**Amazon Report**

1. High Growth in Electronics but Declining Rating:

Although there is high demand of electronics items but still there is a decline seen in the ratings from 4.2 to 3.8 which needs to be checked.

1. Underperformance of kitchen and Home Category:

Very less growth and demand is seen in this category, though it’s a daily necessity but still needs to work more to bring a large share of customers to this category.

1. Almost no correlation between discount and ratings:

This made us realise that ratings given by customers do not depend much on the discounts they got while making the purchase but the product itself and after purchase services.

1. Negligible discount on computer accessories:

Total of 0K to 1K is discount is given on computer accessories which is causing a gradual decline in purchases and ratings. Lesser variety is also a key factor responsible for this.

1. Discount and Ratings relation:

From the tables generated in dashboard, it is clearly visible that 65% of discount is the threshold (4.07 rating ) above which the rating declines and below which the rating increases for majority of products.

Recommendations:

1. Increase the discounts in computer accessories category to cover a large share of potential buyers.
2. Increase variety in home and kitchen category to build trust and brand value.
3. Need to check which products are doing well in electronics category and which not to filterout / discontinue some products based on past performance and reviews.