

Does Color Complexity Drive Demand? Avg Review Count by Color Tier × Category

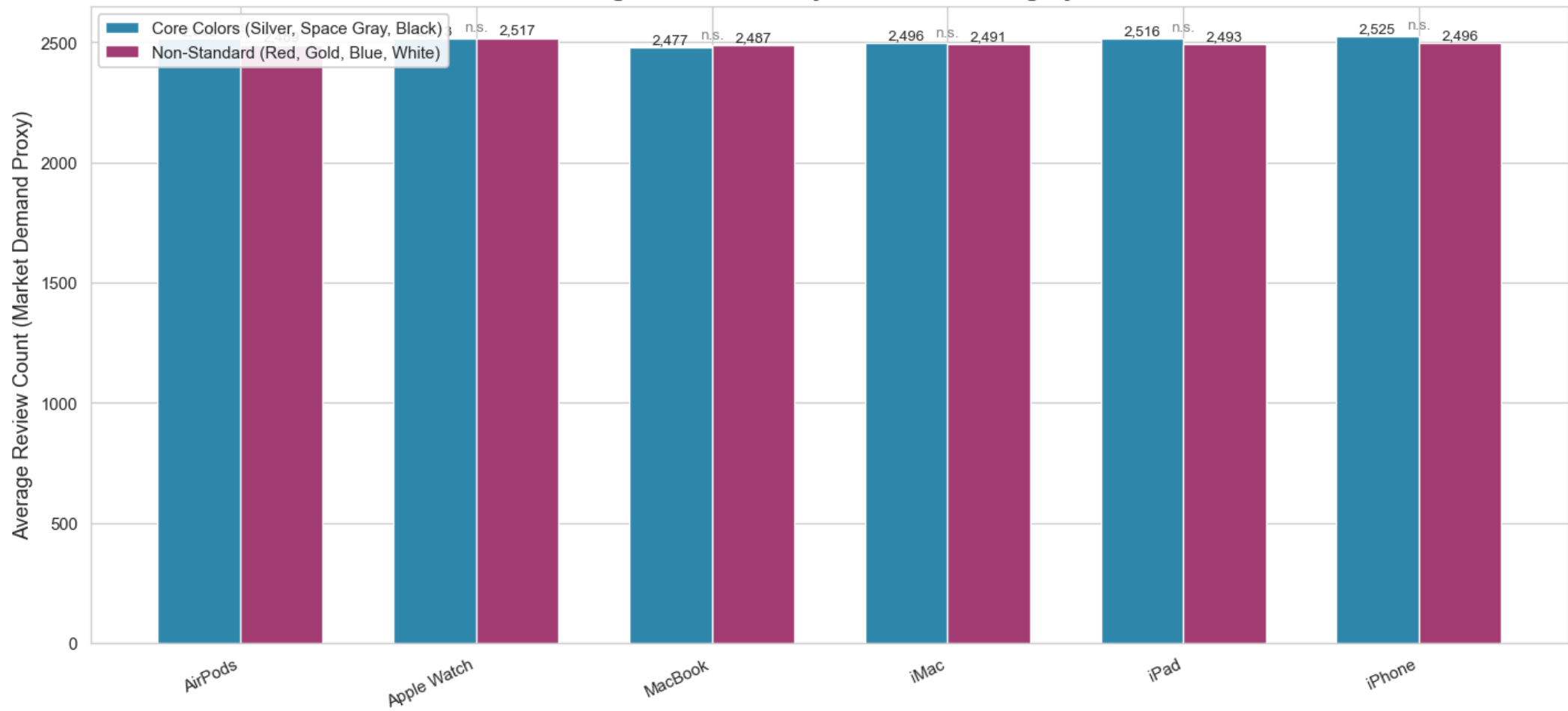


 TABLE 2: Color Complexity ROI by Category

Category	Core Median Reviews	Non-Std Median Reviews	Demand Lift	p-value	Verdict
AirPods	2532.0	2472.0	-2.4%	0.243909	x No significant lift
Apple Watch	2507.5	2538.0	+1.2%	0.861333	x No significant lift
MacBook	2475.0	2466.0	-0.4%	0.682207	x No significant lift
iMac	2531.0	2473.0	-2.3%	0.806051	x No significant lift
iPad	2522.0	2469.0	-2.1%	0.298682	x No significant lift
iPhone	2539.5	2508.0	-1.2%	0.206879	x No significant lift

GLOBAL TEST: Mann-Whitney U = 1,228,857,231, p = 0.202751

Conclusion: No measurable global effect – category-specific analysis is what matters