**Project Title: Amazon Product Review Analysis**

**Overview:**

Analyzed an Amazon product dataset to understand how discounts and product categories influence customer ratings. Focused on real-world business insights using Python, Pandas, and Seaborn in a Google Colab notebook.

**Problem:**

Do deeper discounts actually improve customer satisfaction (as measured by ratings)?

Which categories consistently earn high reviews, and how should businesses respond?

**Approach:**

* Cleaned raw product data with inconsistent formats (e.g., "64%" → float)
* Created new features: `high\_discount`, `rating\_bucket`
* Grouped and visualized data to find review trends
* Measured correlation between discount % and ratings

**Key Insights:**

* Electronics and Fashion are the most reviewed categories
* Books and Home Decor receive the highest ratings
* Correlation between discount and rating: **-0.16** (slightly negative)

**Business Impact:**

* Discounting doesn't improve customer satisfaction — quality matters more
* Prioritize post-sale care for discounted items to prevent negative reviews
* Invest in top-rated categories for marketing and restocking **Tech Stack:**

Python, Pandas, Seaborn, Matplotlib, Google Colab

**Links:**

GitHub: <https://github.com/suryaprakash737/amazon-product-review-analysis>