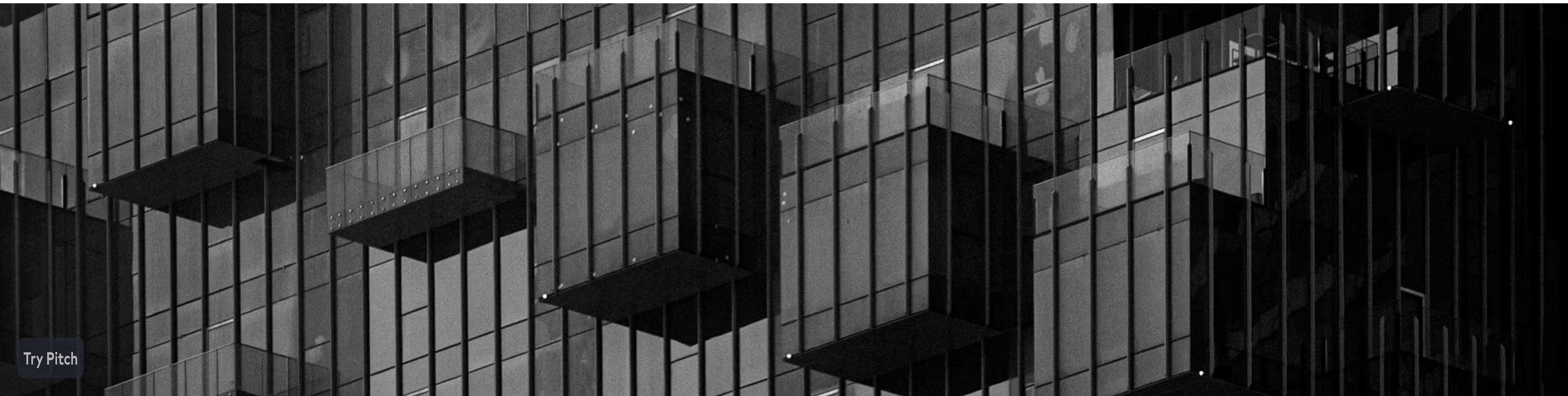


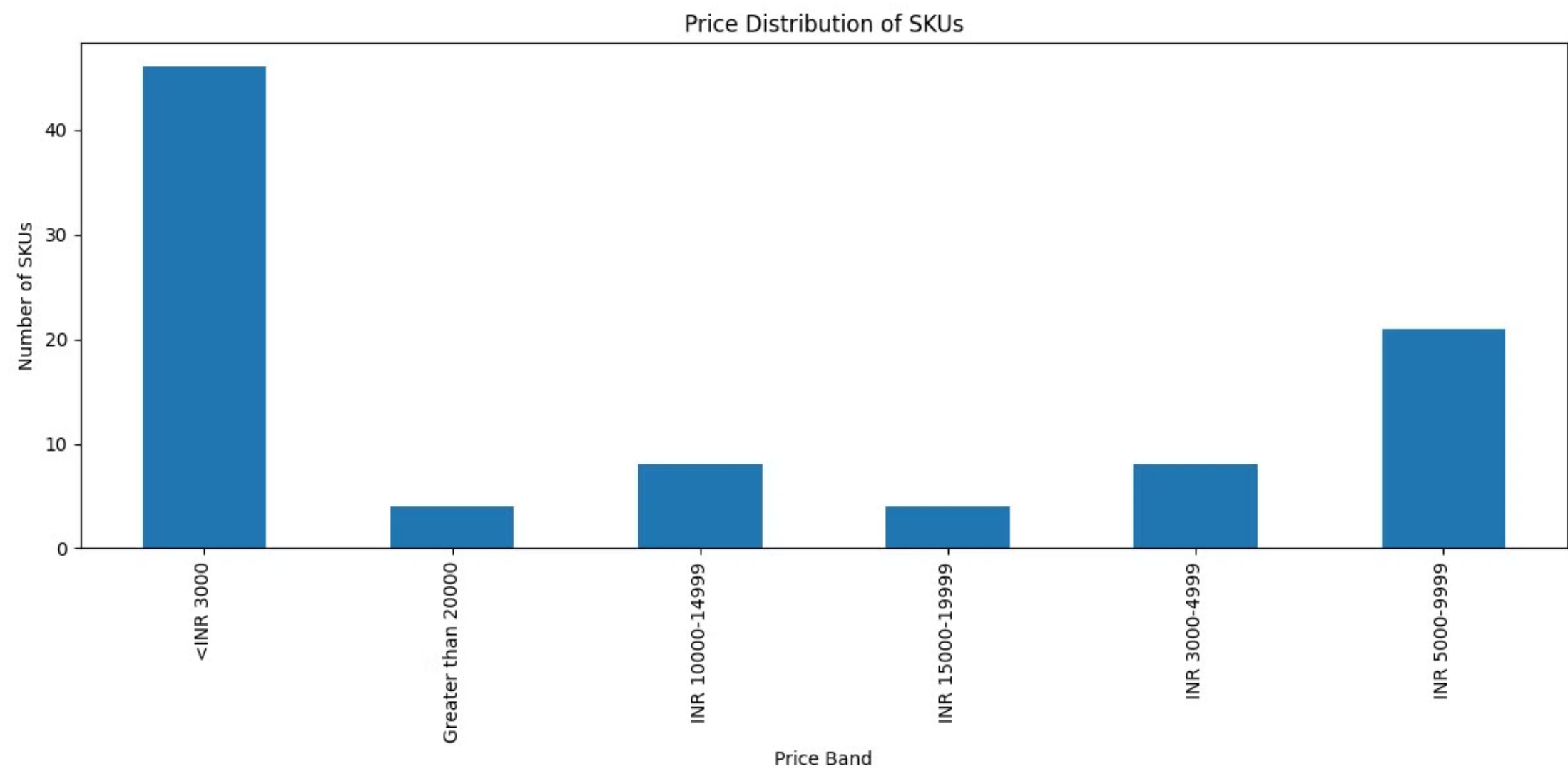
23 07 2024

Data Scrapping and Analysis Report

for Circuit House Technologies



Results after Scrapping Amazon Data



Price Distribution of SKUs post scrapping

This is after scrapping 91 products which fell into the category of "Smart Lock"

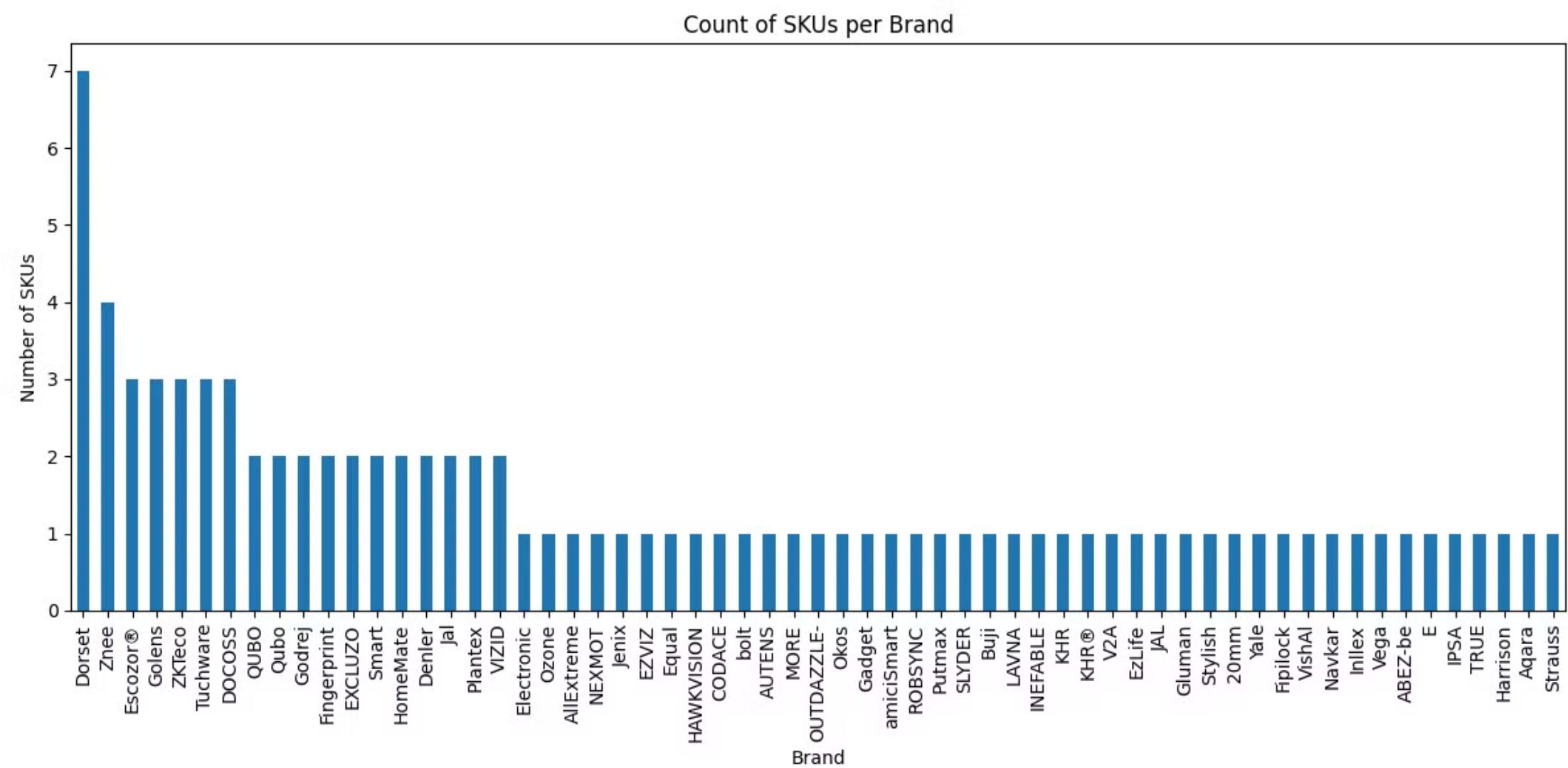
Results after Scraping Amazon Data

Price Band	
<INR 3000	46
Greater than 20000	4
INR 10000-14999	8
INR 15000-19999	4
INR 3000-4999	8
INR 5000-9999	21

Price Distribution of SKUs post scraping

This is after scraping 91 products which fell into the category of "Smart Lock"

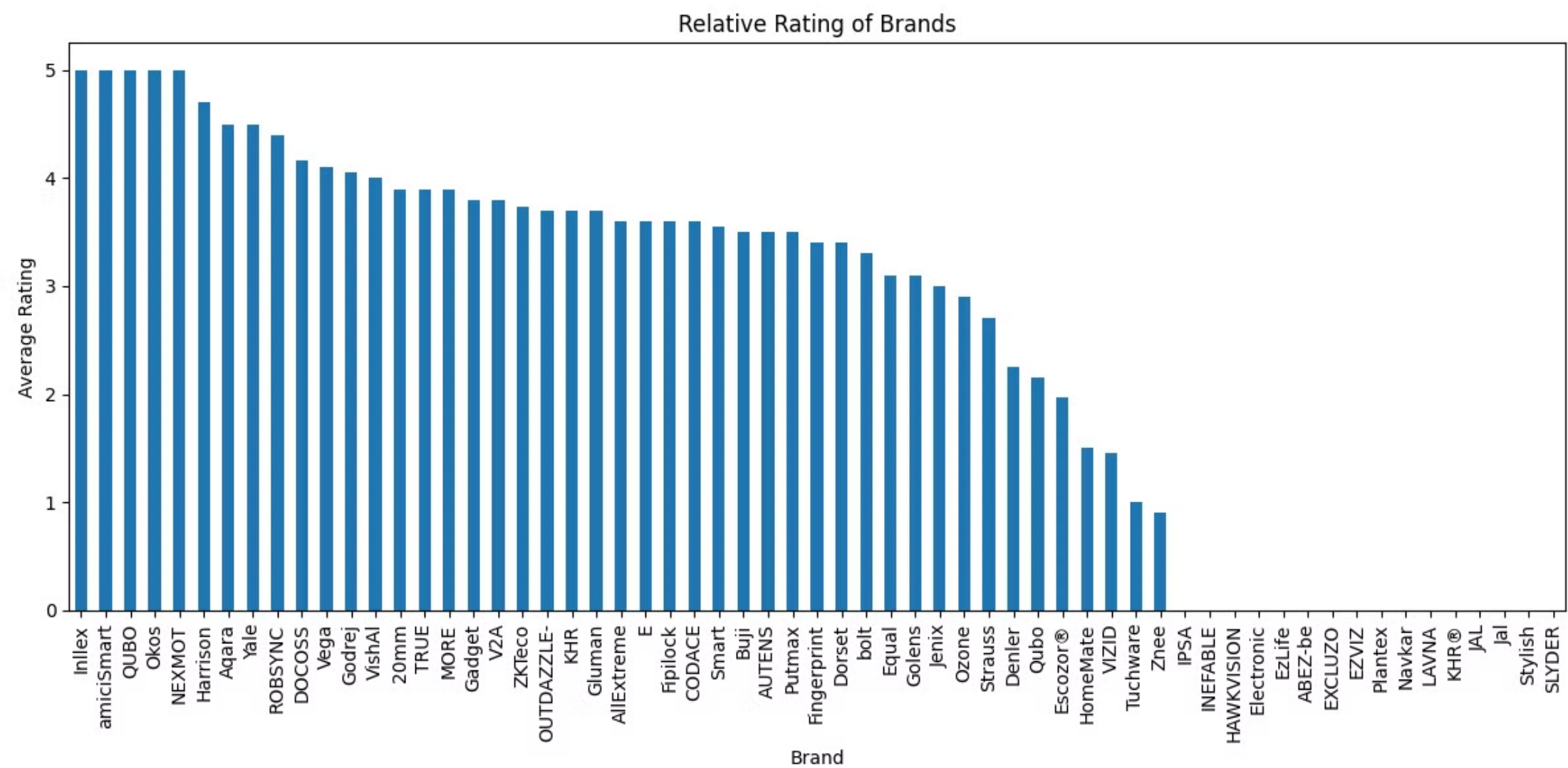
Results after Scraping Amazon Data



Count of SKUs per Brand

This is after scraping 91 products which fell into the category of "Smart Lock"

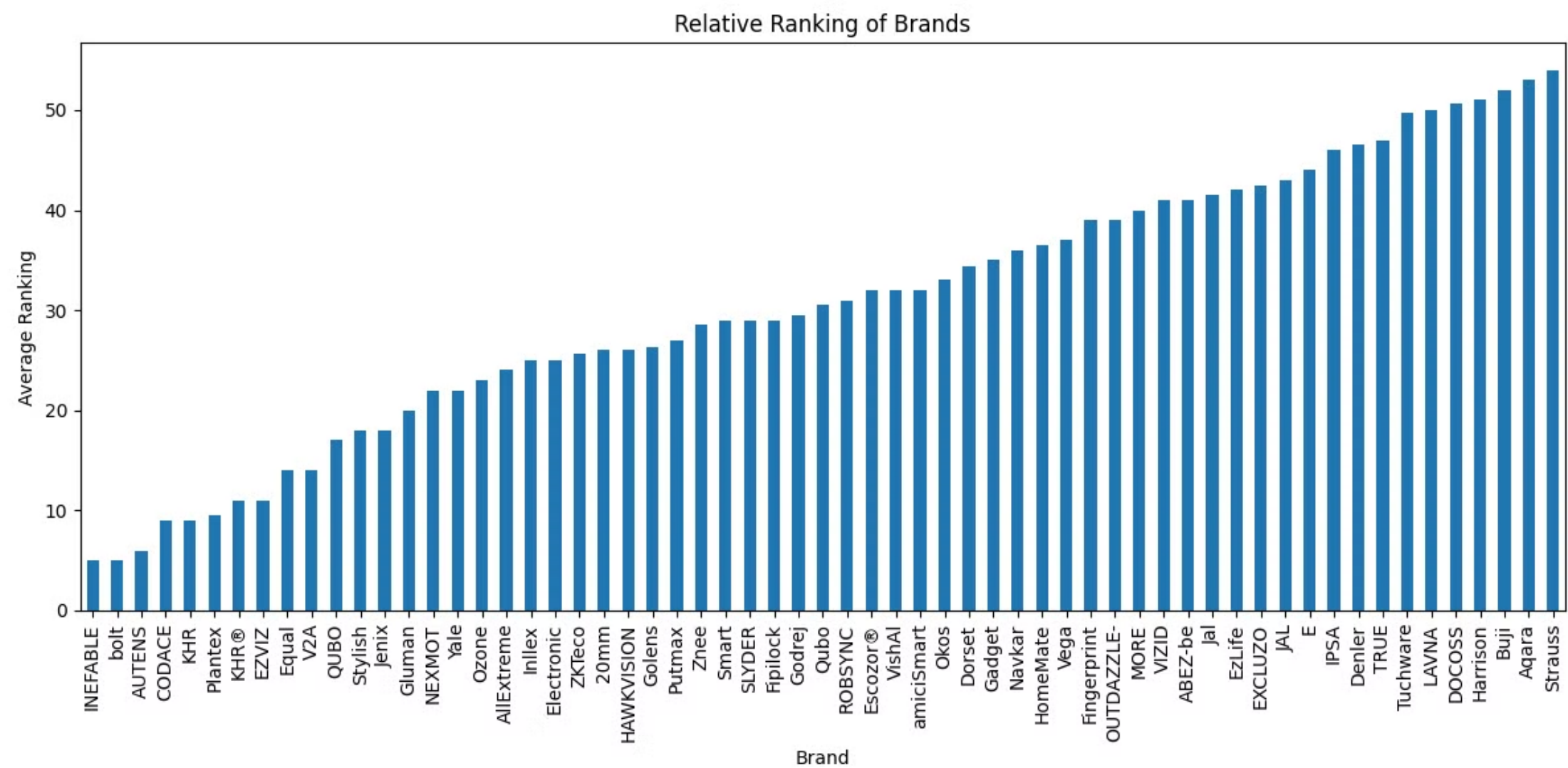
Results after Scraping Amazon Data



Relative Rating of Brands

This is after scraping 91 products which fell into the category of "Smart Lock"

Results after Scraping Amazon Data



Relative Ranking of Brands

This is after scraping 91 products which fell into the category of "Smart Lock"

Price Distribution Insights

- Majority of SKUs priced below INR 3000
- Significant presence in premium segment (INR 5000-9999)
- Potential gap in mid-market offerings

Brand Distribution Analysis

- Diverse and fragmented market with many brands
- Market leaders: Dorset (7 SKUs), Zipee (4 SKUs)
- Several brands with 3 SKUs each (e.g., Godrej, Scoop)



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