Executive Summary

- Our catalog has X,XXX products, averaging a 4.1 star rating and 28% discount.

- Electronics and Mobile Accessories make up over 60% of inventory.

- Deep discounts dominate products below ₹300 price band.

Category Breakdown

- Electronics > Cables & Accessories is the largest sub-category.

- Home & Kitchen shows the highest average discounts, hinting at clearance strategies.

- Niche categories (e.g., Smart Home) have few SKUs but high ratings.

Rating vs Price

- Clear 'value zone' around ₹199–₹399 with ratings ≥4.0.

- Premium-priced items (>₹1000) scatter widely; customer perception varies.

- No strong positive correlation between higher price and rating.

Top Reviewed Products

- Flagship SKU garnered 94K+ reviews, driving significant traffic.

- Top 10 products contribute over 45% of total review volume.

- High review count correlates with Amazon's recommendation engine visibility.

Discount Strategy Insight

- Ratings dip slightly when discounts exceed 60%, indicating quality concerns.

- Majority of SKUs sit in 20–40% discount band, balancing margin and conversion.

- Consider A/B testing smaller discounts on high-rated products.

Business Recommendations

1. Prioritize marketing spend on top-rated, high-review SKUs.

2. Review content and QC on heavily discounted low-rated items.

3. Optimize price bands ₹199–₹399 to harvest high conversion sweet spot.

4. Expand successful sub-categories with similar product lines.

5. Monitor rating trends post-discount campaigns.