

CASE STUDY

Explore Home and Kitchen Category: Navigate to the Home and Kitchen category on Amazon.in. You can usually find it in the main menu or through the search bar.





 <p>Butterfly Smart Mixer Grinder, 750W, 4 Jars (Grey) ★★★★☆ ~ 22,106 700+ bought in past month ₹2,699 M.R.P: ₹5,069 (47% off) Save extra with No Cost EMI ✓prime Get it by Tuesday, 13 June FREE Delivery by Amazon</p>	 <p>Philips GC181 Heavy Weight 1000-Watt Dry Iron, Pack of 1 ★★★★☆ ~ 21,648 500+ bought in past month Limited time deal ₹1,489 M.R.P. ₹1,545 (4% off) ✓prime Get it by Tuesday, 13 June FREE Delivery by Amazon</p>	 <p>KONVIO NEER 10 Inch Spun Filter (PP Spun) Cartridge Compatible for 10 Inch Pre-Filter Housing of Water... ★★★★☆ ~ 2,206 1K+ bought in past month ₹499 (₹124.75/count) M.R.P: ₹999 (50% off) ✓prime Get it by Tomorrow, 11 June FREE Delivery by Amazon</p>	 <p>Philips HL7756/00 Mixer Grinder 750 Watt, 3 Stainless Steel Multipurpose Jars with 3 Speed Control and Pulse... ★★★★☆ ~ 27,679 Limited time deal ₹3,699 M.R.P: ₹5,295 (30% off) ✓prime Get it by Thursday, 15 June FREE Delivery by Amazon</p>
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Fig 1. Research Products

Fig 1. showing the research made for the present case study.

KPI's considered to find the best-selling product are

1. Customer Reviews and Ratings:
2. Best Seller Rank
3. Featured or Sponsored Products [Best Selling].

Figure out a top selling product in the Home and Kitchen category in India and which has potential to be launched in the US Market. Look for product listings with high ratings and significant sales volumes.

Name	Reviews	Min of Best Seller Rank	Max of Ratings	Max of Sales volume
Electric Kettle	5367	14	4.10	1792
Dry Iron	26459	27	4.10	1475
Mixer Grinder	48067	53	3.80	1149
Induction Cooktop	58068	55	3.80	161
Steam Iron	40459	65	4.30	1142
Sandwich Maker	42933	75	4.20	1013
Induction Cooktop	33446	126	4.10	814
Kettle (Double walls)	35547	139	4.40	777
Electric Kettle	65076	183	3.90	708
Induction Cooktop	42126	335	4.20	521
Mixer Grinder	27679	427	4.10	437
Mixer Grinder	44527	803	3.90	297
Kettle	34236	1711	3.90	165
Total		14	4.40	1792

Fig 2: Power BI Snap

Fig 2: Power BI Snap is the data gathered from amazon for top selling products [electronic gadgets].

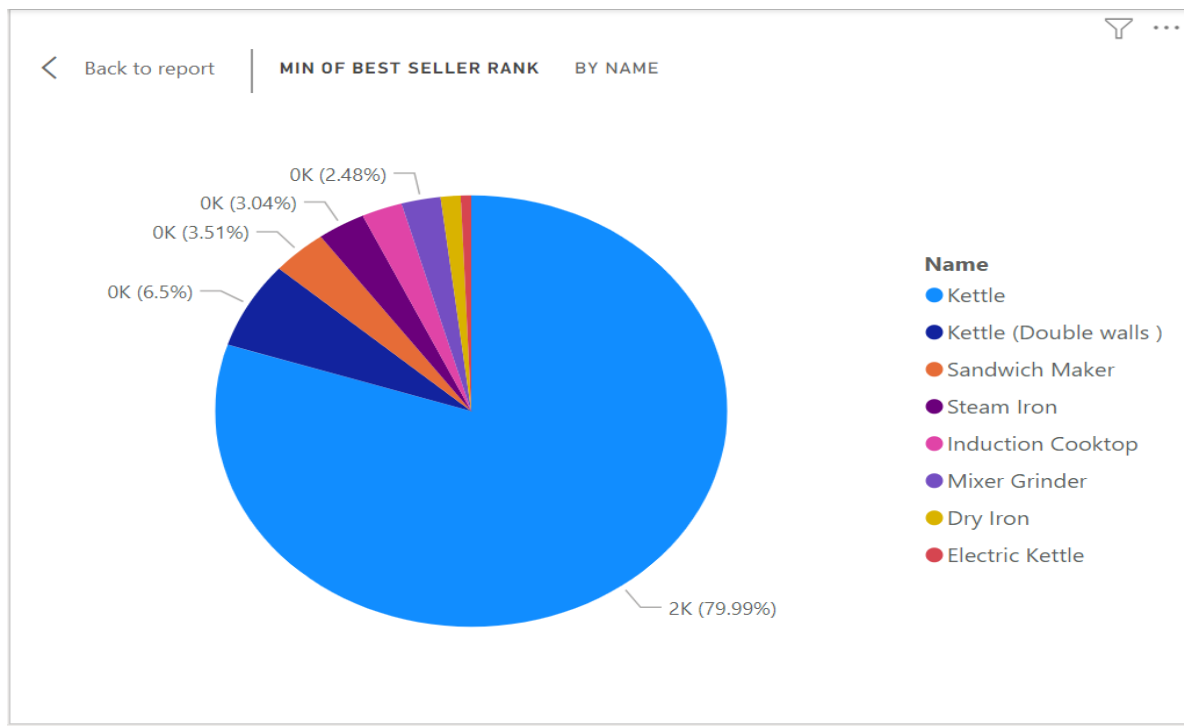


Fig 3: Graph on Min of BSR vs Name

Fig 3 shows ,Kettle has the top selling product. When considered the KPI of high ratings and significant sales volumes below is the graph showing the minimum the BSR the more is the product falls in top selling.

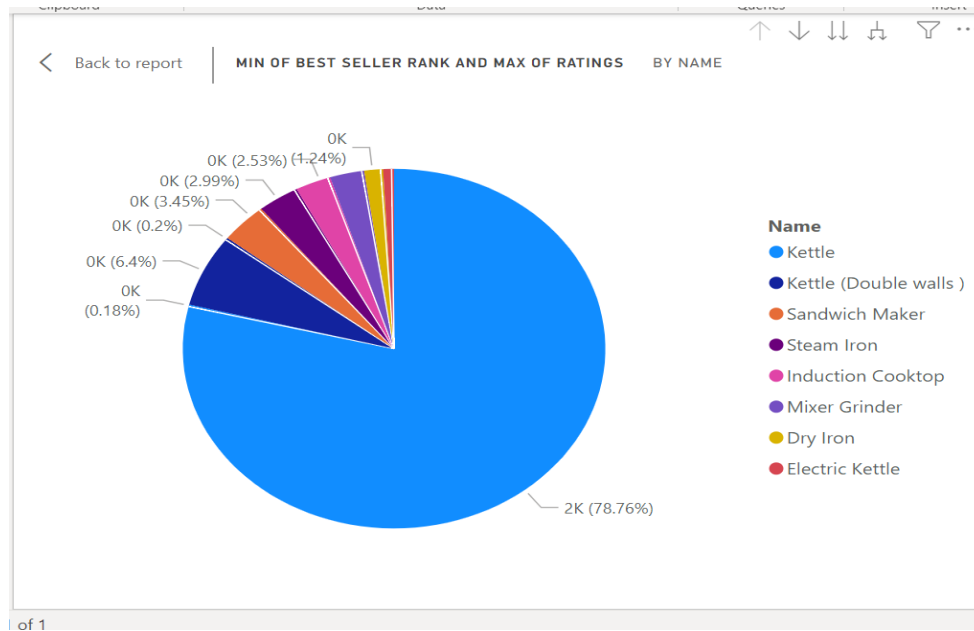


Fig 4: Graph of Min BSR vs Max Rating

Fig 4 shows Analysis of Top Products from Indian market In with the KPI Min BSR vs Max Rating .

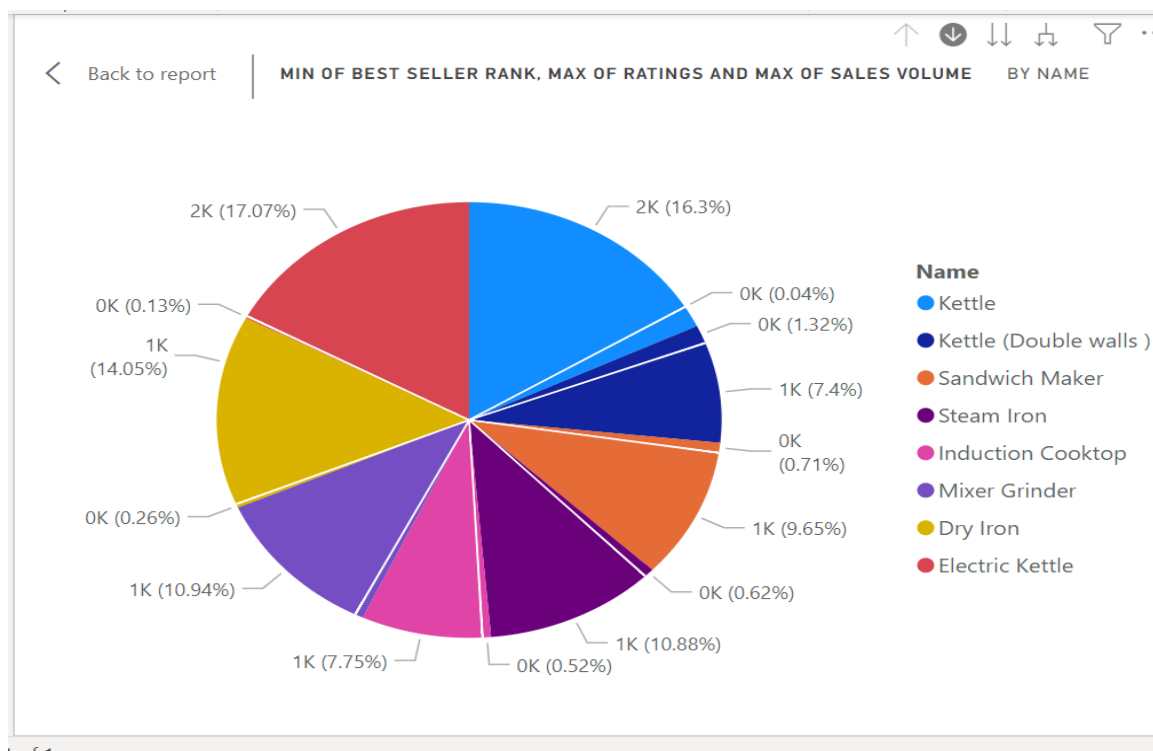


Fig 5: Graph of Min BSR vs Max Rating vs Max sales volume

Fig 4 and Fig 5 shows Analysis of Top Products from Indian market In with the KPI Min BSR vs Max Rating vs Max sales volume

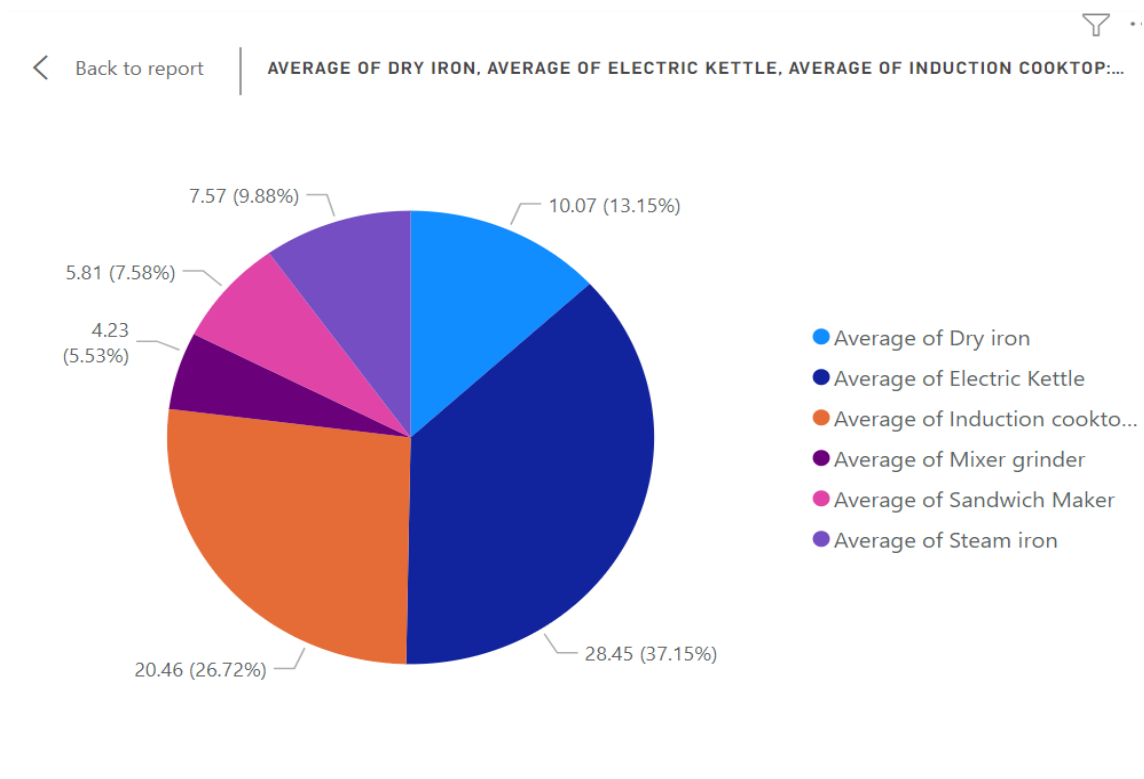


Fig 6: Graph of top Products

Fig 6 shows the order of TOP products and the top 3 are

1. Electric Kettle
2. Induction Cooktop
3. Dry Iron

For launching the identified products in the US market, highlighting the unique selling points, features, benefits, and advantages of each product based on the information provided:

1. Electric Kettle (Brand: Pegion):

Unique Selling Points:

- Affordable price point (₹549.00)
- Positive customer ratings (4.1 out of 5)

Features and Benefits:

- Quick and efficient boiling of water
- Convenient for making hot beverages like tea, coffee, or instant soups
- Safety features like automatic shut-off and boil-dry protection
- Compact and easy to use, suitable for home or office use
- Durable build quality, backed by positive customer reviews

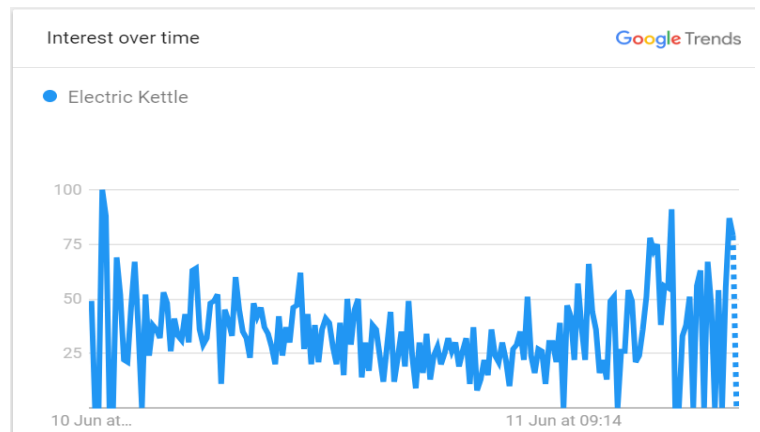


Fig 7: Google Trend analysis graph

The Fig 7 graph shows the analysis over time for product Electric Kettle .

2. Induction Cooktop (Brand: Pegion):

Unique Selling Points:

- High number of reviews and sales volume
- Competitive price (₹1,599.00)

Features and Benefits:

- Energy-efficient cooking method
- Precise temperature control and quick heating
- Safe and easy-to-clean cooking surface
- Portable and suitable for small kitchens or outdoor use
- Wide range of cooking options, including different heat levels and cooking modes

3. Dry Iron (Brand: Bajaj):

Unique Selling Points:

- High number of reviews and positive ratings (4.1 out of 5)
- Affordable price (₹639.00)

Features and Benefits:

- Efficient and effective ironing of clothes
- Non-stick soleplate for smooth gliding and preventing fabric damage
- Adjustable temperature settings for various fabrics
- Quick heating and evenly distributed heat for consistent results
- Lightweight and ergonomic design for comfortable handling

The identified products possess unique selling points that contribute to their **popularity and sales volume**. These include factors such as affordability, positive customer ratings, and competitive pricing. Additionally, each product offers specific features and benefits that appeal to consumers, such as quick boiling for electric kettles, energy-efficient cooking for induction cooktops, and efficient ironing for dry irons.

Launching these products in the US market can capitalize on their unique selling points and cater to the demands of consumers who value affordability, positive customer reviews, and specific functionalities. By emphasizing these advantages in marketing and promotional campaigns, along with the increasing market demand indicated by tools like Google Trends, the product by analysis can have successful entry into the US market.

Research the demand for similar or related products in the US market. Analyse market trends, consumer preferences, and potential target audience for the above product.

1. Electric Kettle:

- **Market Research:** The demand for electric kettles in the US has been steadily growing due to the convenience and time-saving benefits they offer. Analysis of Google Trends data is revealing a consistent upward trend in search volume for electric kettles in the US over the past few years, indicating a strong and sustained interest from consumers.
- **Consumer preferences:** Existing competitors in the US market offer a range of electric kettles targeting different segments, such as great design for travellers or large capacity kettles for families.
- **Potential target audience:** The target audience for electric kettles in the US includes students, young professionals, busy individuals, and households with a preference for convenience and time-saving solutions.

2. Induction Cooktop:

- **Market Research:** The US market for induction cooktops has been experiencing growth driven by the rising popularity of energy-efficient cooking solutions and the increasing trend of smaller kitchen spaces. Analysis of Google Trends data shown a significant increase in search volume for induction cooktops in the US, indicating a growing interest among consumers.
- **Consumer preferences:** Established brands in the US market offer a variety of induction cooktops with different sizes, power levels, and features to cater to the diverse needs and preferences of consumers.
- **Potential target audience:** The target audience for induction cooktops in the US includes young professionals, urban dwellers, small families, and those seeking energy-efficient and space-saving cooking solutions.

3. Dry Iron:

- Market Research: The demand for dry irons in the US remains steady, with a focus on reliability, performance, and ease of use. Google Trends data shown a consistent search volume for dry irons in the US, suggesting a continued interest from consumers.
- Consumer preferences: Established brands in the US market offer a range of dry irons with different designs, features, and price points, catering to various consumer segments.
- Potential target audience: The target audience for dry irons in the US includes households, working professionals, students, and individuals who prioritize wrinkle-free clothing and value the convenience of ironing at home.

While doing this, also list down the top 10 products in the Home and Kitchen Category in US (Amazon.com) and capture their pricing, variations, and what the customers are finding the most valuable with respect to the top products. Try to capture patterns in our analysis of the top products

A	B	C	
Product Name	Cost	Variations	
Instant Pot Duo	50-150	Different sizes, 3-quart, 6-quart, and 8-quart	
Keurig Coffee Maker	80-200	Different models with varying cup sizes, programmable settings, brewing options	
Robot Vacuum	20-50	Various cleaning technologies, navigation systems, and smart home integration.	
Lodge Cast Iron Skillet	80-300	Different diameters and handle lengths	
Ninja Blender	20-800	Varying power, capacity, and blending functions	

Fig 8: Table with Top Products

Fig 8 shows the top products in US market. The patterns reflect the importance of offering options and customization to cater to different customer preferences and needs. Customers appreciate the ability to choose the right size, functionality, and features that align with their specific requirements and budget.

