Final Report: Product Reviews, Revenue & Shipment Analysis

1. Overview

- Total Products Reviewed: 89,537
- Total Customer Reviews: 95,172,946
- Total Revenue Generated: $7,893,308

This analysis explores customer reviews, product pricing, revenue distribution, and shipment performance to identify opportunities for growth.

2. Review Insights

- Average Reviews per Category: 1,063
- Most Reviewed Category: Movies – 5,351 reviews
- Least Reviewed Category: Laptops

Interpretation: Movies generate the highest engagement but produce the least revenue, while laptops generate low engagement despite being the most expensive category.

3. Revenue Insights

- Average Price per Category: $88
- Highest Average Price: Laptops – $1,000
- Highest Revenue Product: Cameras – $2,219,200 million
- Lowest Revenue Category: Movies

Interpretation: Cameras are the main revenue driver, while movies have popularity but low monetization. Laptops are premium-priced but contribute little due to low sales and reviews.

4. Shipment Insights

- Products Shipped to Bangladesh: 83,569
- Products Not Yet Shipped: 5,952
- Revenue from Shipped Products: $7.7M
- Revenue from Unshipped Products: $129,699
- Reviews from Shipped Products: 66,205,014
- Reviews from Other Products: 26,908,797

Interpretation: Shipment efficiency directly influences revenue and reviews. Most customer feedback comes from successfully shipped products.

5. Key Findings

1. Engagement–Revenue Gap: Movies attract the most reviews but generate the least revenue.
2. Premium Misalignment: Laptops are the highest-priced but receive the lowest reviews and contribute little to revenue.
3. Shipment Bottlenecks: 5,952 unshipped products delay $129,699 in revenue.
4. Geographic Concentration: Bangladesh dominates shipments and reviews, showing heavy reliance on one market.
5. Customer Trust Link: Reviews increase significantly when shipments are successful, confirming logistics drive engagement.

6. Recommendations

- Monetize High-Engagement Categories: For Movies, introduce advertisements on purchase pages to generate extra revenue without reducing sales.
- Strengthen Premium Sales: Increase visibility and promotions for Laptops to boost sales in this high-margin category.
- Expand Camera Strategy: Support supply chain and marketing for Cameras to maintain high revenue.
- Improve Logistics: Prioritize faster shipments to unlock pending revenue and improve customer satisfaction.
- Diversify Market Reach: Reduce dependency on Bangladesh by expanding distribution to other regions.

Executive Summary Table

Metric	Value / Insight
Total Products Reviewed	89,537
Total Reviews	95,172,946
Total Revenue	$7,893,308
Average Price per Category	$88
Highest Average Price (Category)	Laptops – $1,000
Highest Revenue (Product)	Cameras – $2,219,200 million
Lowest Revenue (Category)	Movies
Average Reviews per Category	1,063
Most Reviewed Category	Movies – 5,351 reviews
Least Reviewed Category	Laptops
Products Shipped to Bangladesh	83,569
Products Not Yet Shipped	5,952
Revenue from Shipped Products	$7.7M
Revenue from Unshipped Products	$129,699

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Reviews on Shipped Products	66,205,014
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