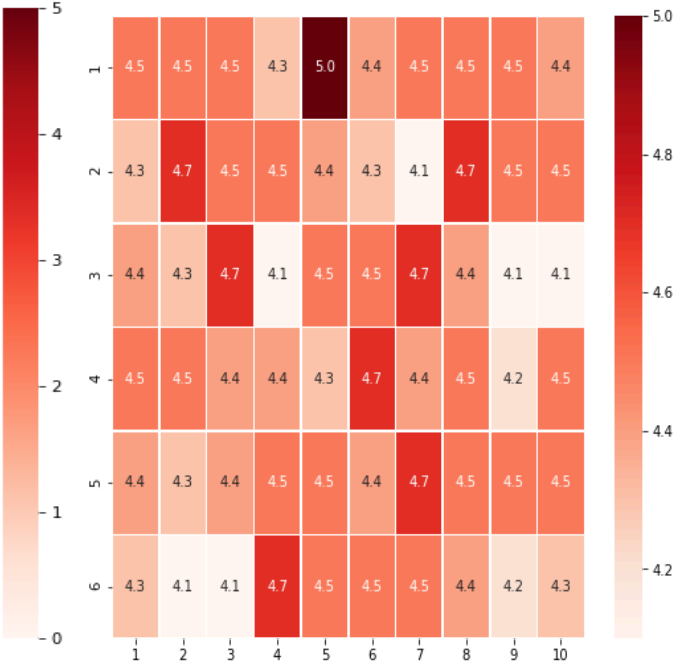
Battery



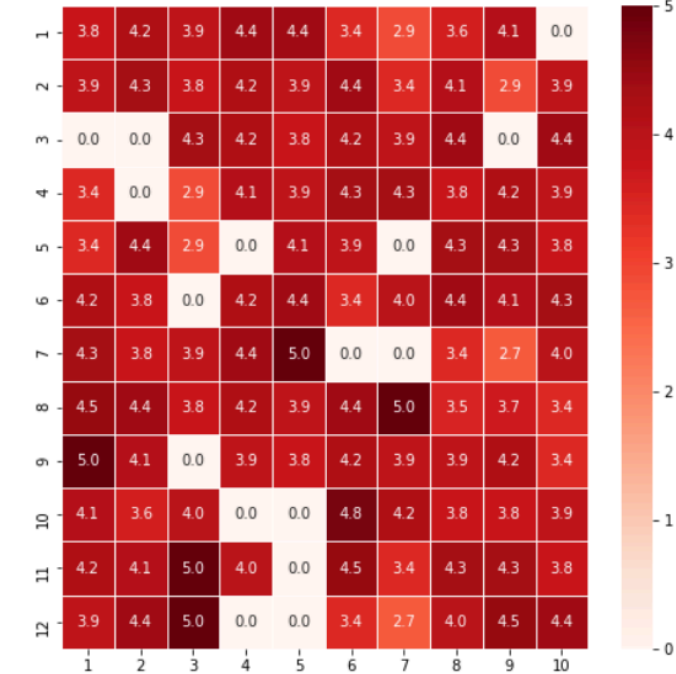
TISSUE PAPER



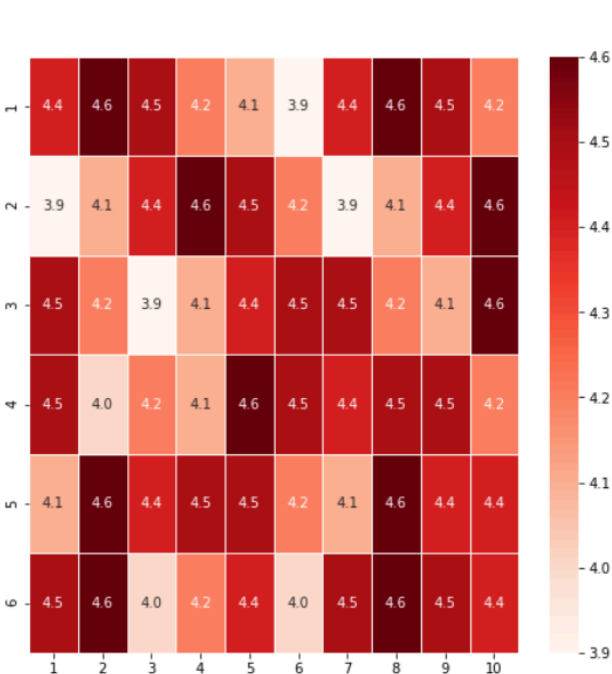
MONITOR STAND



VEGETABLE CHOPPER

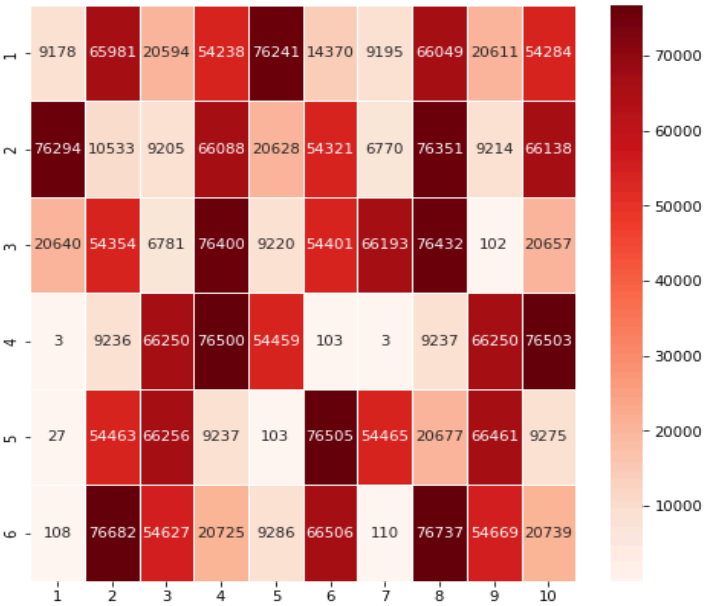


HDMI CABLE

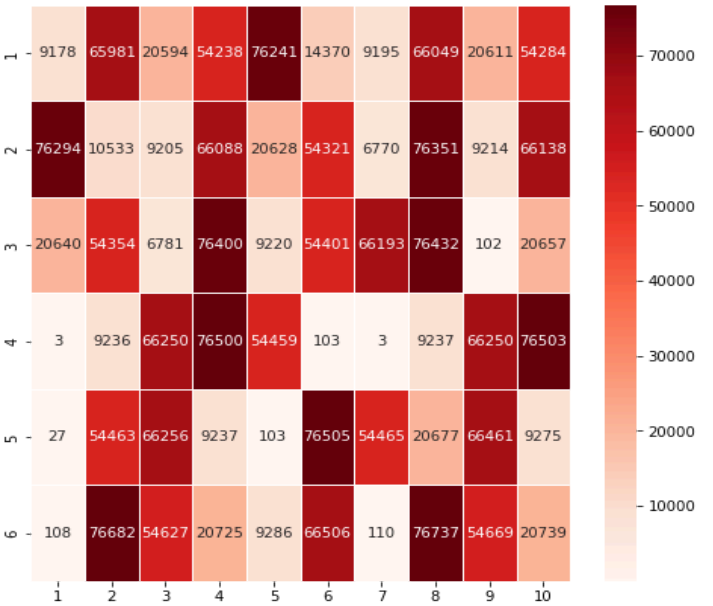


NUMBER OF RATINGS OF SPONSORED PRODUCTS OF FIRST SERP FOR 10 DAYS

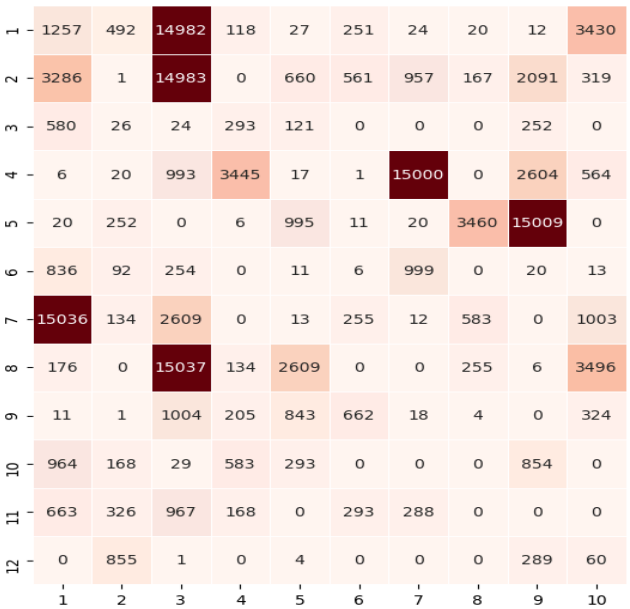
Toilet Paper



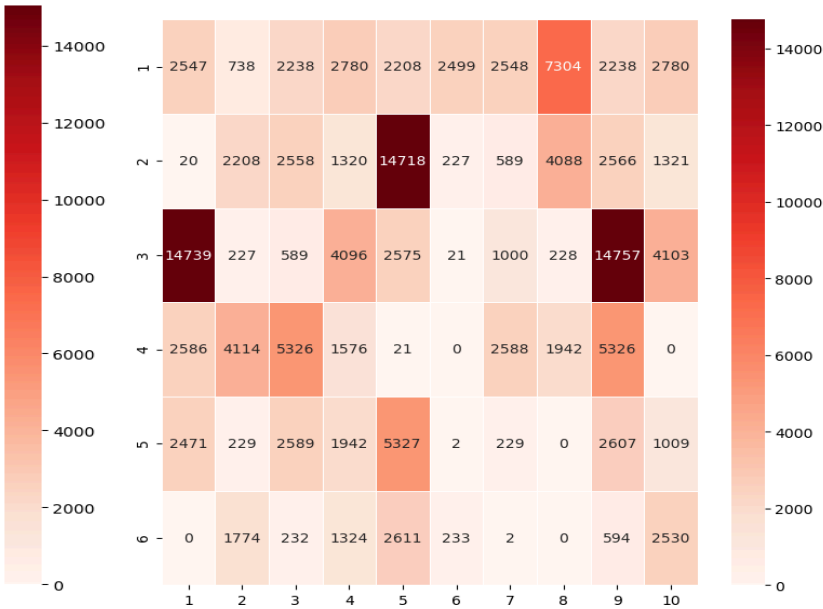
USB Cable



WALL CLOCK :



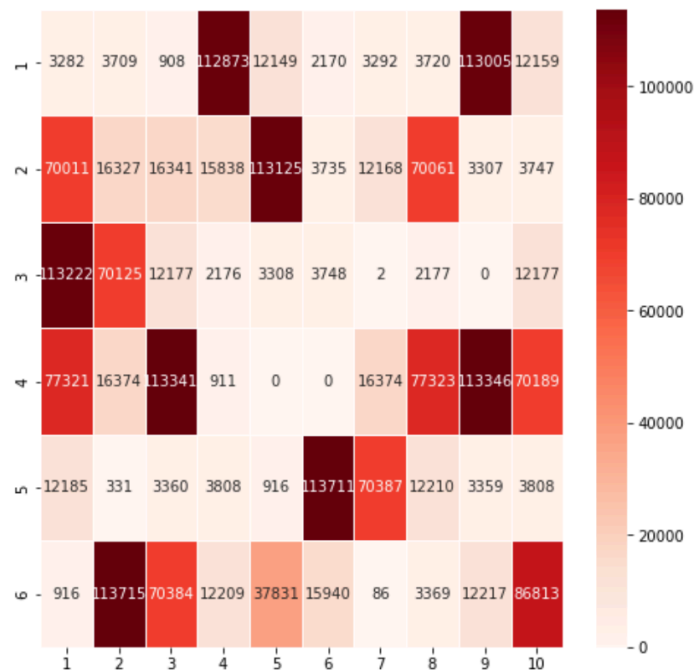
WASHING MACHINE :



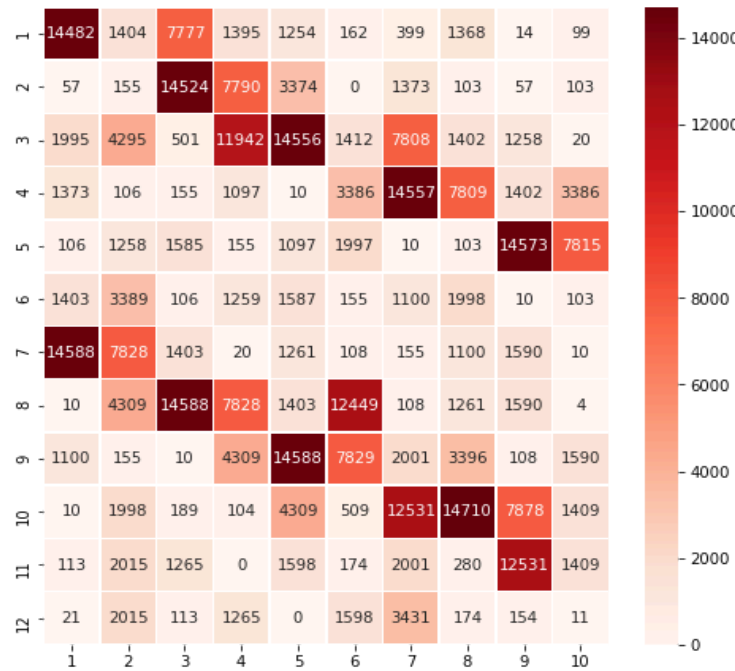
Backpack



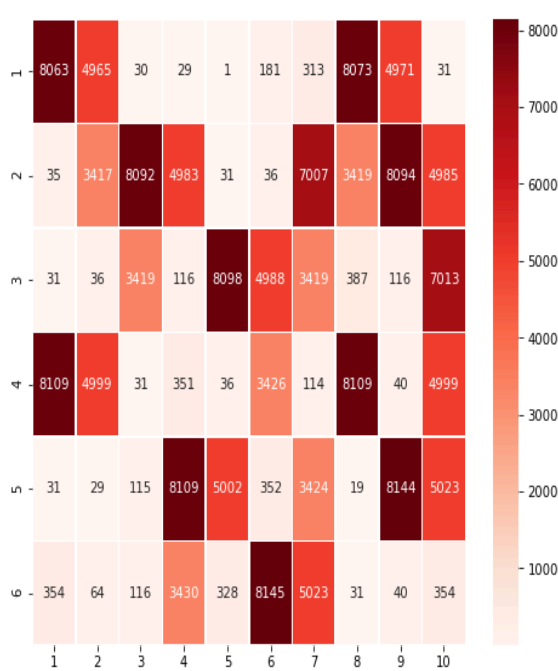
Battery



TISSUE PAPER:

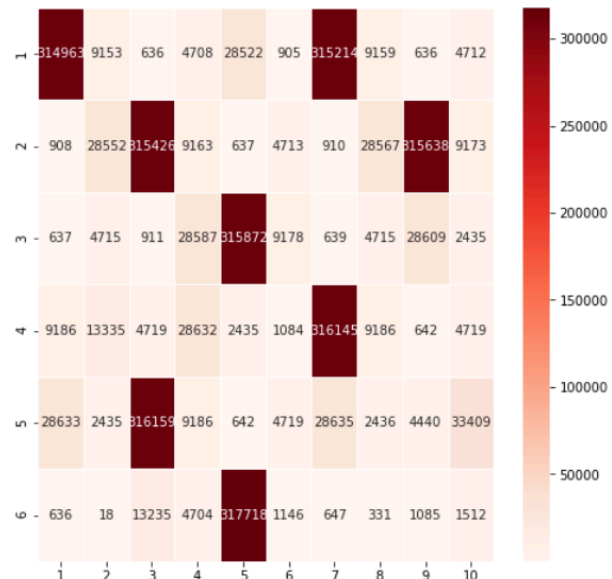
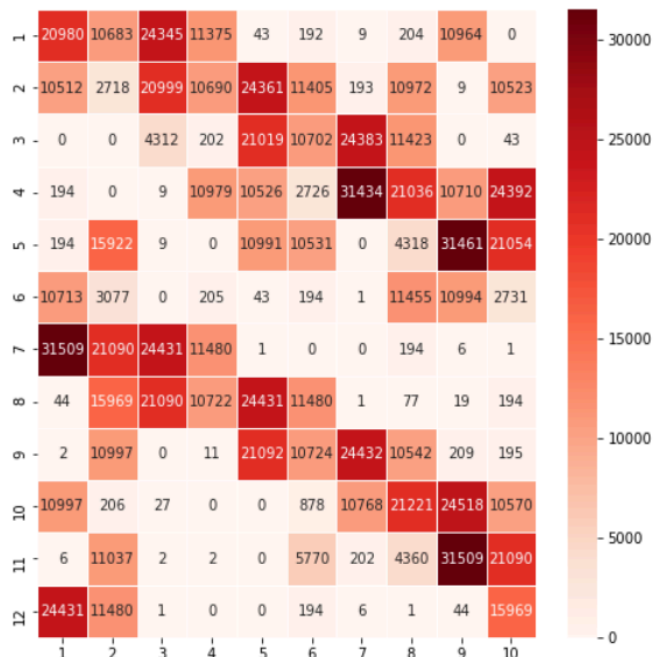


MONITOR STAND:



VEGETABLE CHOPPER:

HDMI CABLE:

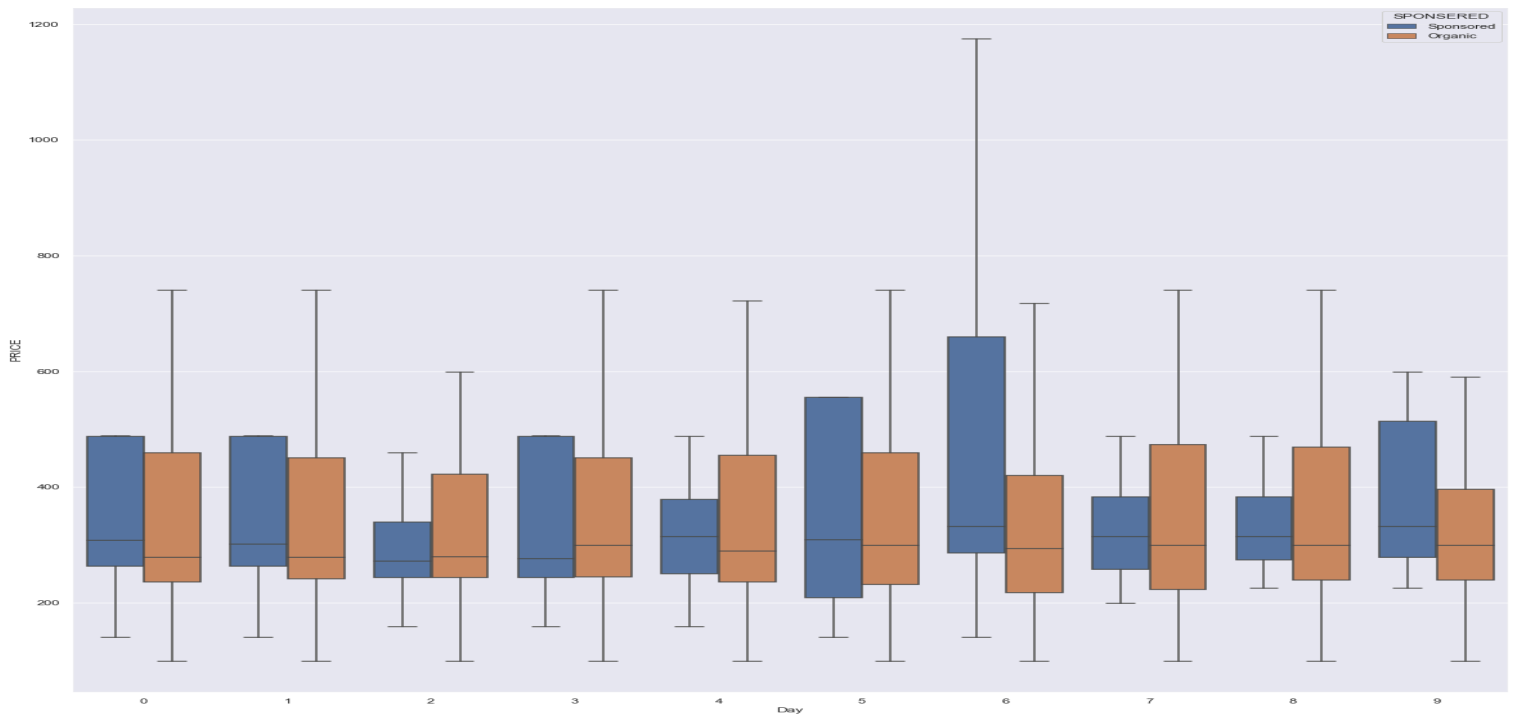


c) BOX PLOT DISTRIBUTIONS OF SPONSORED AND ORGANIC PRODUCTS FOR 10 DAYS

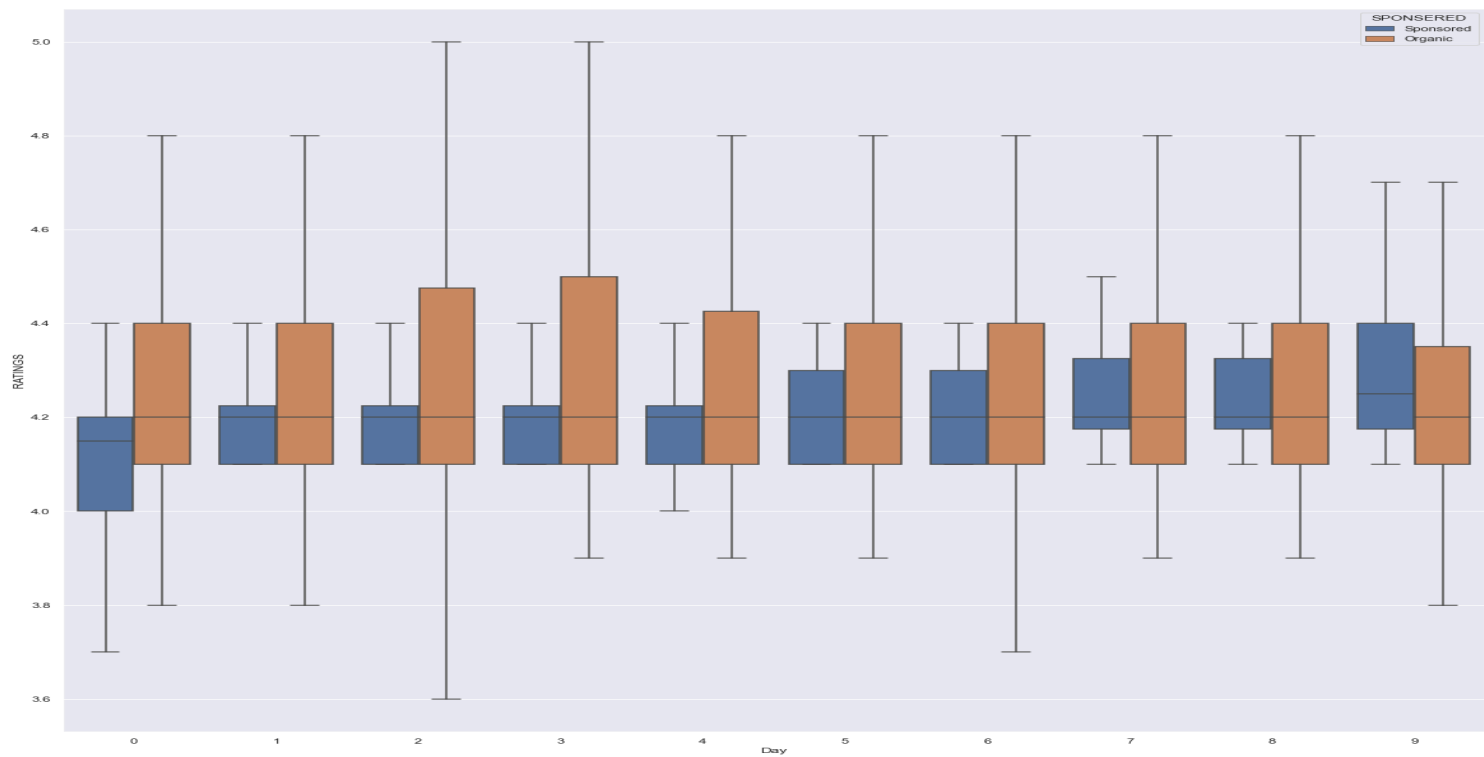
The BOX PLOT distribution for 10 days is shown. Blue boxes are for sponsored items and Orange are for Organic products.

TOILET PAPER:

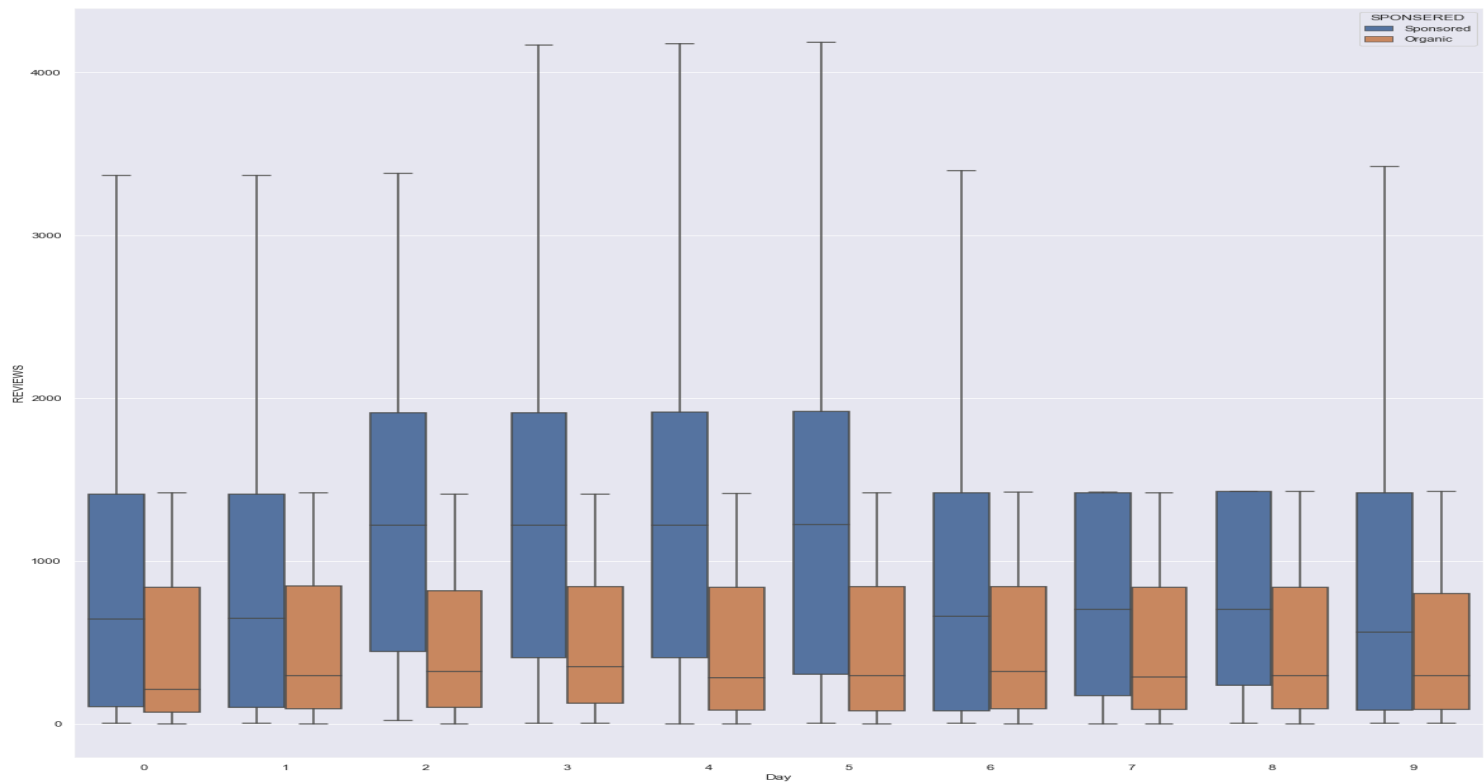
1. PRICE



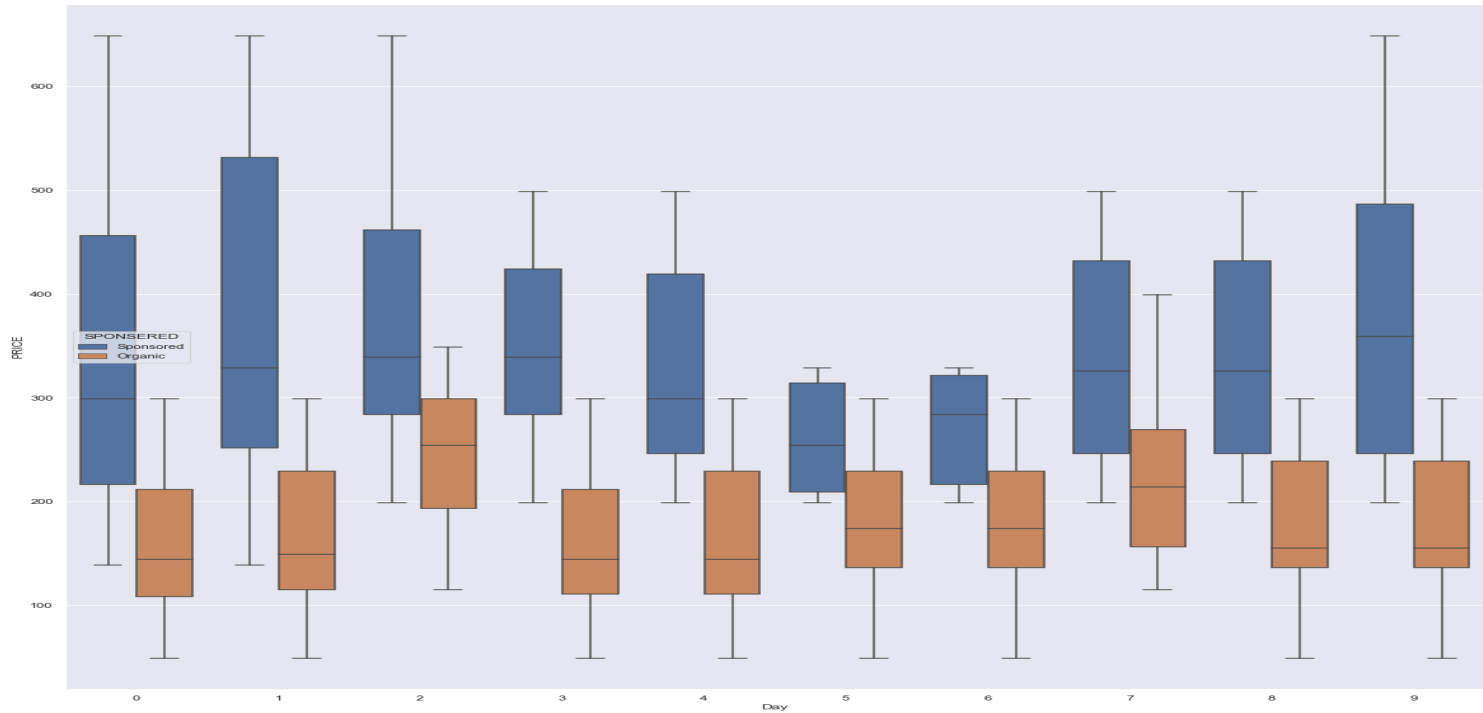
2. AVERAGE USER RATINGS



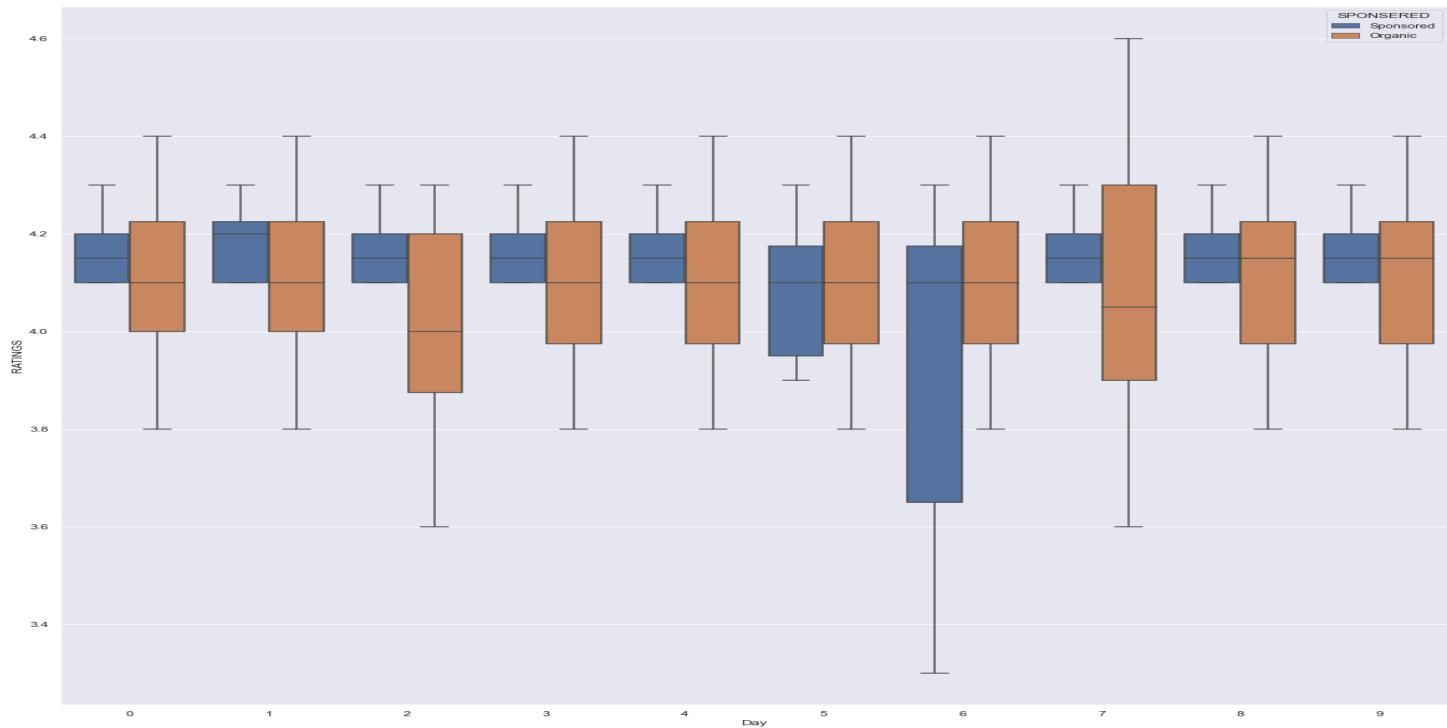
3. NUMBER OF RATINGS



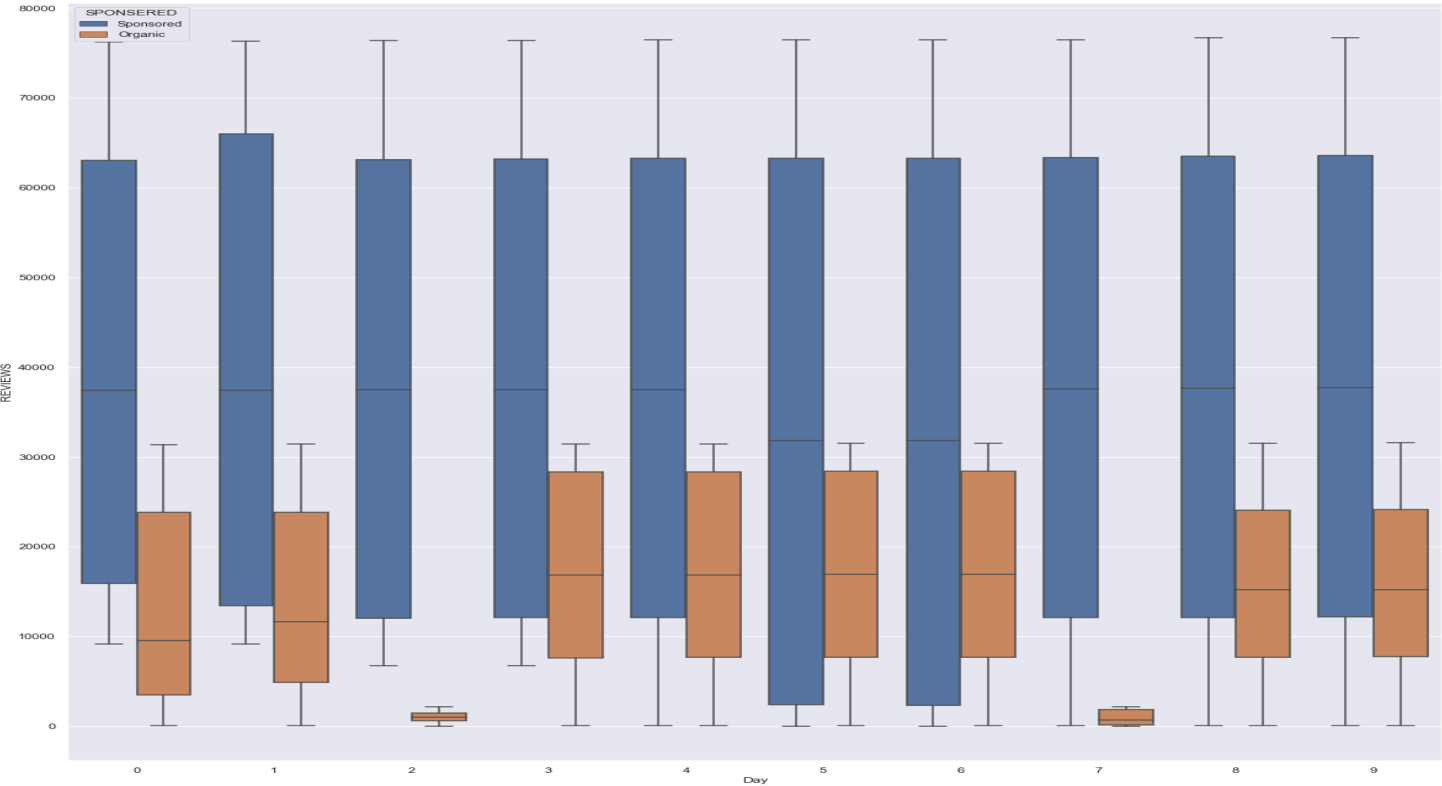
USB CABLE:
1. PRICE:



2.AVERAGE USER RATINGS:

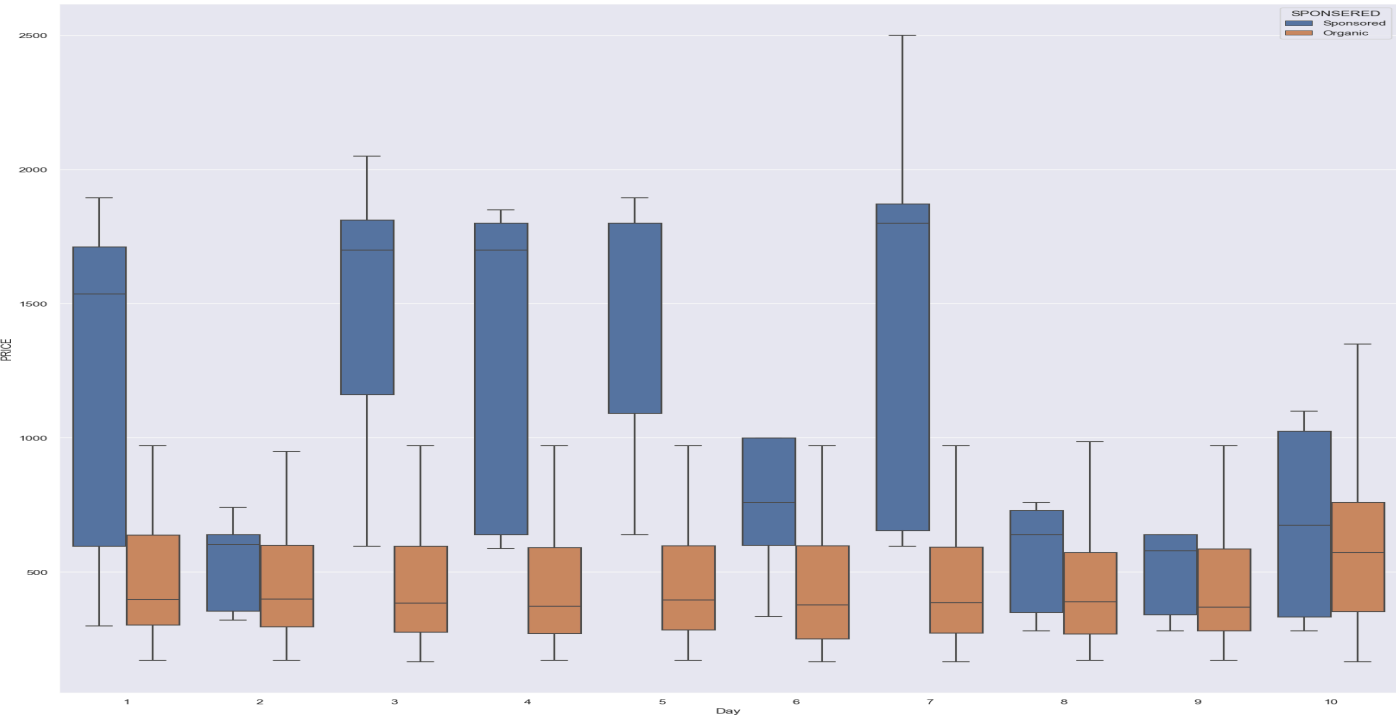


3.NUMBER OF RATINGS

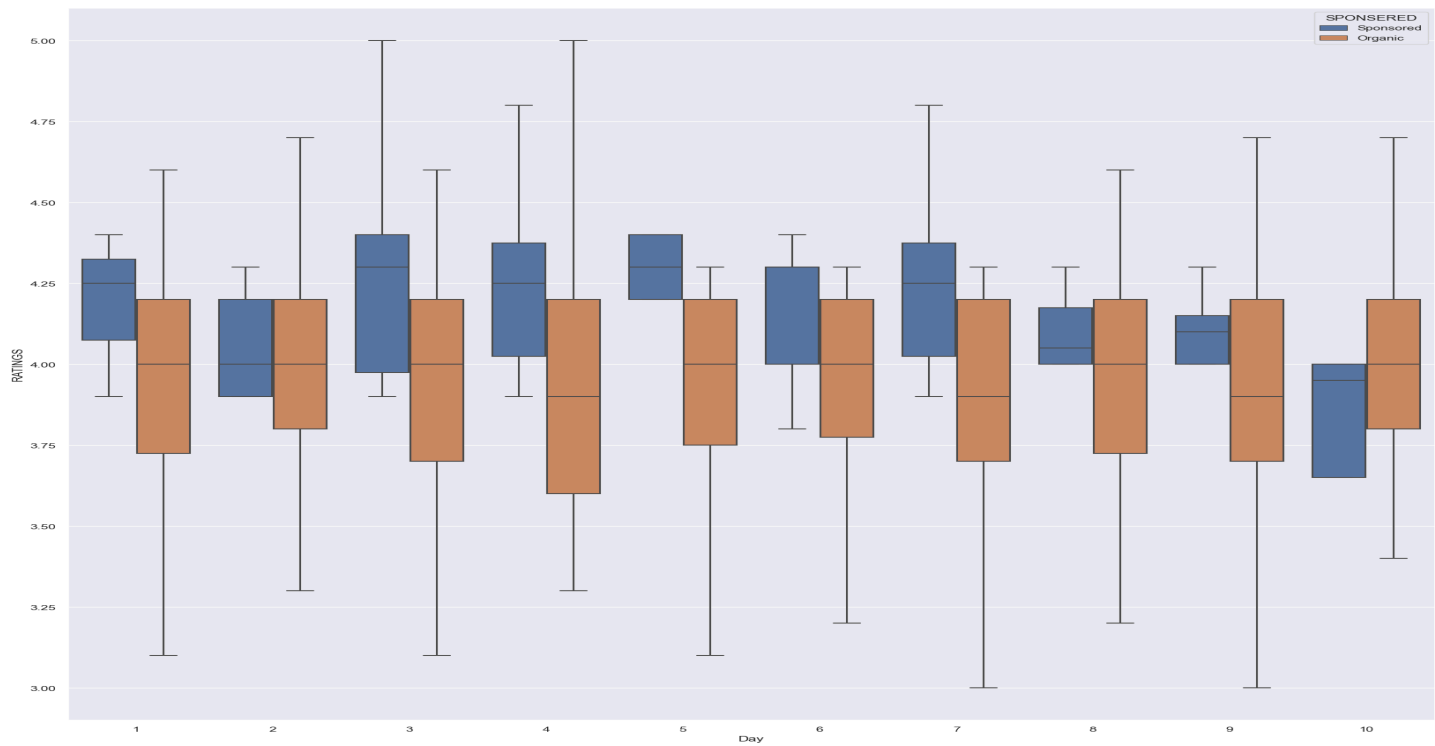


WALL CLOCK

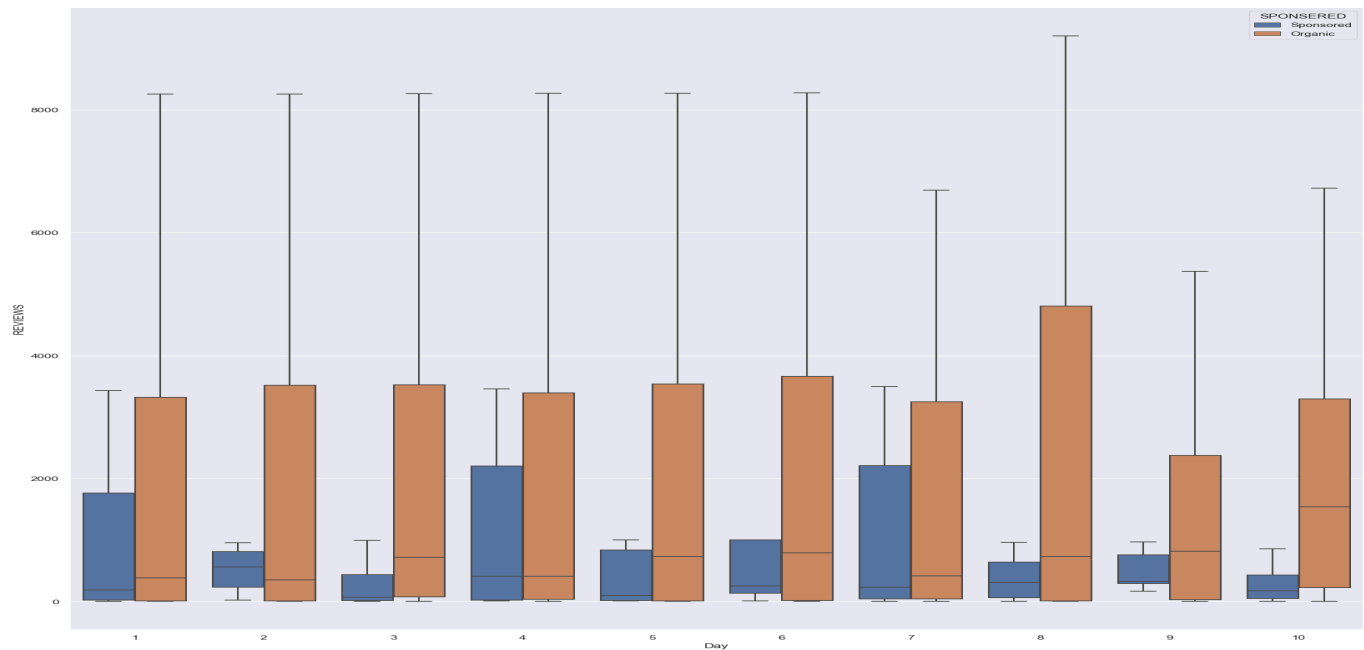
1. PRICE



2. AVERAGE USER RATINGS

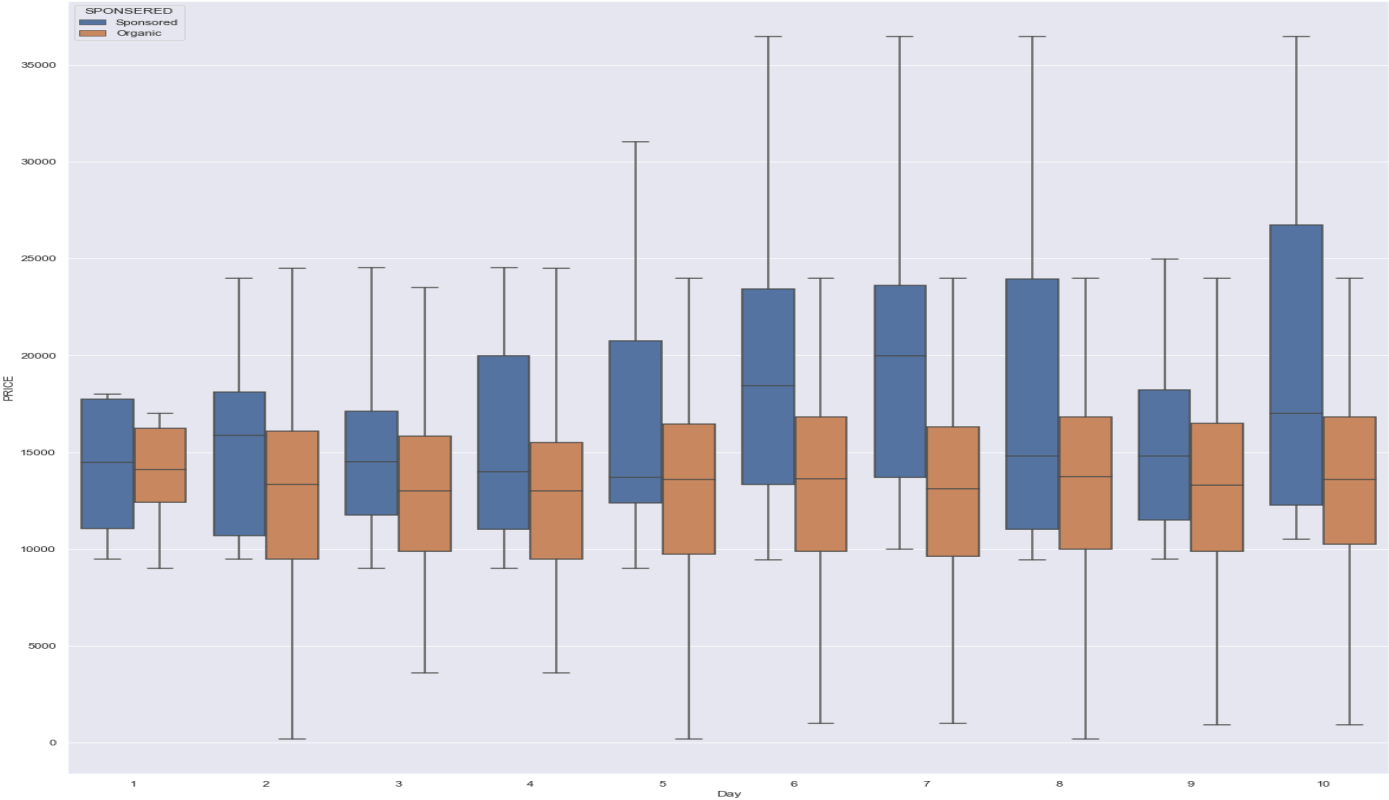


3. NUMBER OF RATINGS

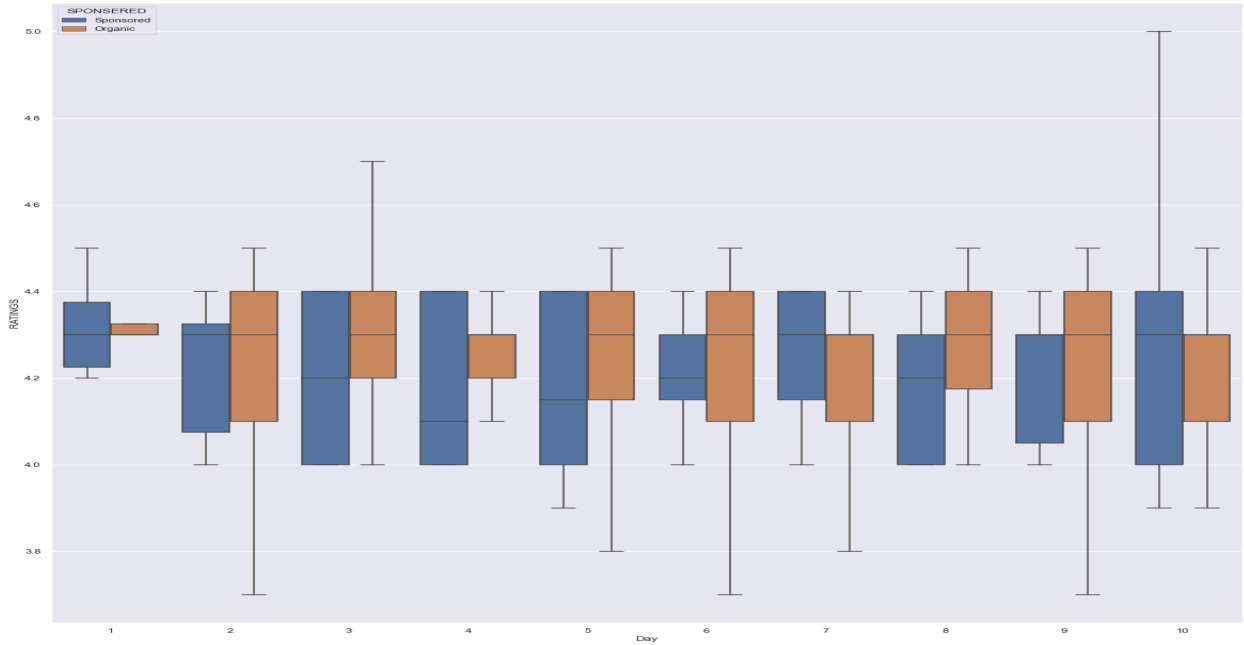


WASHING MACHINE

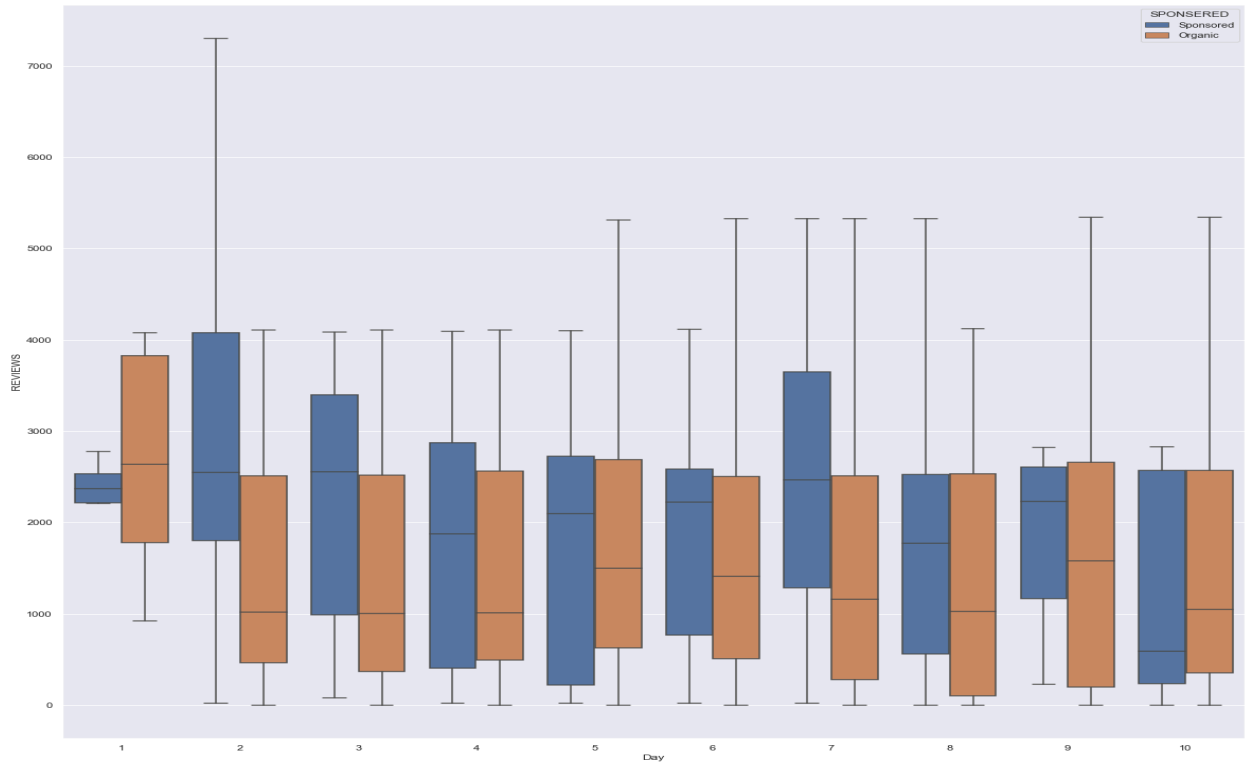
1. PRICE



2. AVERAGE RATINGS

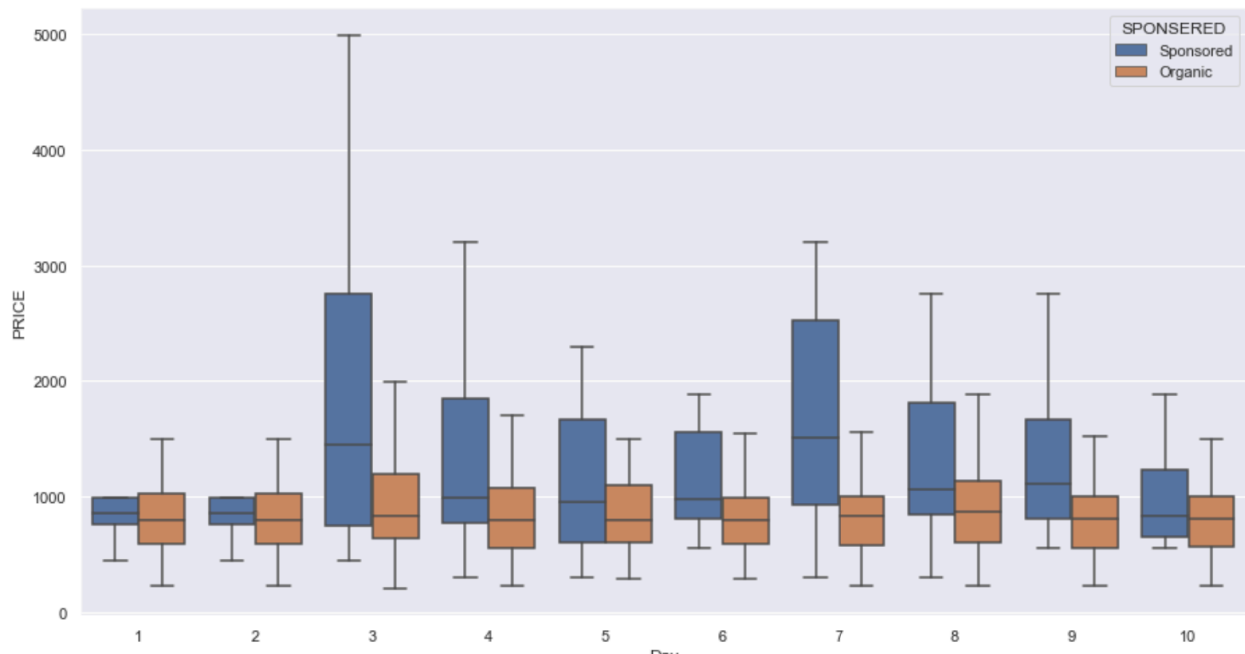


3. NUMBER OF RATINGS

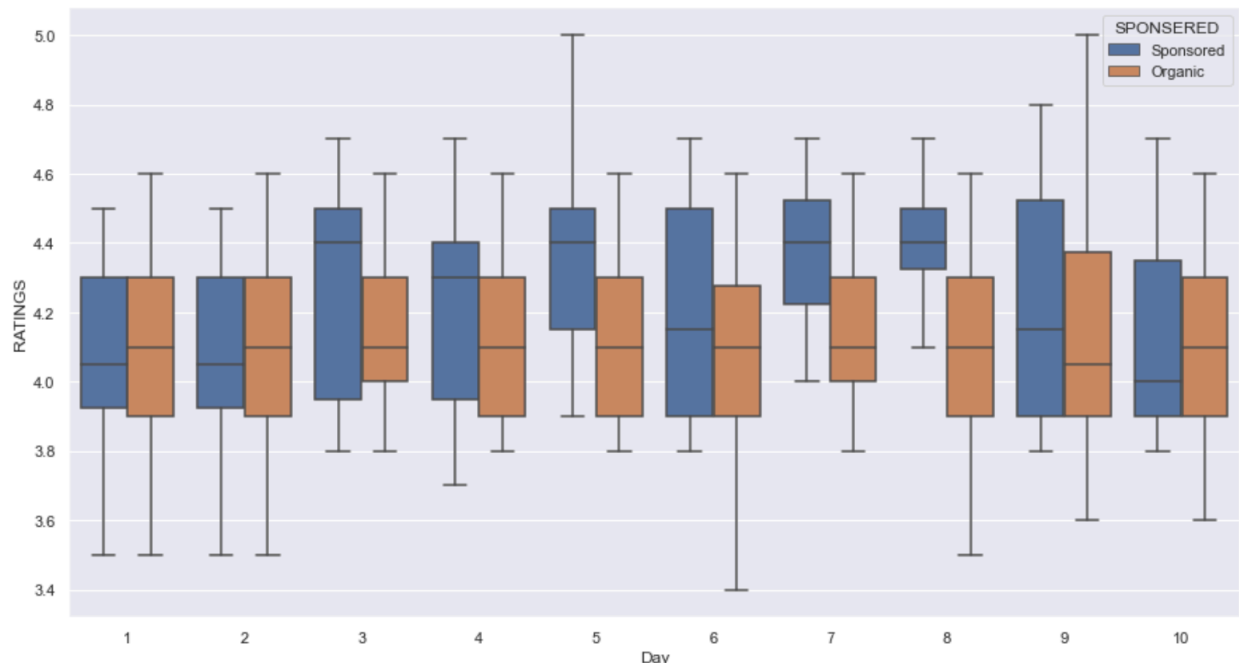


Backpack

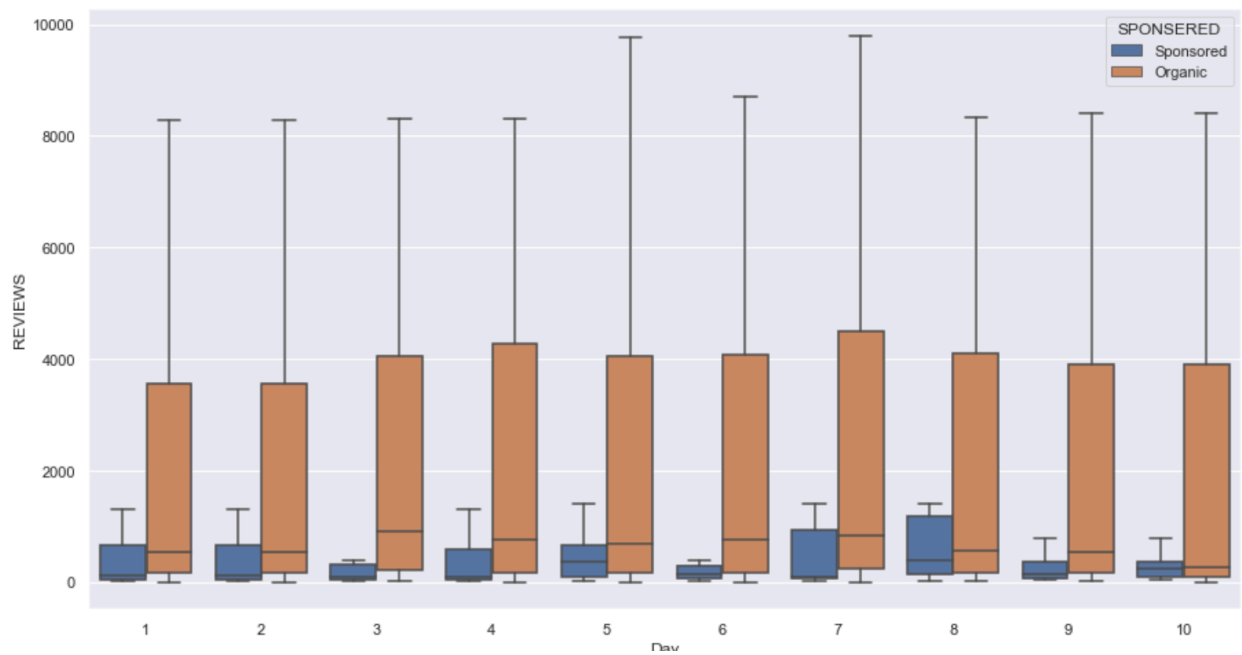
1.Price



2.AVERAGE RATINGS

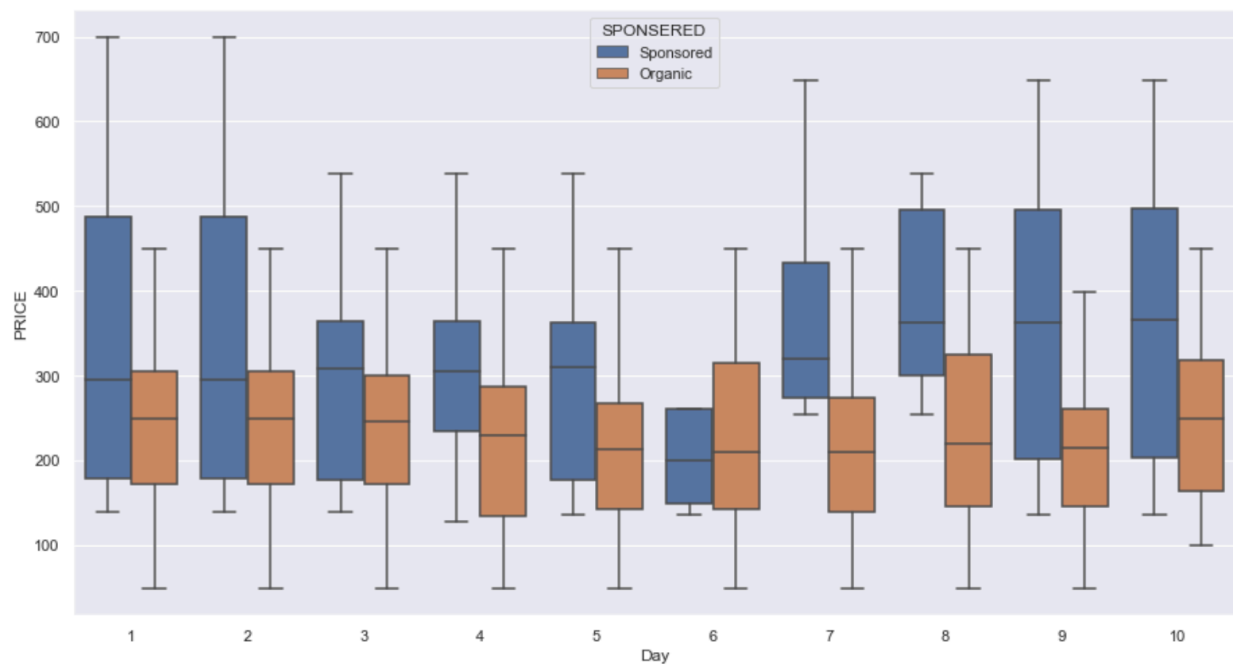


3.Number of Reviews

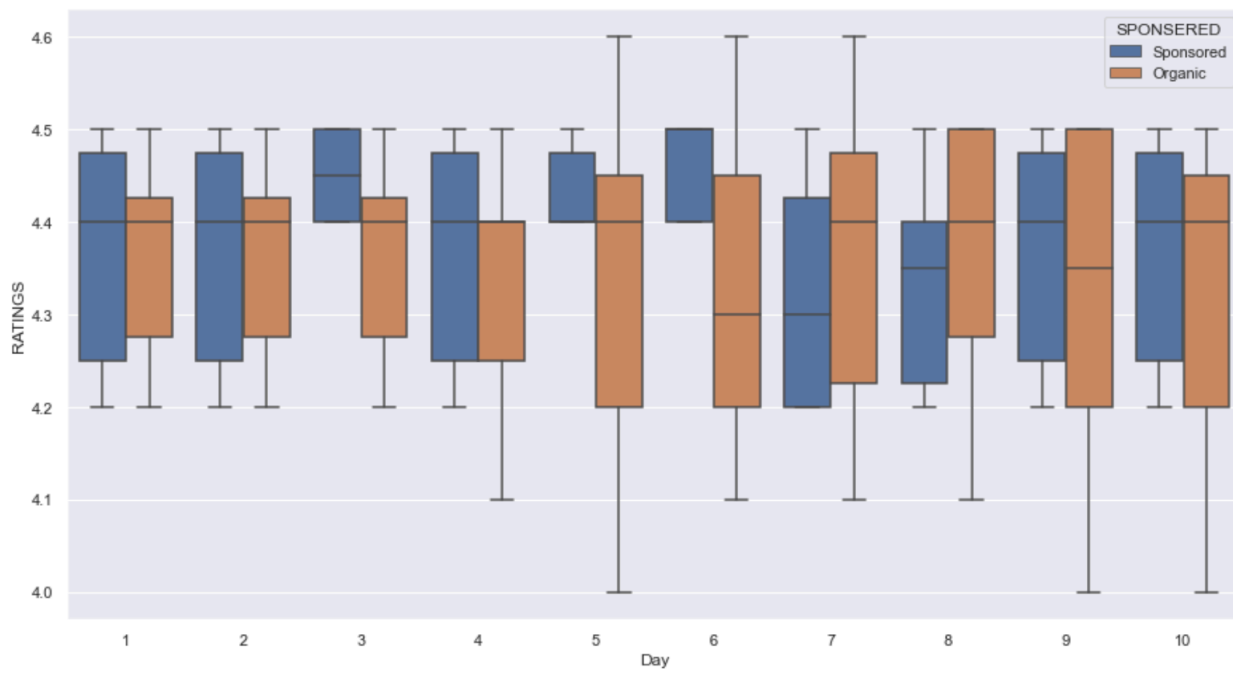


Battery

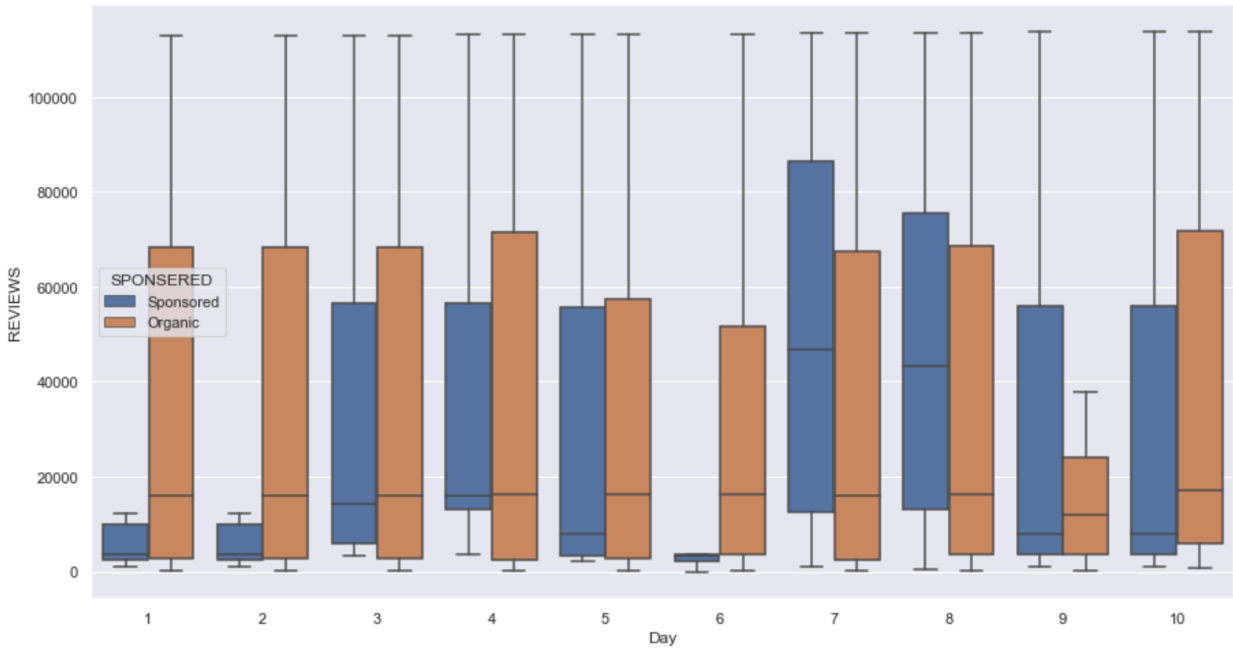
1.Price



2.Average Ratings

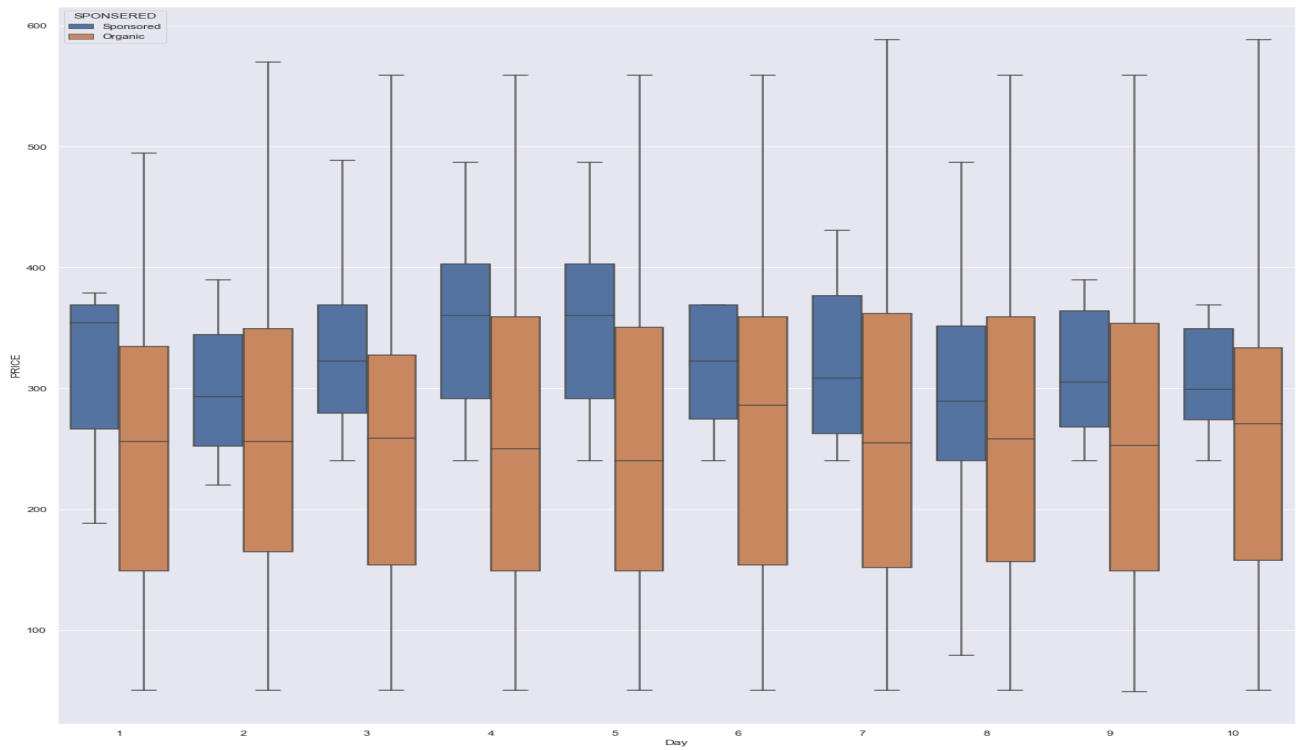


3.Number of Reviews

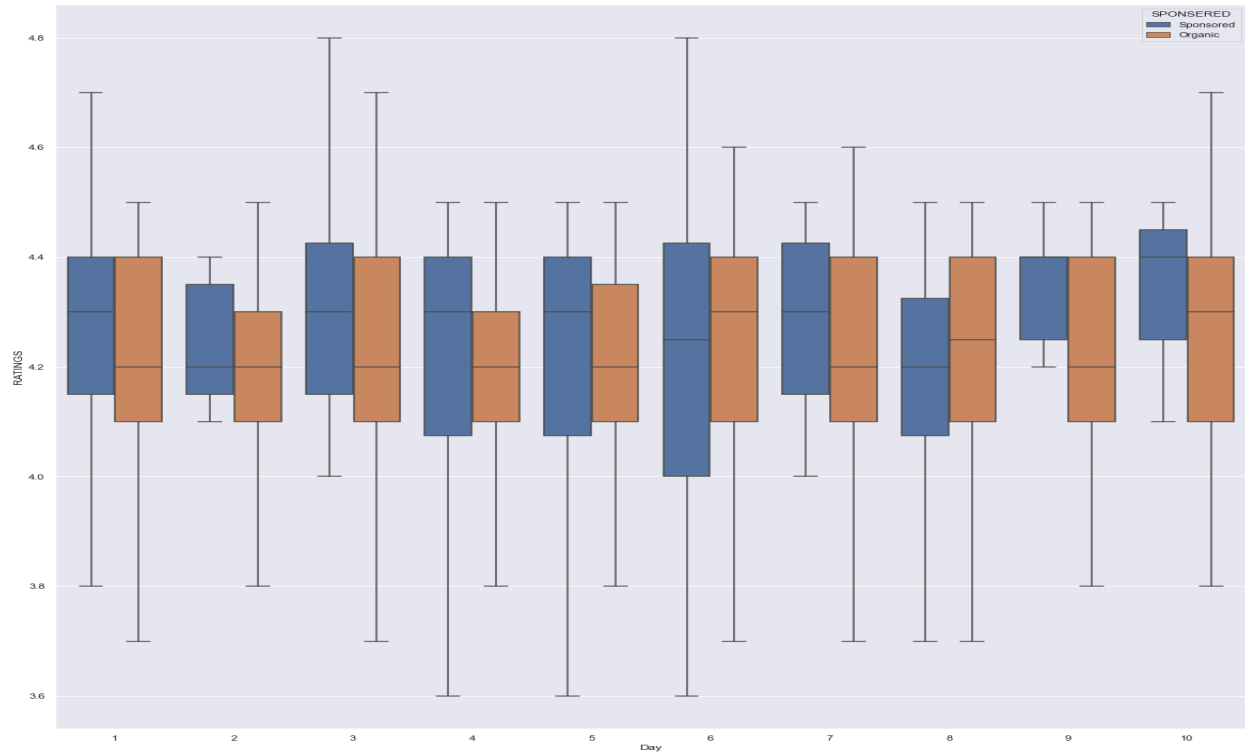


TISSUE PAPER

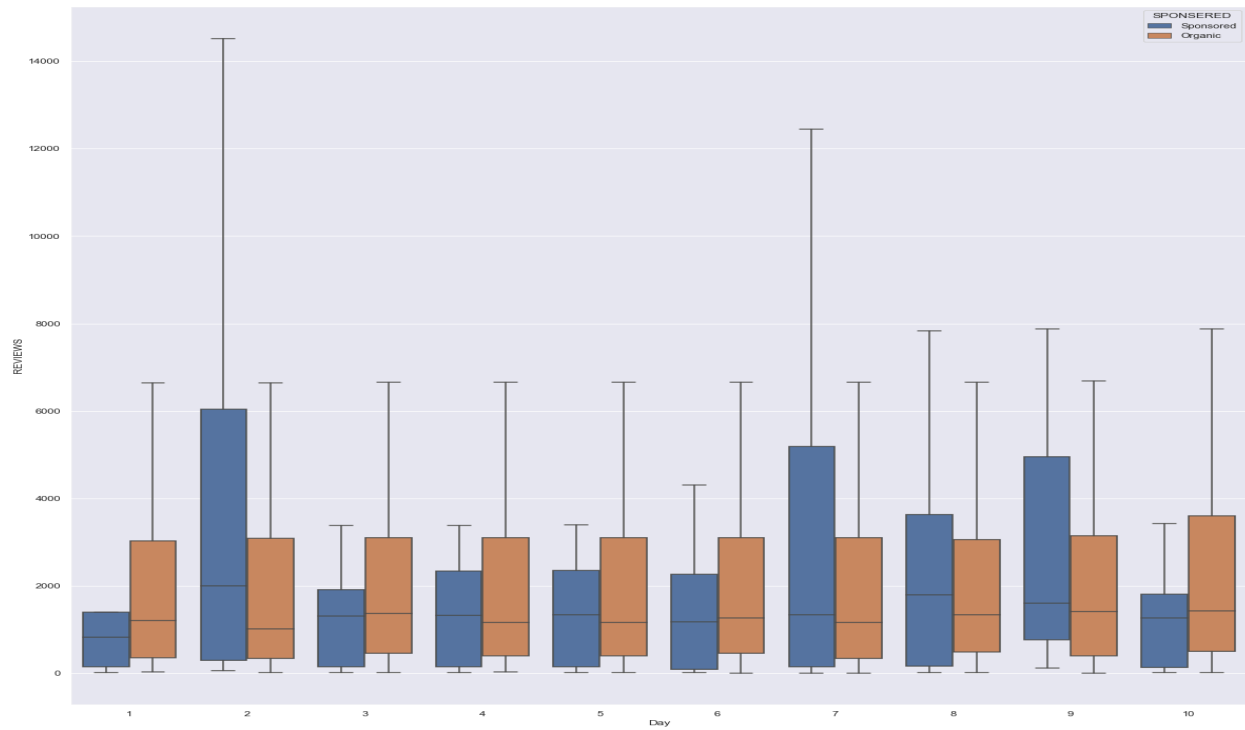
1.PRICE



2.AVERAGE RATINGS

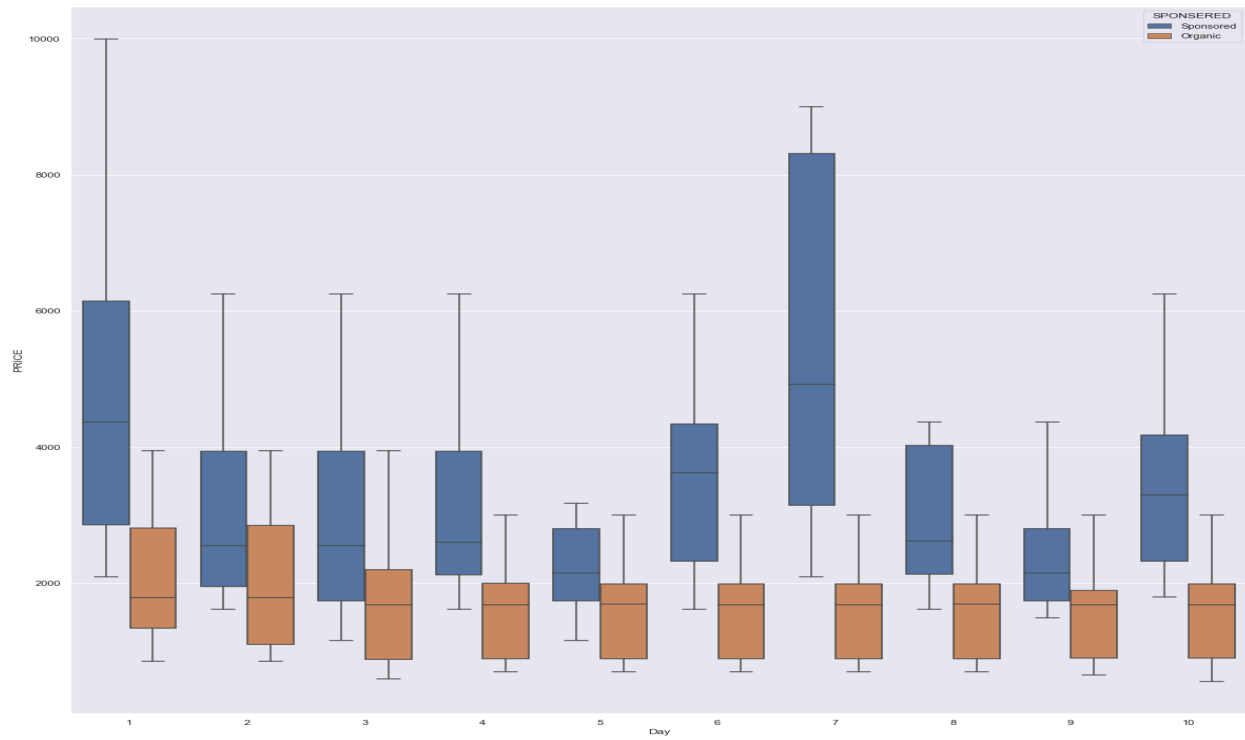


3.NUMBER OF RATINGS

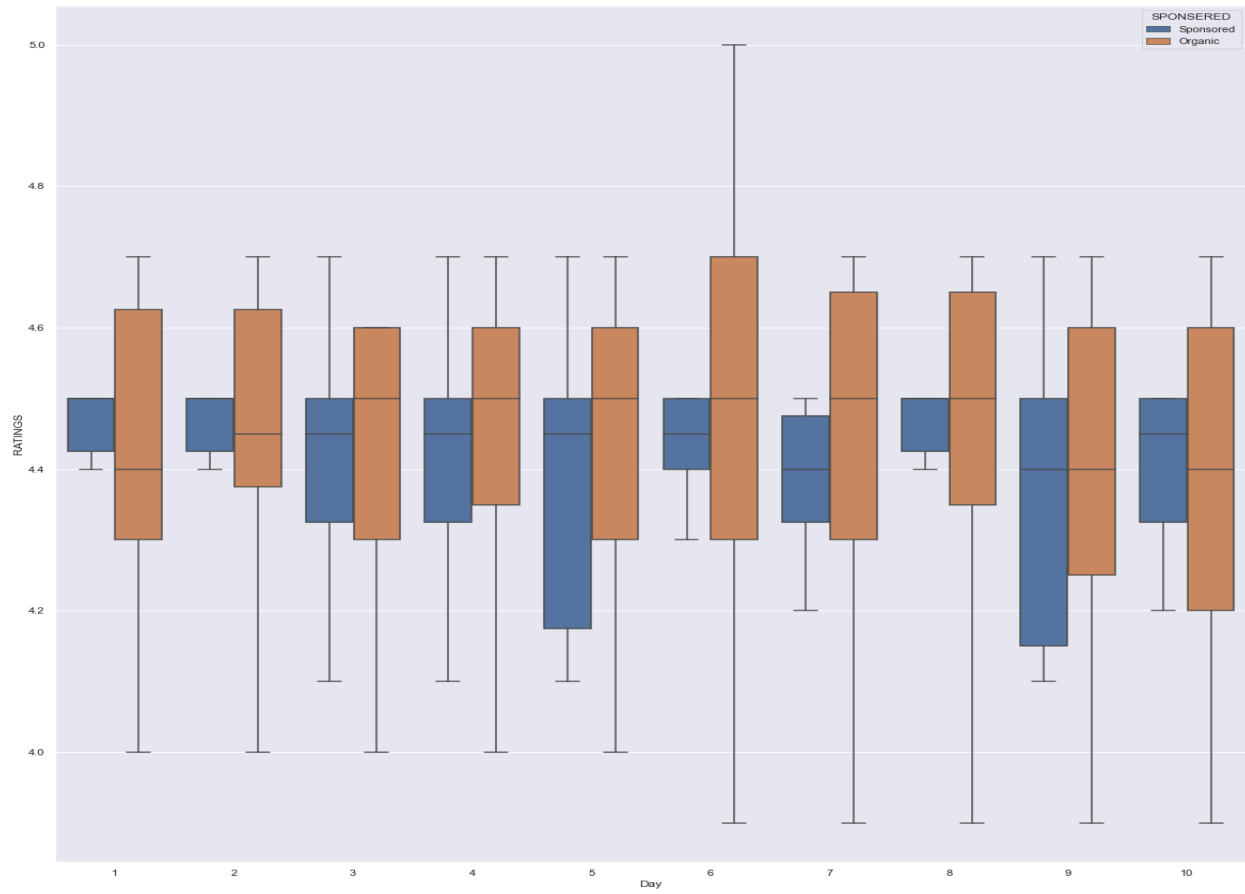


MONITOR STAND

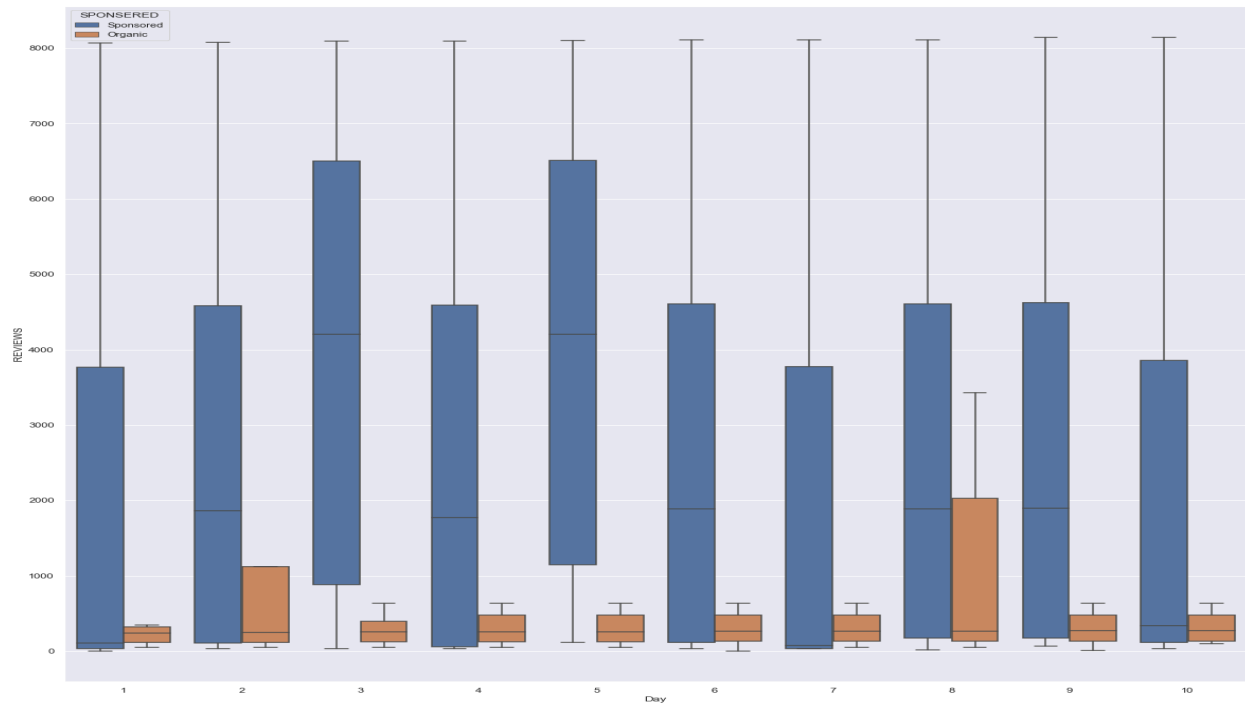
1.PRICE



2.AVERAGE RATINGS

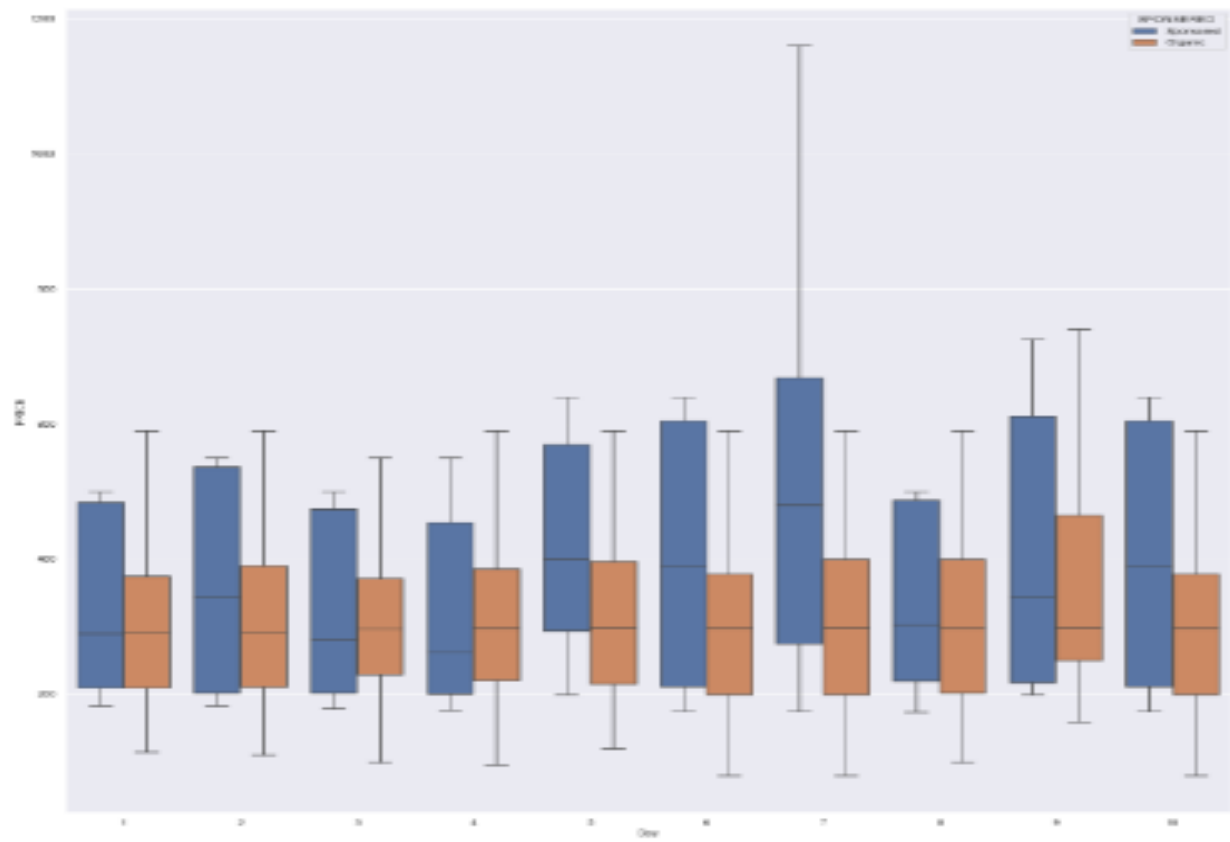


3.NUMBER OF RATING

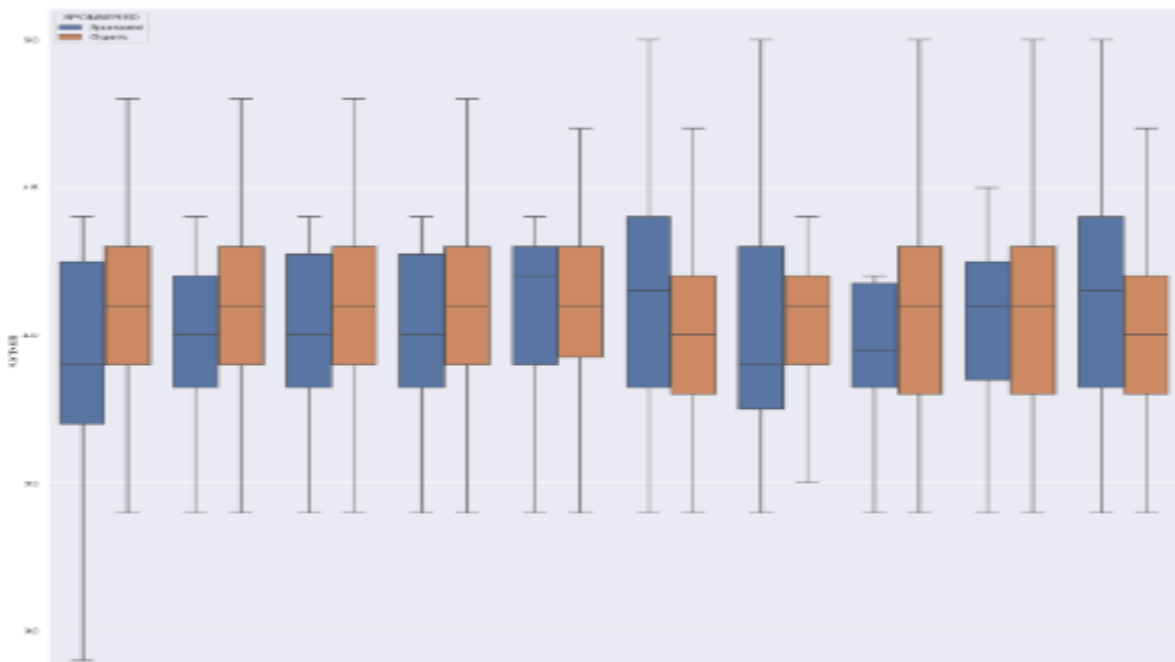


VEGETABLE CHOPPER

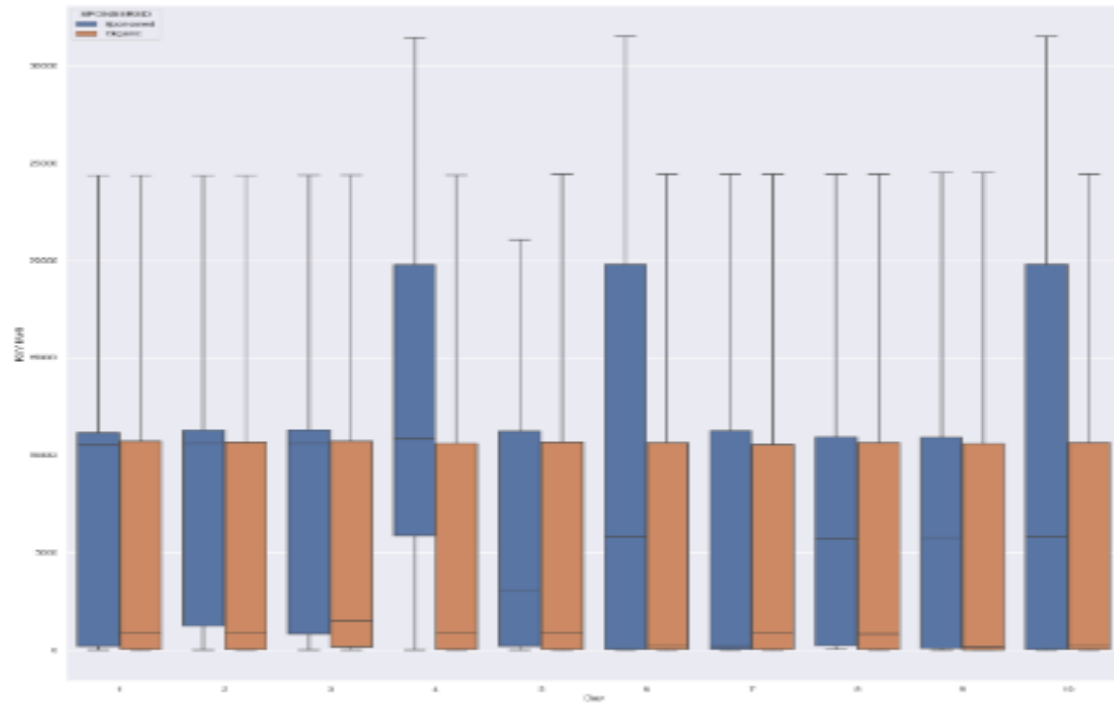
1.PRICE



2.AVERAGE RATINGS

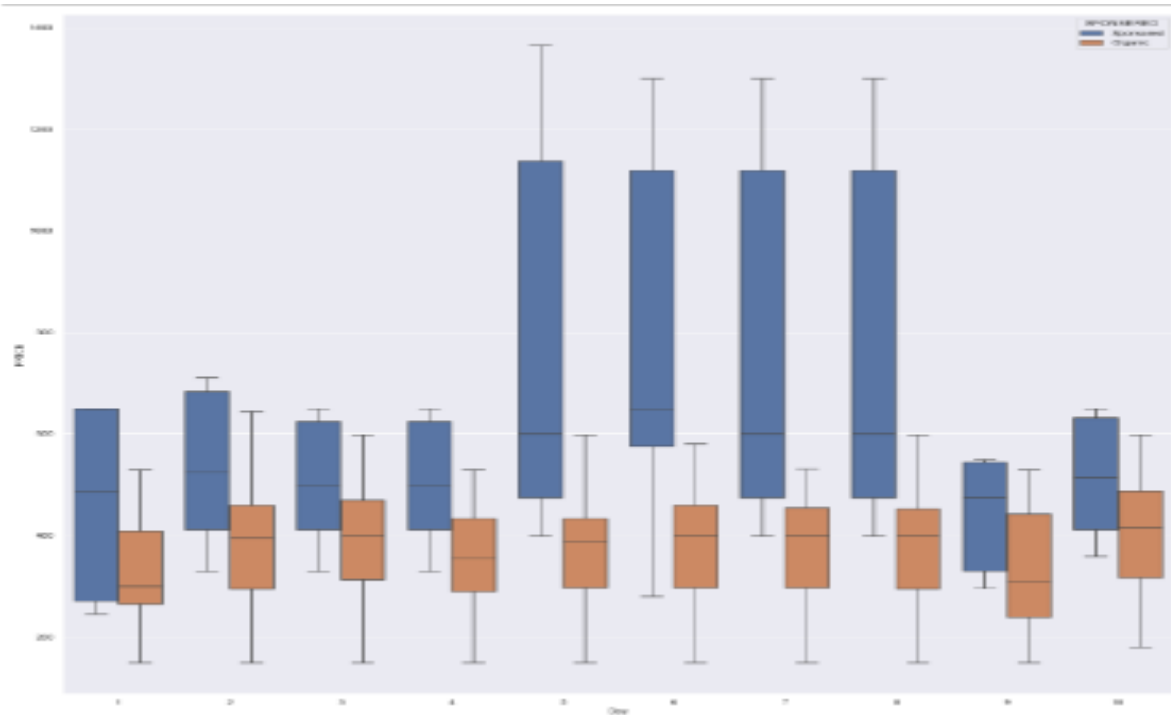


3.NUMBER OF RATING

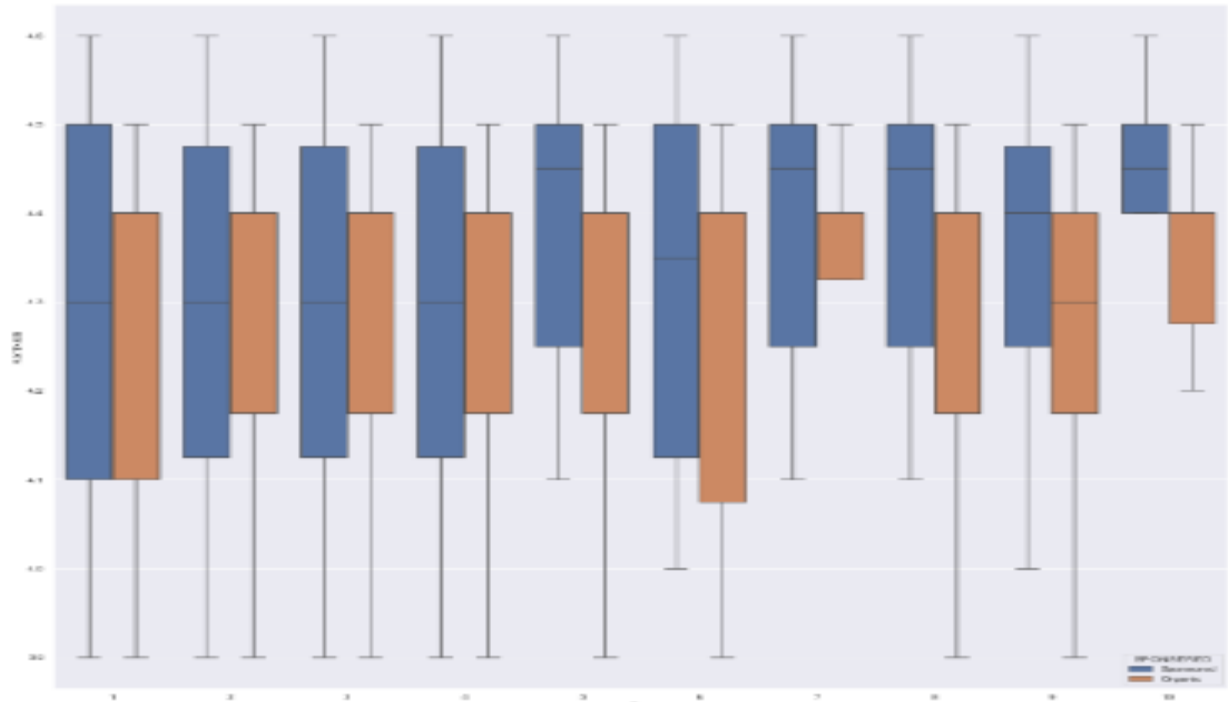


HDMI CABLE

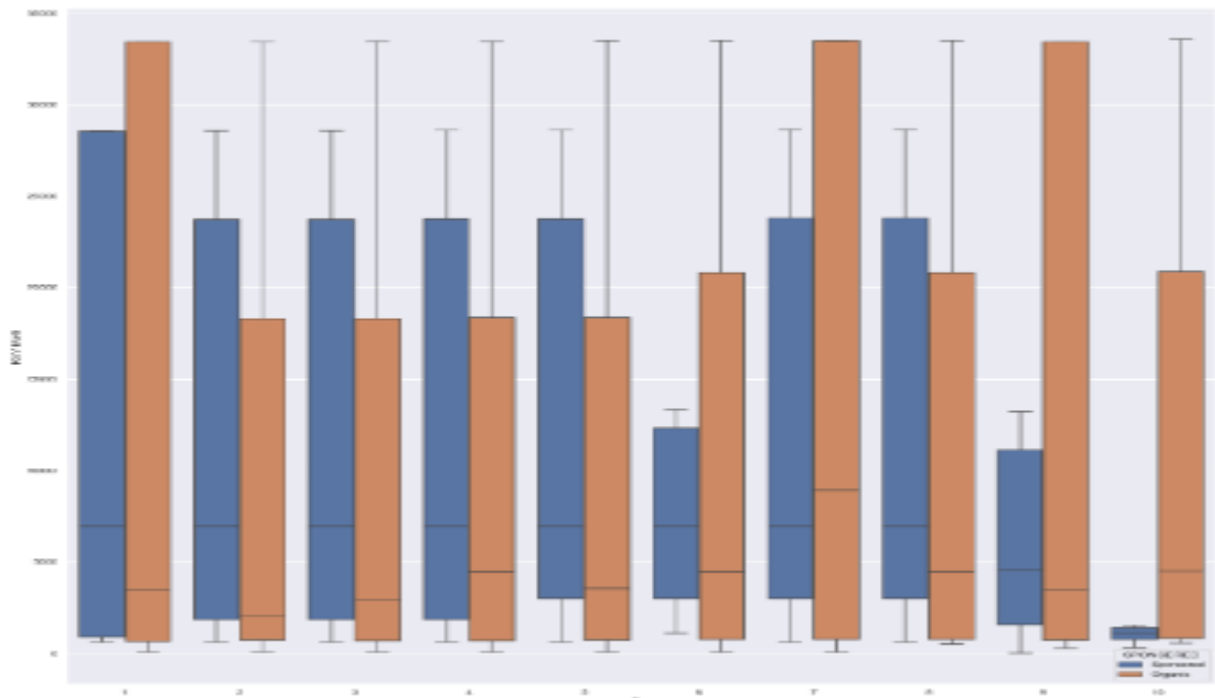
1.PRICE



2.AVERAGE RATINGS



3.NUMBER OF RATING



Trend observed for median in the Box Plots:

(Sponsored median is _____ than Organic median)

(Took the analysis of the majority observations)

(Bracket implies the no. of cases in which majority observed out of 10 days)

Products	Price	Rating	Review
Toilet Paper	Higher(8/10)	Equal(8/10)	Higher(10/10)
USB Cable	Higher(10/10)	Higher(6/10)	Higher(10/10)
Wall Clock	Higher(10/10)	Higher(7/10)	Lesser(8/10)
Washing Machine	Higher(10/10)	Lesser(5/10)	Higher(9/10)
Tissue Paper	Higher(10/10)	Higher(6/10)	Higher(6/10)
Monitor Stand	Higher(10/10)	Lesser(6/10)	Higher(7/10)
Backpack	Higher(10/10)	Higher(7/10)	Lesser(9/10)
Battery	Higher (9/10)	Equal(5/10)	Lesser(7/10)
Vegetable Chopper	Higher(7/10)	Lesser(6/10)	Higher(9/10)
HDMI cable	Higher(10/10)	Higher(10/10)	Higher(8/10)

T-test values for overall 10 days:

Product	Price		Rating		Review	
	statistic	pvalue	statistic	pvalue	statistic	pvalue
Toilet Paper	6.2307	8.666e-10	-3.9277	9.556e-05	4.21909	2.826e-05
USB Cable	10.5813	1.004e-21	0.075919	0.939546	5.8016	2.064e-08
Wall Clock	7.4396	4.171e-13	3.6731	0.00026	-2.4847	0.01327
Washing Machine	7.6171	1.223e-13	0.0234	0.98136	1.9084	0.05689
Tissue Paper	4.967	8.923e-07	0.6732	0.50105	1.3238	0.186
Monitor Stand	8.1079	4.154e-14	-0.0924	0.9264	2.9045	0.00406
Backpack	8.723	2.430e-17	3.262	0.0012	-3.83	0.00014
Battery	5.726	3.121e-08	1.640	0.102	-0.206	0.837
Vegetable Chopper	7.498	2.606e-13	-1.21951	0.22317	-0.7801	0.43564
HDMI cable	7.84986	1.379e-13	1.512012	0.13184	-0.2229	0.8237