

# Amazon Product Insights - Executive Brief

## Dominant Product Categories

Accessories alone make up over a quarter of listings competition is fiercest in lowticket addons.

## High Discount Zones

Wearables see the deepest average markdown (~70%), signalling a priceled adoption push.

## Price vs Engagement

Price has virtually no correlation with review buzz (-0.04); perceived utility, not tag price, fuels engagement.

## Top Performing Products

Cheap, highutility items (e.g., HDMI cables) dominate the voice of the customer, spotlighting crosssell potential.

## Strategic Summary

Accessories dominate the catalog focus on pricing strategy here.

Wearables are being pushed via high discounts potential overstocking or strategic loss-leading.

High review volume is mostly price-insensitive signals brand affinity or utility.

Engagement hotspots are simple, cheap electronics expand low-cost value offerings.