

AMAZON SALES DASHBOARD

KPI RATINGS

Sum of Rating Count
26,766,379

Products with <1,000
reviews
328

Products with >1,000
reviews
1,137

KPI PRODUCTS

Number of Products
1,465

Products with >50%
discount
751

Products with >50%
discount
714

KPI PRICING

Total Discounted
Price of Products
4,578,580

Total Actual Price of
Products
7,976,911

Total Discount of
Products
3,398,331

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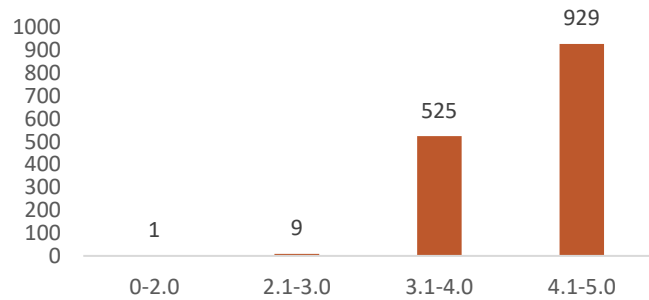
DSA CAPSTONE PROJECT

SLIDE 2

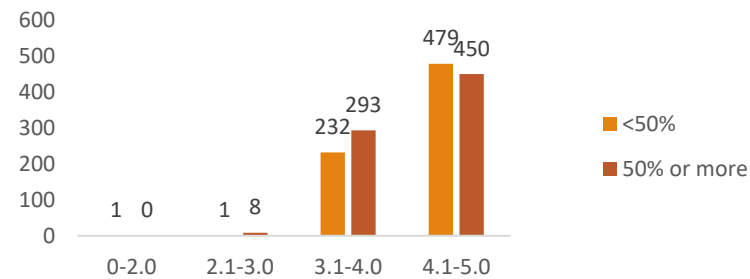
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RATINGS

NUMBER OF PRODUCTS BY RATING



NUMBER OF PRODUCTS BY RATING AND



Main C...

Health&P...

Home&Ki...

HomeImp...

MusicalIn...

OfficePro...

Toys&Ga...

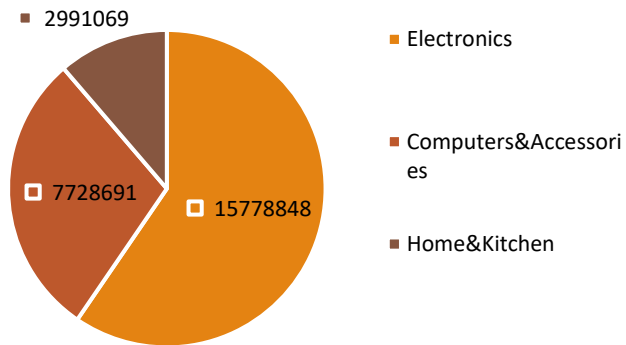
929 products had ratings between 4-1-5.0. This shows positive review by customers for over 64.74% of products. A trend between positive

The chart above shows the number of products by rating according to their discount range. This sheds more light on the 929 products rating, 479 had over 50% dicount and 450 had less

Using the slicer, it is observed that the products in main category, electronics have more review ratings between 4.1 and 5.0.

CATEGORY

TOP 3 RATING COUNT CATEGORIES



The top three products according to rating count. The category of electronics had more rating counts than the other categories. With a total of 15,778,848 rating count and an average of 4 ratings per product, electronics category is the best sold according to customer review data.

PRICING

Discount Range	(All)		
AVG ACTUAL PRICE VS DISCOUNTED PRICE BY CATEGORY			
Category	Avg of Actual Price		Avg of Discounted Price
Car&Motorbike	₹	4,000.00	₹ 2,339.00
Computers&Accessories	₹	1,683.62	₹ 842.65
Electronics	₹	10,127.31	₹ 5,965.89
Health&PersonalCare	₹	1,900.00	₹ 899.00
Home&Kitchen	₹	4,162.07	₹ 2,330.62
HomeImprovement	₹	799.00	₹ 337.00
MusicalInstruments	₹	1,347.00	₹ 638.00
OfficeProducts	₹	397.19	₹ 301.58
Toys&Games	₹	150.00	₹ 150.00
Grand Total	₹	5,444.99	₹ 3,125.31

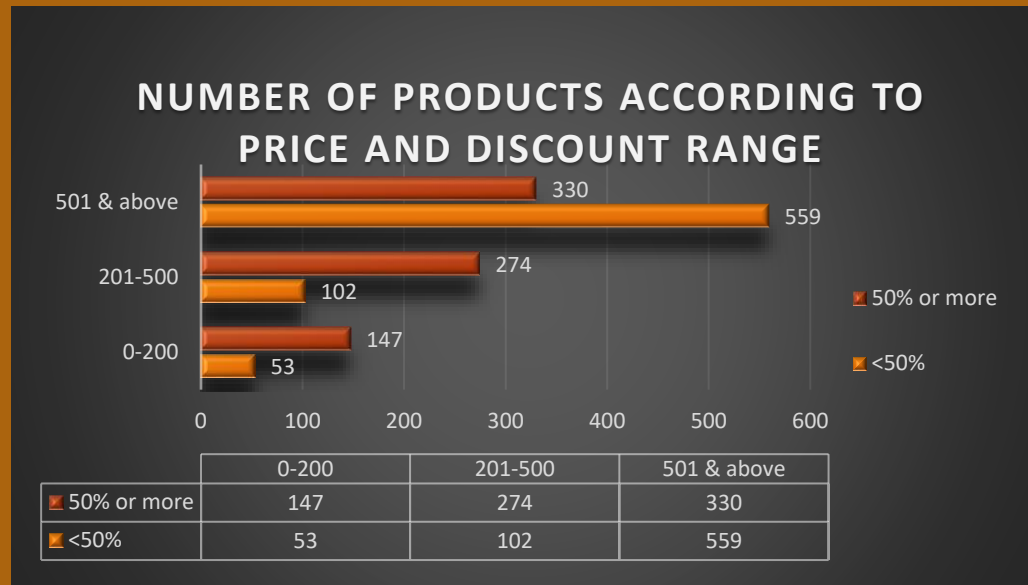
This table shows the breakdown of the average actual price of products in a category and also the average of discounted price of products in each category with respect to the discount range

DISCOUNT RANGE <50%
The discount range <50% has a total of #7,556.70 for actual price and #5,156.01 for discounted price which means a total average discount given is #2,400.69

DISCOUNT RANGE >50%
The discount range >50% has a total of #3,437.32 for actual price and #1,194.66 for discounted price which means a total average discount given is #2,242.66

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PRICING



This chart shows number of products according to their price range. it is also classified according to discount range to allow for more visual analysis.

The products sold between #501 and above had 559 products of discounts less than 50% which is higher compared to the 330 products of more than 50% discount.

The products sold for prices between #201 and #500 had 274 products of discounts above 50% which is higher than 102 products that had discount less than 50%. The same analysis applies to the 0-200 range.

In conclusion, products with higher prices received more discounts less than 50% and those with average and lower prices received