

which laptop brands actually catch user attention on a shopping page?

We visualized this by plotting the average click rate for each brand.

The result?

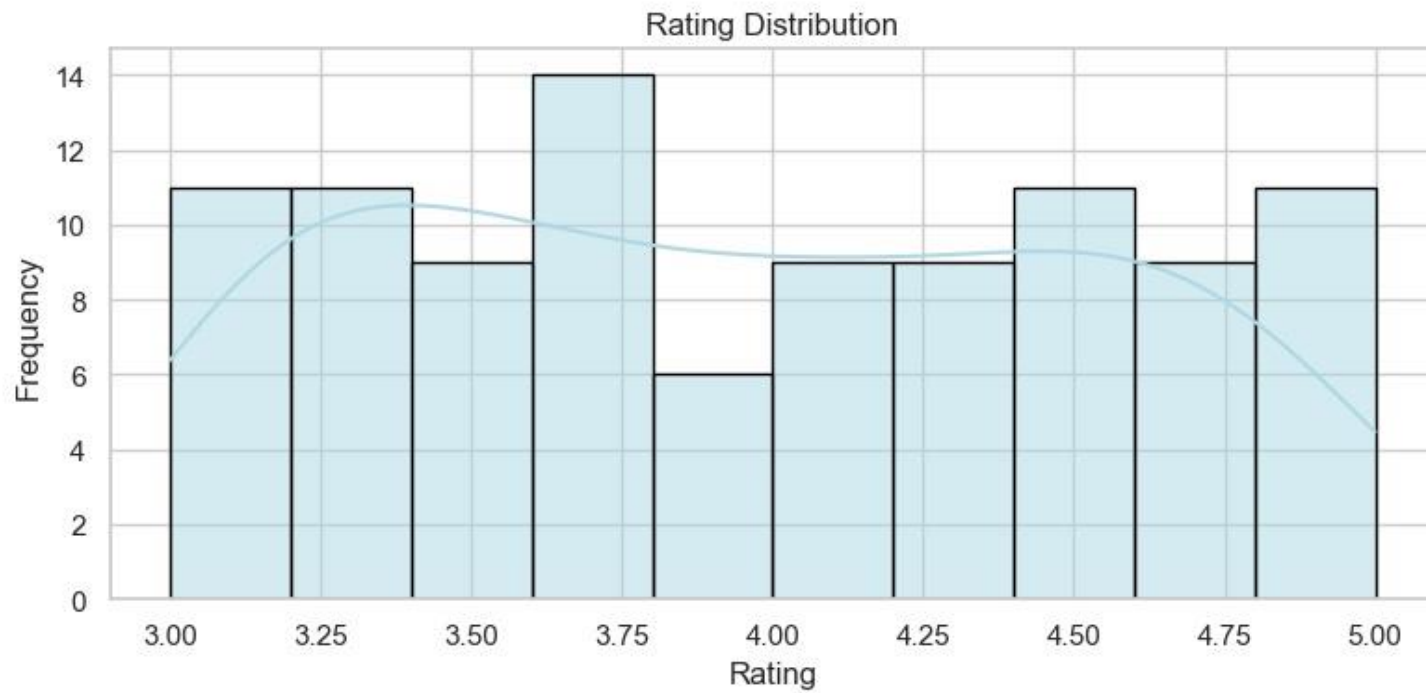
Apple dominated. About **65%** of Apple listings got clicked. That's a huge signal — users clearly associate Apple with value or prestige, even without checking details.

Close behind were **Lenovo** and **HP**, both crossing the **50% click rate** mark.

But interestingly, brands like **Acer** lagged way behind — under **30%** click rate.

This tells us: not all brands are equal in customer minds. Even before price or rating, the brand name alone influences behavior.

So if I were running ads or featuring products — **I'd prioritize Apple, HP, and Lenovo heavily**. Their organic click power is strong — we just need to boost it further."



We expected most laptops to fall in the mid-to-high range — and that's exactly what we saw.

Most ratings were between **3.25 and 4.5**, with **peaks at 3.5, 4.0, and 4.25**.

Very few laptops had perfect 5.0 scores, and even fewer had really low ratings.

This shows typical customer behavior: people don't give extremes. They give '**good but not perfect**' ratings — which still impact trust and visibility.

So if a laptop has a **4.3 rating vs a 3.9**, it *might* seem like a small difference, but it strongly impacts clicks — which leads us to the next insight."



We used a heatmap to understand the relationship between **price**, **rating**, and **clicked or not**.

Here's what stood out:

- **Price and rating had no strong link.** So expensive laptops didn't get better ratings.
- **Price barely influenced clicks** — people were just as likely to click on mid-range or high-priced laptops.
- **But rating did** — it had a **moderate positive correlation** with clicks.

That means users may ignore price at first glance — but they *do* respond to **rating quality**. So improving or displaying rating upfront becomes a smart strategy."

FINAL STORY

- **Push top brands more.** Apple, HP, and Lenovo are already strong — just make them more visible.
- **Use ratings to your advantage.** Even a small bump in rating (say from 4.1 to 4.3) can increase clicks noticeably.
- **Don't obsess over price in the first click stage.** Price may matter later — but in discovery and first clicks, it's not the driver.
- **Build smart campaigns using click-predict models.** Our logistic regression model showed decent accuracy in predicting what gets clicked — we can use that logic to power ad placements or personalization.