# High Level Design (HLD)

# Amazon Sales: Price & Ratings Analysis



**Revision Number - 1.0**

**Last Date of Revision - 05/10/2024**

**PUTUL SAINI**

**AKHIL K N**

## Document Version Control

| Date Issued | Version | Description | Author |
|---|---|---|---|
| 05/10/2024 | 1.0 | Abstract, Introduction, General Description, Design Detail, KPI, Deployment | Putul<br>Akhil |
| | | | |
| | | | |

# Contents

# Abstract

Amazon product prices and ratings are vital indicators of customer satisfaction and market performance, serving as crucial factors for both consumers and sellers. Whether a customer is searching for an affordable tech gadget or a premium home appliance, understanding how prices and customer ratings correlate is essential for informed purchasing decisions. However, it's not just the discounts or product features that influence these outcomes—customer preferences, brand reputation, and category-specific trends all play significant roles.

Accurately analyzing and predicting product performance across price ranges and rating metrics can be complex. Buyers are often influenced by more than just the product's category or appearance; they consider factors like customer reviews, price drops, and the overall value for money. The diverse range of products on Amazon—spanning electronics, home essentials, and fashion—creates a dynamic market where consumer behavior varies widely depending on the product category and price segment.

# 1 Introduction

## 1.1    Why this High-Level Design Document?

The goal of this High-Level Design (HLD) Document is to provide more details to the current project description, forming a suitable foundation for the coding phase. It is also intended to identify potential contradictions before coding begins and serve as a reference for how modules interact at a high level.

**The HLD will:**

- Outline all design aspects and provide detailed definitions
- Describe the user interface being developed
- Detail hardware and software interfaces
- Specify performance requirements
- Include design features and project architecture
- Enumerate and describe non-functional attributes such as:

    -Security
    -Reliability
    -Maintainability
    -Portability
    -Reusability
    -Application compatibility
    -Resource utilization
    -Serviceability

## 1.2 Scope

The HLD documentation presents the structure of the system, such as the database architecture, application architecture (layers), application flow (Navigation), and technology architecture. The HLD uses non-technical to mildly-technical terms which should be understandable to the administrators of the system.

# 2   General Description

## 2.1    Product Perspective & Problem Statement

The objective of this project is to analyze Amazon sales data by examining product pricing, customer ratings, and category trends to optimize sales strategies. This analysis aims to identify how price ranges, discounts, and ratings influence sales across categories, helping businesses improve pricing decisions, boost customer satisfaction, and increase profits.
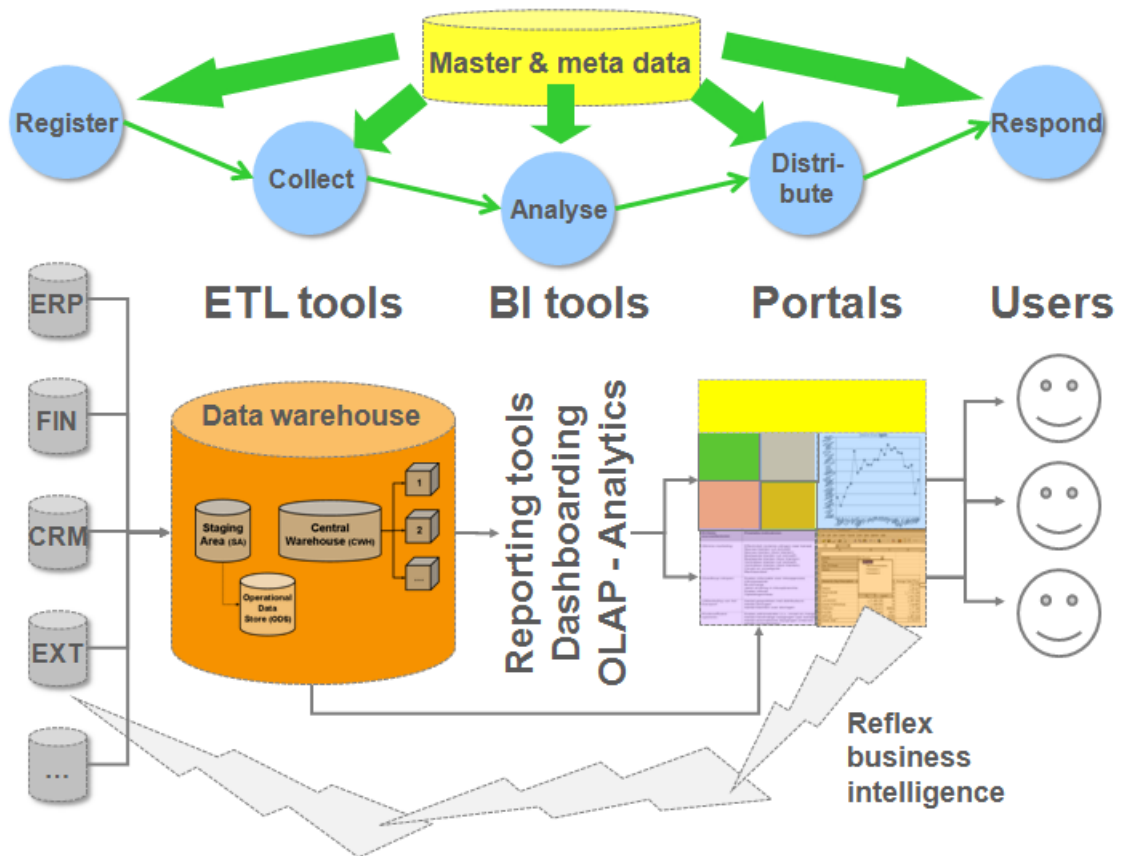
## 2.2    Tools used

Business Intelligence tools and libraries works such as Microsoft Excel, NumPy, Pandas, Microsoft Power BI, Jupyter Notebook and Python Programming Language are used to build the whole framework.

# 3   Design Details

## 3.1 Functional Architecture

Figure 1: Functional Architecture of Business Intelligence

## 3.2 Optimization

1. **Your data strategy drives performance**

   - Minimize the number of fields
   - Minimize the number of records
   - Optimize extracts to speed up future queries by materializing calculations, removing columns and the use of accelerated views
   - Remove Blanks, Null values

2. **Limit your filters by number and type**

   - Minimize the number of filters used: Having too many filters in a view can complicate the query and slow down result retrieval. Review your filters carefully and eliminate any that are not essential.

   - Include filters are more efficient than exclude filters because they do not require loading the entire domain of a dimension. This makes include filters faster, especially for dimensions with many members.

   - Continuous date filters, such as relative and range-of-date filters, leverage indexing in your database, making them faster than discrete date filters.

   - Computers process Boolean (true/false) and numeric values more quickly than string values

   - These can help reduce the query load and work across multiple data sources, improving performance

3. **Optimize and materialize your calculations**

   - Execute calculations within the database to leverage its processing power and efficiency
   - Reduce the complexity by limiting the number of nested calculations, as they can significantly impact performance
   - Finer granularity in calculations can lead to slower performance.

       I.   LODs (Level of Detail Calculations): Consider the number of unique dimension members involved in the calculation.

       II.  Table Calculations: The more data points (marks) in the view, the longer it will take to perform the calculations.

   - Calculating the average (AVG) is more resource-intensive than using MIN or MAX. Often, rows may be duplicated, and MIN or MAX can provide the same result more efficiently.

   - Like include filters, calculated groups only load named members of the domain, while Tableau's group function processes the entire domain.

# 4   KPI

Dashboards will be created to showcase and highlight key performance indicators (KPIs) and relevant metrics related to the disease.



As the system begins to collect historical and periodic data for each user, the dashboards will be updated to present charts that track progress over time, illustrating changes in various indicators and factors.

## 4.1 KPIs (Key Performance Indicators)

Key indicators displaying a summary of the Heart Disease Diagnostic Analysis and its relationship with different metrics

1. Total People
2. Total Patients and Average Patients
3. Blood Pressure Range by Age Group
4. Cholesterol Range by Age and Gender
5. Heart beats in Heart disease patients
6. Top 3 Chest pain types in Patients
7. Blood Pressure Types by Gender
8. Patient's details.

# 5 Deployment

Prioritizing data and analytics couldn't come at a better time. Your company, no matter what size, is already collecting data and most likely analyzing just a portion of it to solve business problems, gain competitive advantages, and drive enterprise transformation. With the explosive growth of enterprise data, database technologies, and the high demand for analytical skills, today's most effective IT organizations have shifted their focus to enabling self-service by deploying and operating Power BI at scale, as well as organizing, orchestrating, and unifying disparate sources of data for business users and experts alike to author and consume content.

Power BI prioritizes choice in flexibility to fit, rather than dictate, your enterprise architecture. Power BI Desktop and Power BI Service leverage your existing technology investments and integrate them into your IT infrastructure to provide a self-service, modern analytics platform for your users. With on-premises, cloud, and hosted options, there is a version of Power BI to match your requirements.

Amazon Sales: Price & Ratings Analysis

| | 3.24K **Avg Price** | Price Range: All | 4.09 **Average Rating** | Ratings: All | 1393 **Product Count** | Category: All |

**Avg Rating & Actual Price by Category**
Price • Rating
6.5K, 4.2K, 4.0K, 1.2K, 0.4K, 0.2K, 0.0K

**Cumulative Ratings Breakdown by Category**
1810 (32%), 116 (2%), 3747 (66%)

**Product Count**
911, 448, 27, 5, 1, 1

**Avg Rating & Discounted Price by Category**
Rating • Discounted Price
3.8K, 2.3K, 2.3K, 0.6K, 0.0K

**Categories Details**

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

**Avg Ratings by Price Range**
21.9K, 19.2K, 18.6K, 15.1K, 5.9K, 5.9K