

Wireframe Document

Amazon Sales : Price & Ratings Analysis



Revision Number - 1.0

Last Date of Revision - 05/10/2024

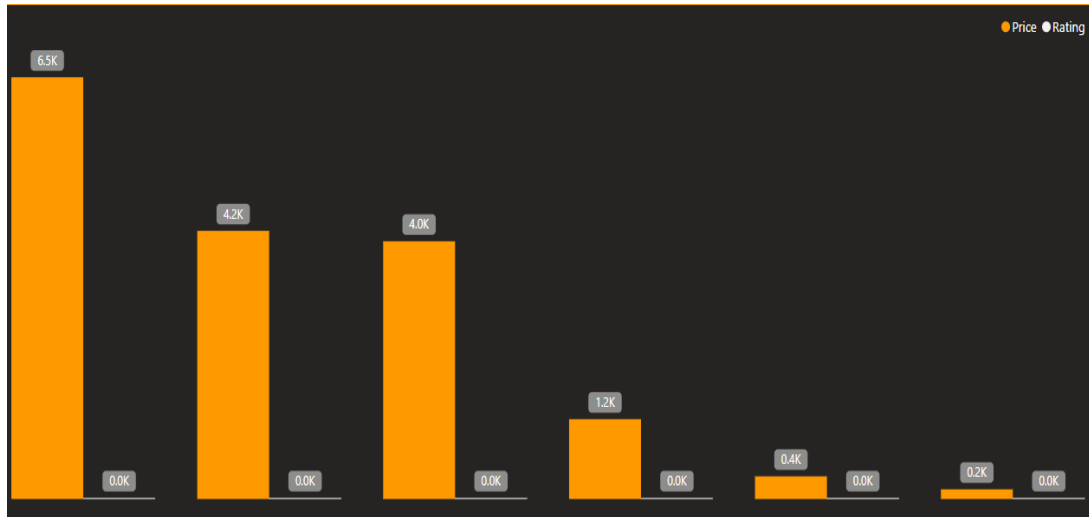
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Document Control

Date	Version	Description	Author
0510/2024	1.0	Introduction, Problem Statement, Dataset Information, Architecture Description	Putul Akhil

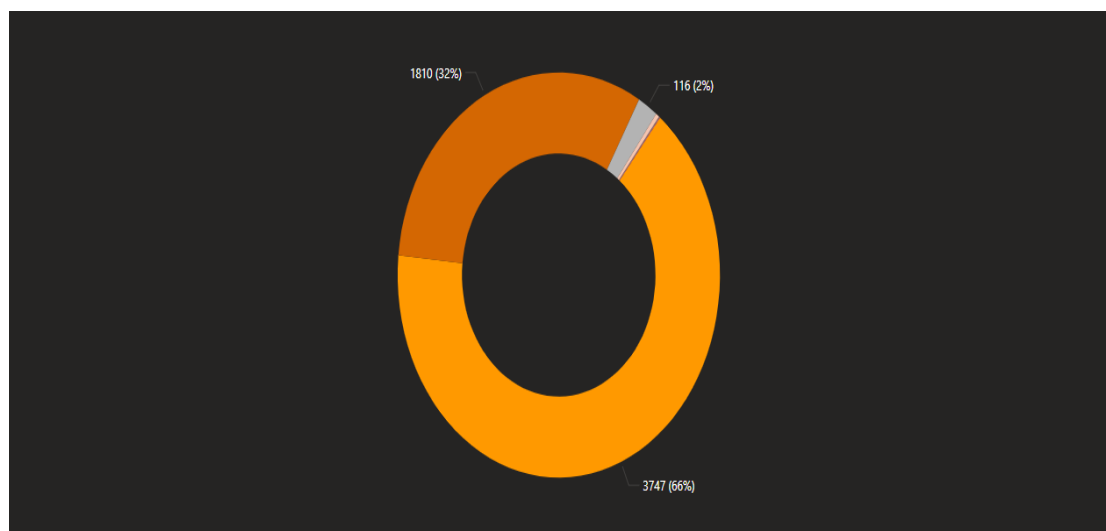
We cleaned the Dataset on Jupyter Notebook using Python and then created a Power BI Desktop Dashboard.

1. Which product category has the highest average rating?



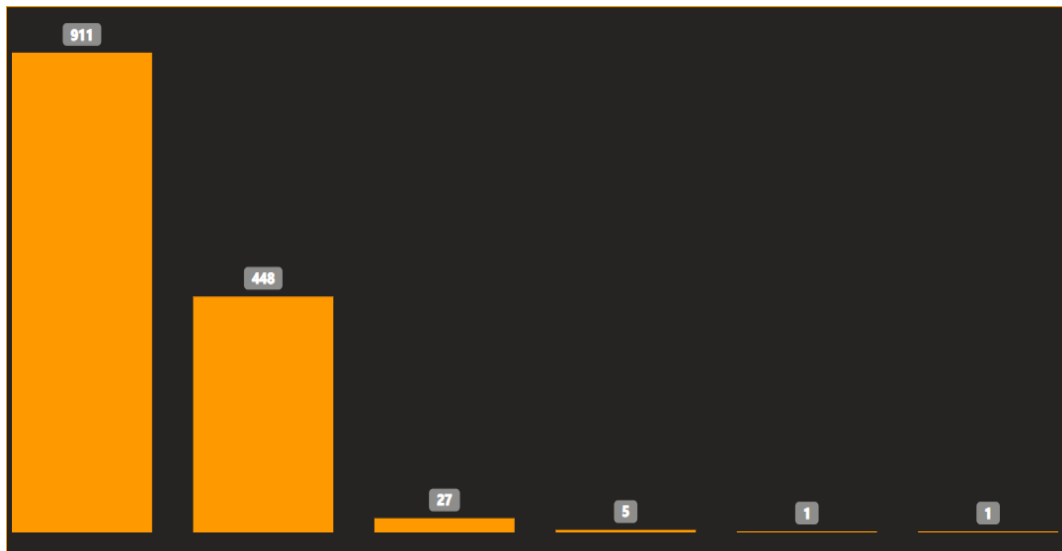
❖ Electronics has the highest average rating at 6.5k.

2. How do cumulative ratings differ across product categories?



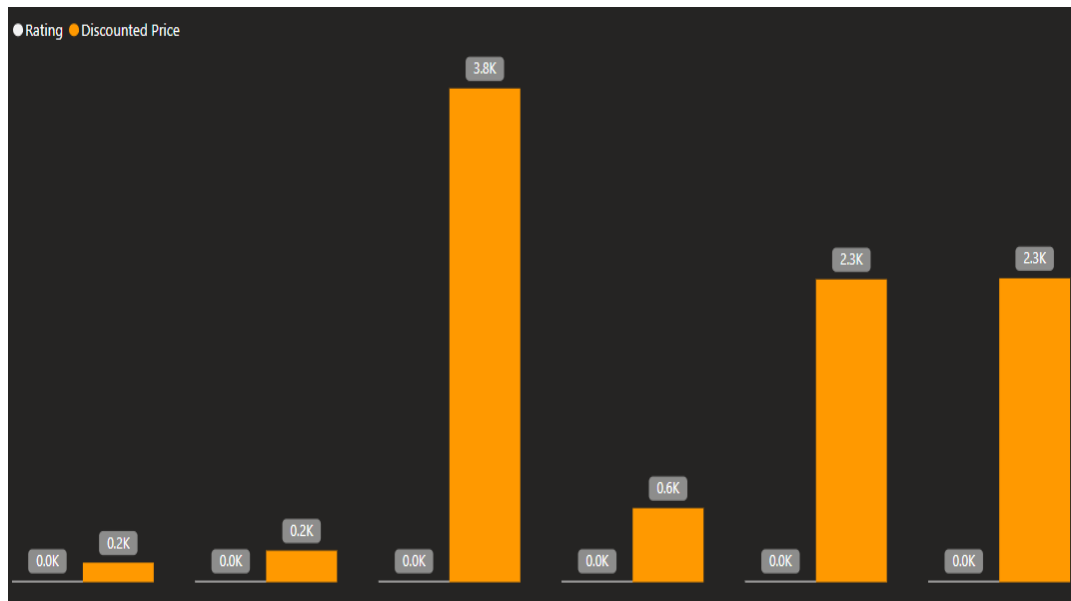
❖ The **Electronics** category leads with 3,747 total ratings, while **Automotive** and **Toys & Games** have only 4 ratings each, showing a significant difference in cumulative ratings across categories.

3. How does the total product count vary across different price ranges?



- ❖ Most purchases occur in the **0-1000** and **1000-5000** price ranges, primarily within the **Electronics** and **Home and Kitchen** categories.

4. How do the average ratings compare to the discounted prices across different product categories?



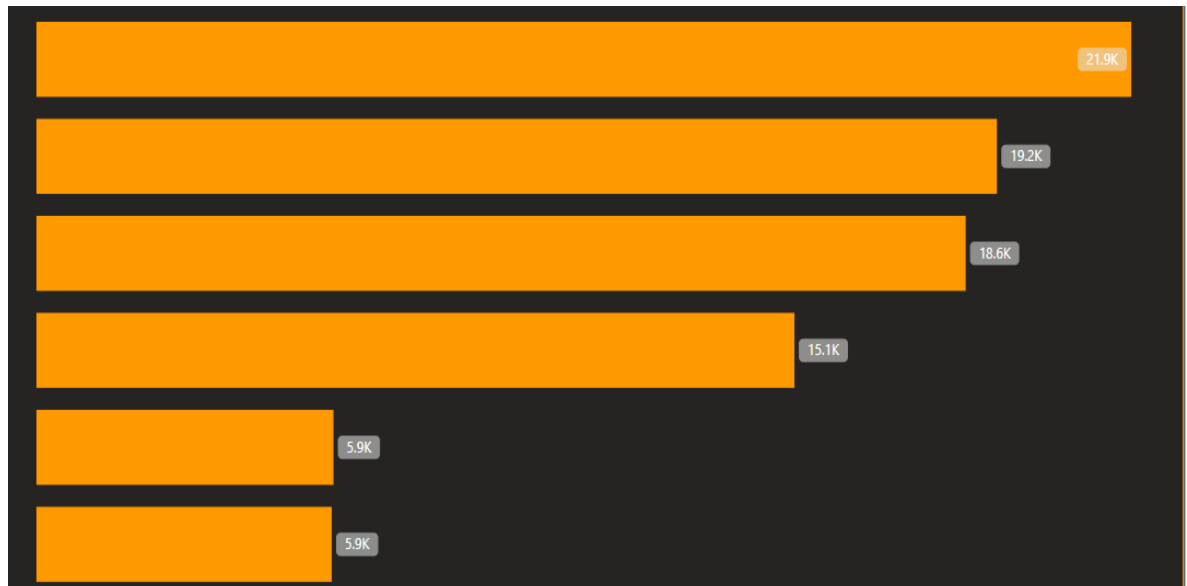
- ❖ **Electronics** has the highest average rating of **5** at **2.94k**, while **Home and Kitchen** has a rating of **2** at **2.4k**.

5. Which category has the highest average price?

Categories	Average_Rating	AveragePrice	Product_Count
Automotive	3.80	2,339.00	1
Home & Kitchen	4.04	2,330.62	448
Other	4.06	569.80	5
Electronics	4.11	3,800.15	911
Office Supplies	4.29	242.85	27
Toys & Games	4.30	150.00	1

- ❖ The automotive category has the highest average price compared to other categories at 2,339.

6. How do average ratings vary across different price ranges?



- ❖ Average ratings rise with higher price ranges, peaking in the 10,000 to 50,000 range, with electronics at 21.9k and home & kitchen at 19.2k, suggesting a link between price and quality perception.