



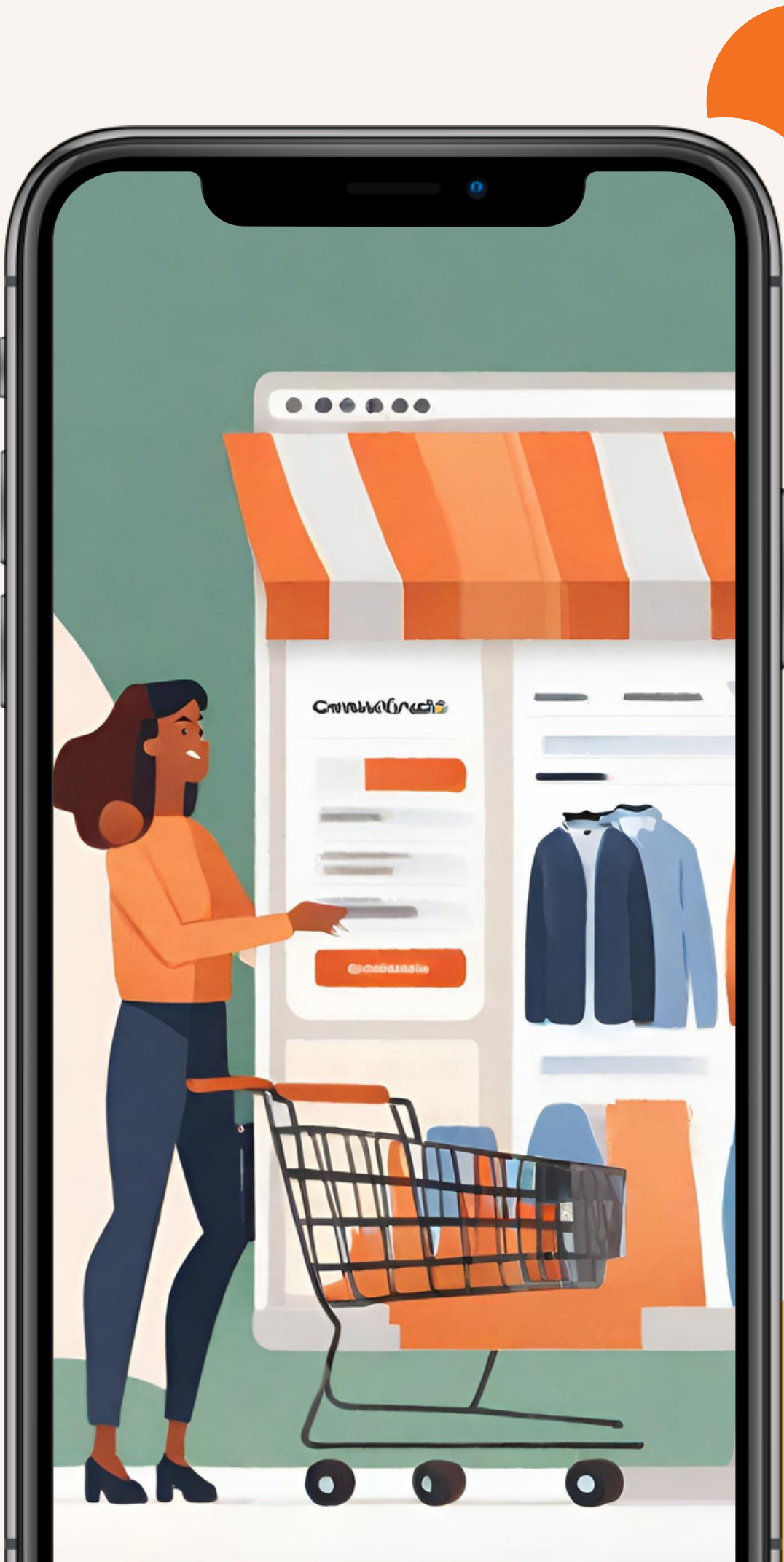
Amazon Products Insights for sales strategies



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Overview

- Dataset - 1.4M Products
- Business Problem
- Key Questions
- EDA
- Insights
- Answers and Conclusions



COLUMN	TYPE
Category Name	STR
Product Title	STR
Stars	Float
Units Sold	INT
Price	Float
Listed Price	Float
Discount Percentage	Float



We are an e-commerce brand that is working as an Amazon affiliate.

However we need to optimize sales strategies to maximize revenue by picking the star products and categories to promote.

Key Questions

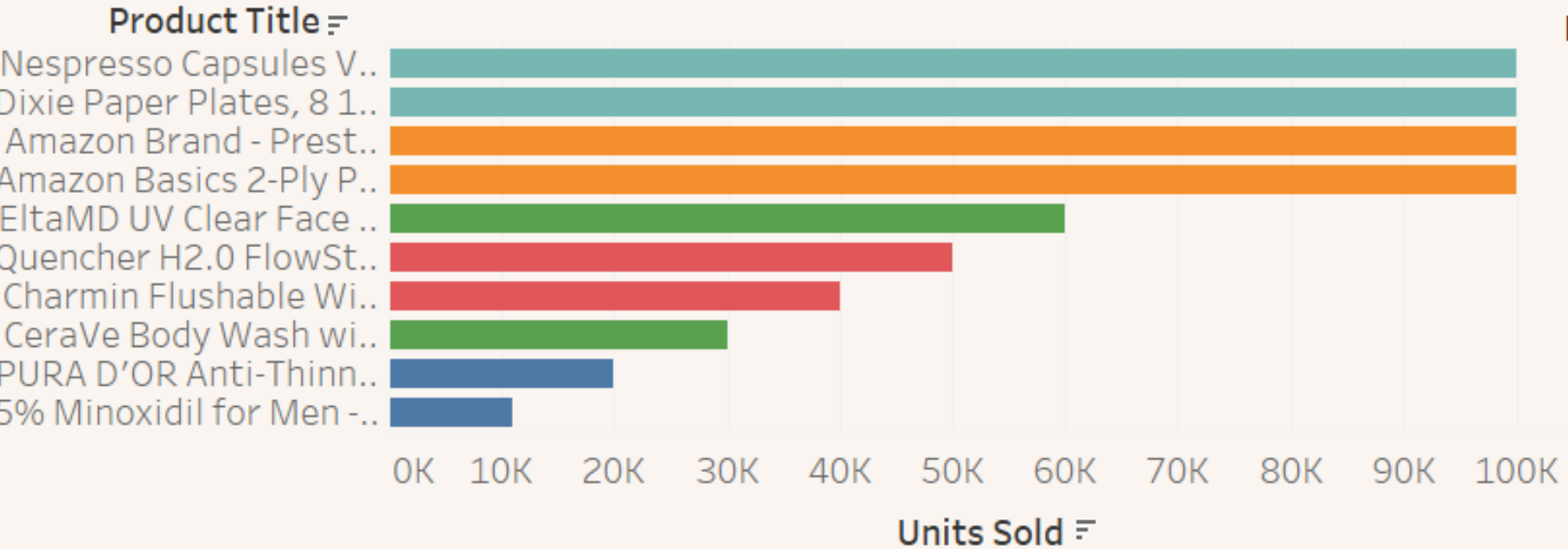
- 01** What were the TOP 5 Best-selling categories last month?
- 02** What is the most sold product of each one of these categories?
- 03** What are the most sold products with the highest rating?
- 04** Does the discount have any impact on the sales?
- 05** Is it possible to predict future sales based on this information?

TOP 5 SOLD CATEGORIES

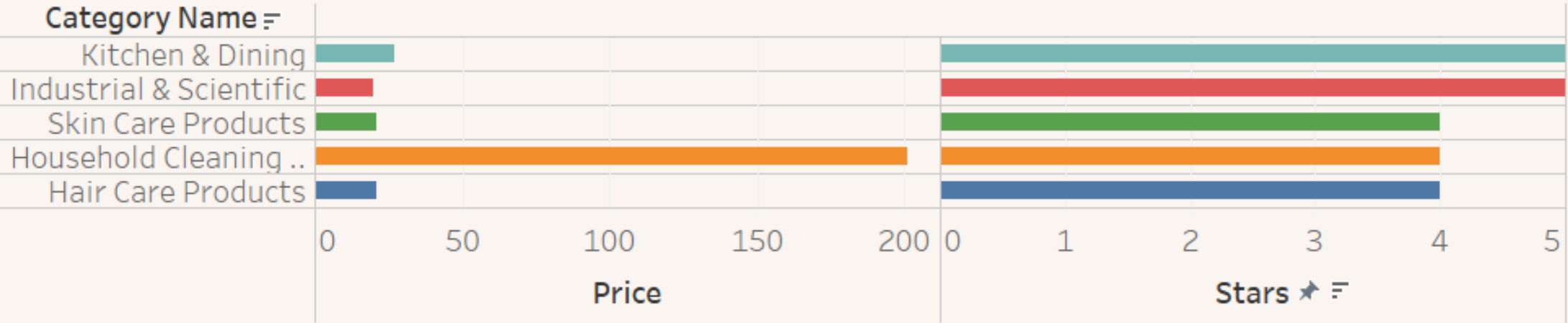


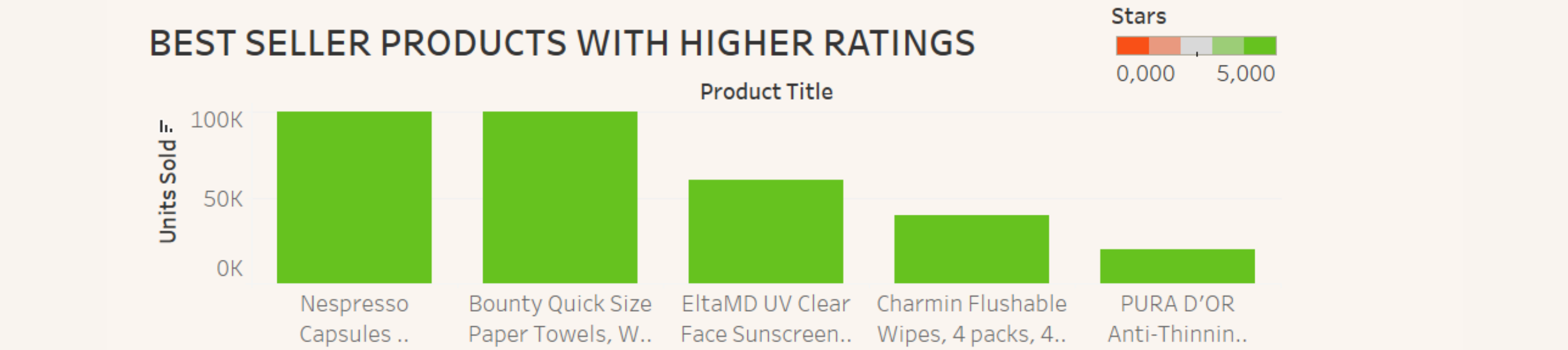
- Category Name
- Hair Care Products
 - Household Cleaning Supplies
 - Industrial & Scientific
 - Kitchen & Dining
 - Skin Care Products

TOP SOLD PRODUCTS OF EACH CATEGORY



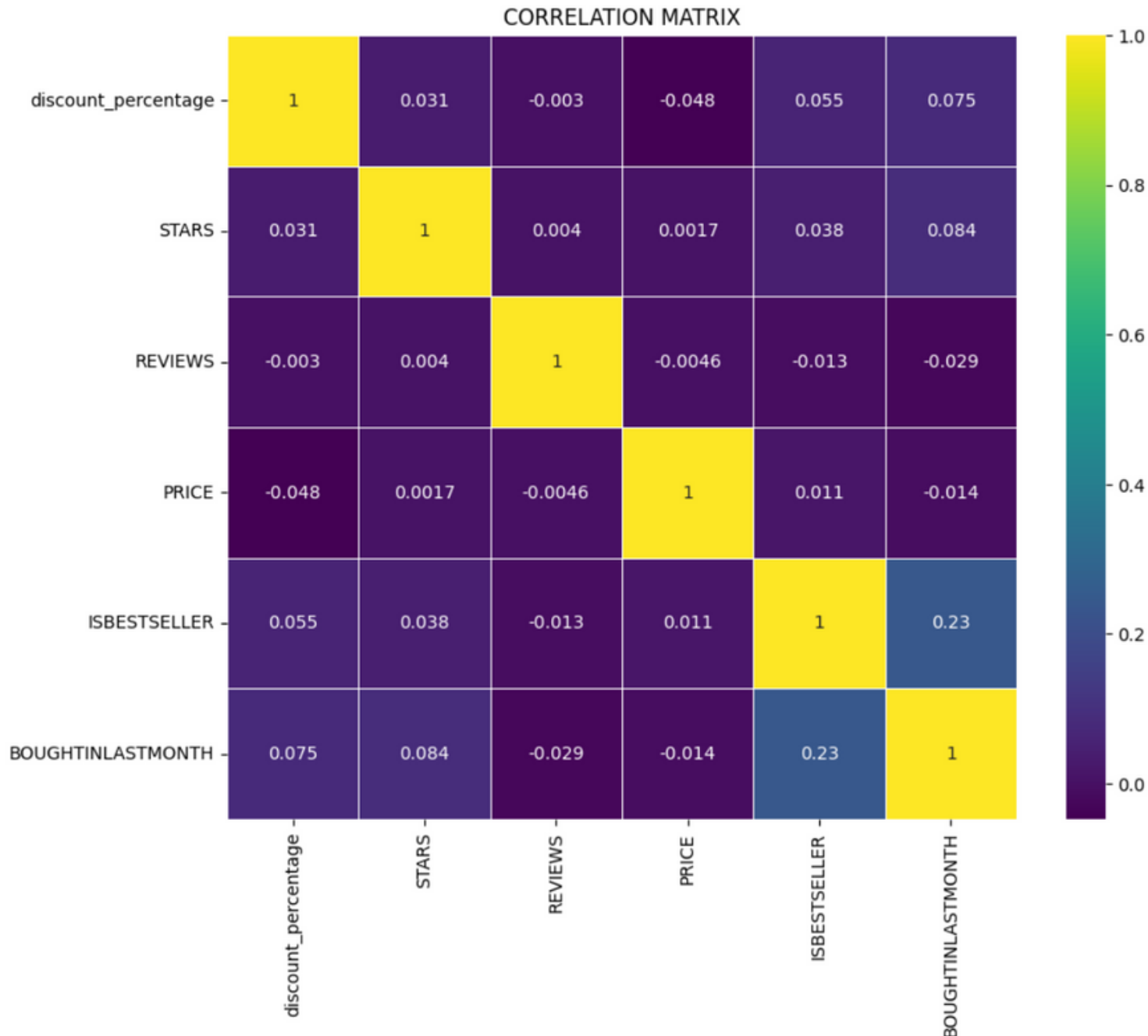
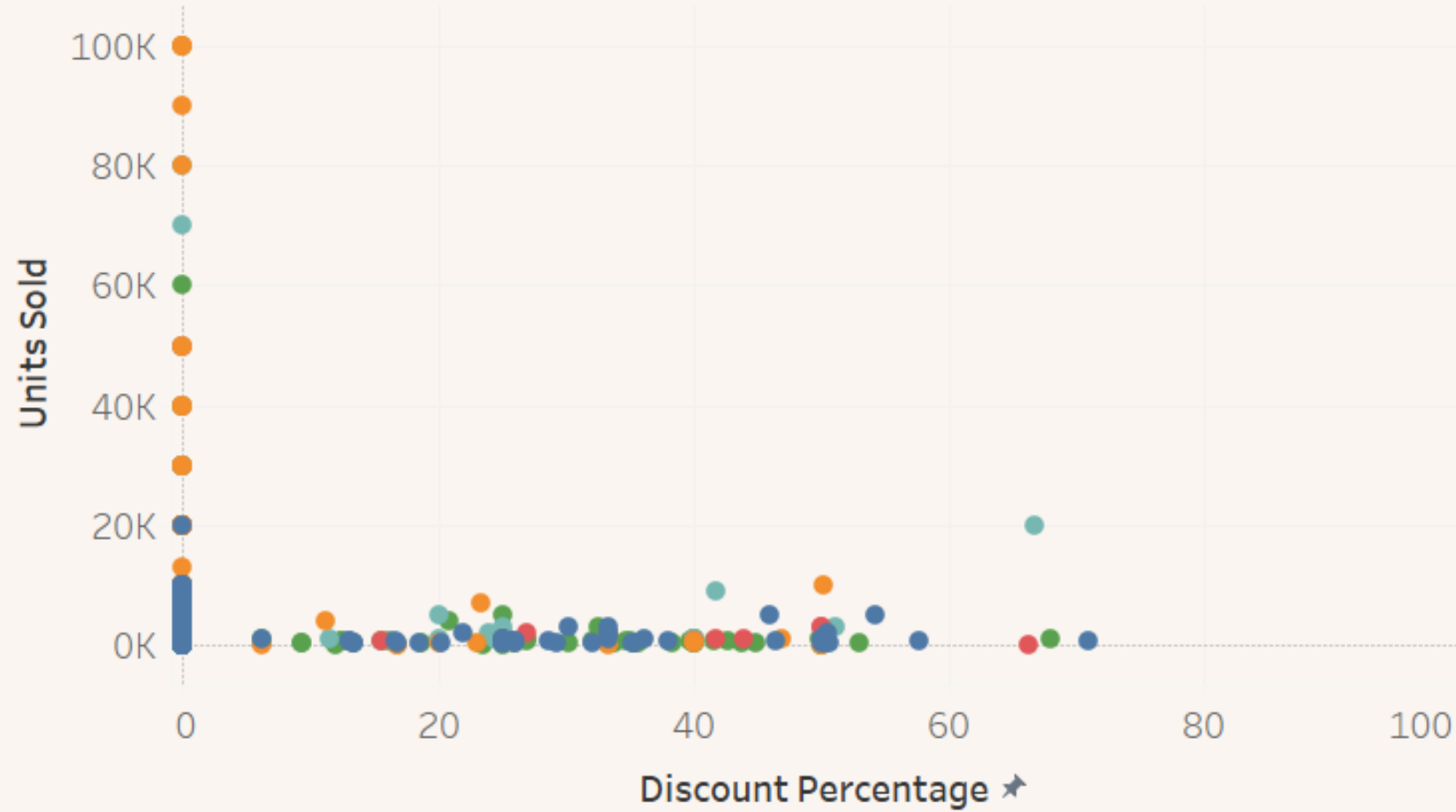
AVG RATING AND PRICE BY CATEGORY





CATEGORY NAME	Discount %	Product Title	STARS	REVIEWS	PRICE	ISBESTSELLER	BOUGHTINLASTMONTH
Hair Care Products	0.0	PURA D'OR Anti-Thinning Biotin Shampoo and Conditioner Natural Earthy Scent,Clinically Tested Proven Results DHT Blocker Thickening Products For Women & Men,Original Gold Label Hair Care Set 16oz x2	4,50	0	39.99	TRUE	20000
Household Cleaning Supplies	0.0	Bounty Quick Size Paper Towels, White, 8 Family Rolls = 20 Regular Rolls	4,51	0	24.42	TRUE	100000
Industrial & Scientific	43.403.093.721.	Charmin Flushable Wipes, 4 packs, 40 Wipes Per Pack, 160 Total Wipes	4,51	0	6.22	FALSE	40000
Kitchen & Dining	0.0	Nespresso Capsules VertuoLine, Medium and Dark Roast Coffee, Variety Pack, Stormio, Odacio, Melozio, 30 Count, Brews 7.77 Fl Oz (Pack of 3)	4,51	0	37.5	FALSE	100000
Skin Care Products	0.0	EltaMD UV Clear Face Sunscreen, SPF 46 Oil Free Sunscreen with Zinc Oxide, Protects and Calms Sensitive Skin and Acne-Prone Skin, Lightweight, Silky, Dermatologist Recommended, 1.7 oz Pump	4,51	0	41.0	FALSE	60000

UNITS SOLD - DISCOUNT PERCENTAGE



Conclusions



- Overall, most of the correlations in this matrix are very weak, indicating that the variables are not strongly related to each other.
- With this information, we can conclude that the best seller product performances are more influenced by the customer necessities based in other external factors not mentioned.
- The discount percentage doesn't have a meaningful impact on the sales, since the top sold products are barely discounted or not at all.
- We can not accurately predict any future sales with this insights, however we indeed were able to estimate the top products based on their sales performance and rating