

# Consumer Reports Data Exploration Summary

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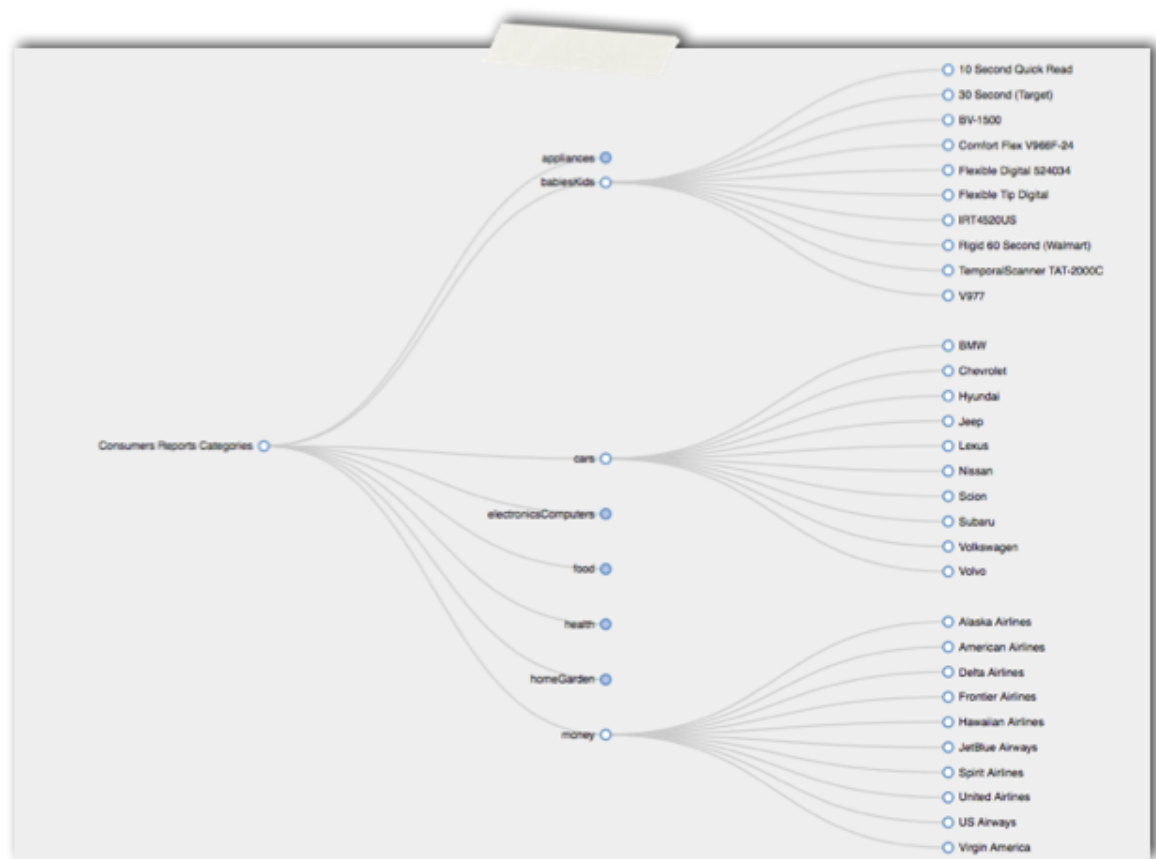
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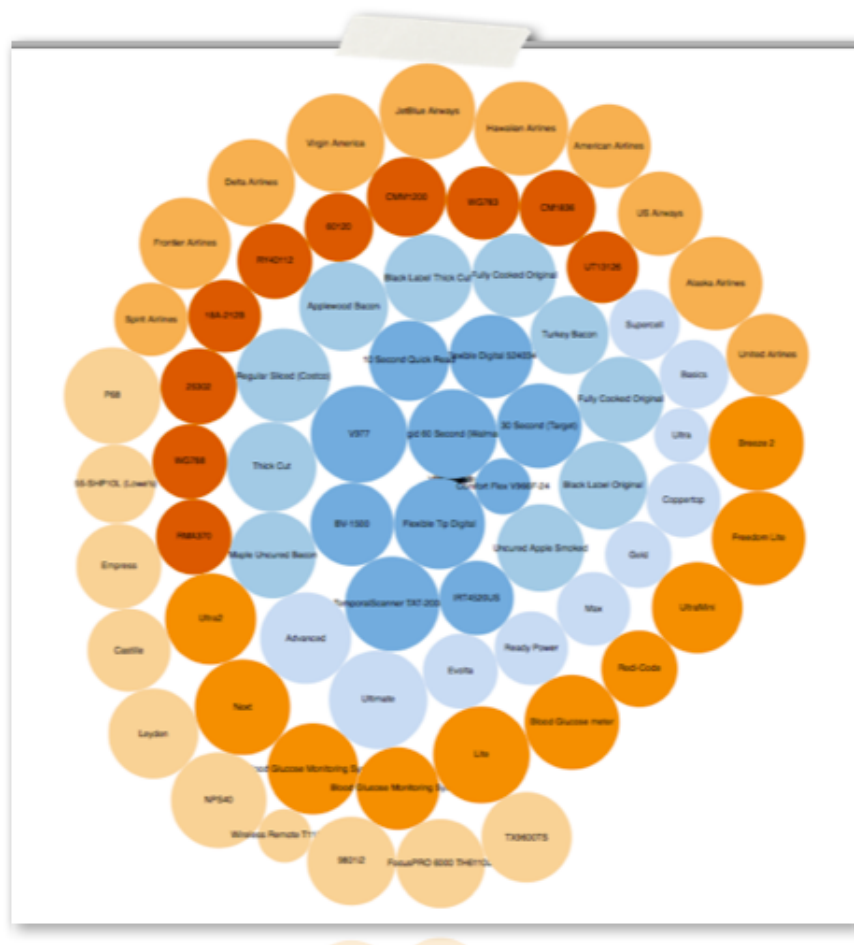
## Summary

As a first attempt, I created a data tree map of the consumer reports categories to visualize the huge database, and get an idea of which categories contain the largest number of products.

For a more focused exploration, I looked into the following features across all product categories:

1. Number of products that were a Best Seller/Best Buy and were recommended by consumer reports.
2. Product Overall Score, Overall Score Min, Overall Score Max





### Best Seller / Best Buy and is Recommended Features

The analysis shows that a total of 2324 products are recommended. There are 26 products marked as best seller, and only 8 products are marked as both best seller and recommended. The analysis show that there are 538 products marked as best buy, and all of them are also recommended.

Description of Best Seller and Best Buy in the Consumer reports website is not clear to distinguish between these two features.

This analysis shows that there is low correlation between a product being recommended and being a best seller product.

## Overall Score, Overall Score Min, Overall Score Max Features

This analysis looks into the overall score of a product in a given category. First we normalize the product score by considering the overall maximum score a product has in each of the 8 main categories. The following formula is used:  
Calculate NewScore = OverallScore \* 100 / OverallScoreMax

Figures below show the products new overall score in each category. This helps in the ranking of products in each category. Additionally, it gives an overview of the density of the products in each category and their score variance.

