

ANALYSIS OF THE NUMBER OF TESTED AND RATED PRODUCTS AS COMPARED TO THE TOTAL NUMBER OF PRODUCTS

Mangala Gowri

I analysed all the product categories to obtain the following information

- Total number of products in each sub-franchise
- Number of tested products in the sub-franchise
- Number of rated products in the sub-franchise

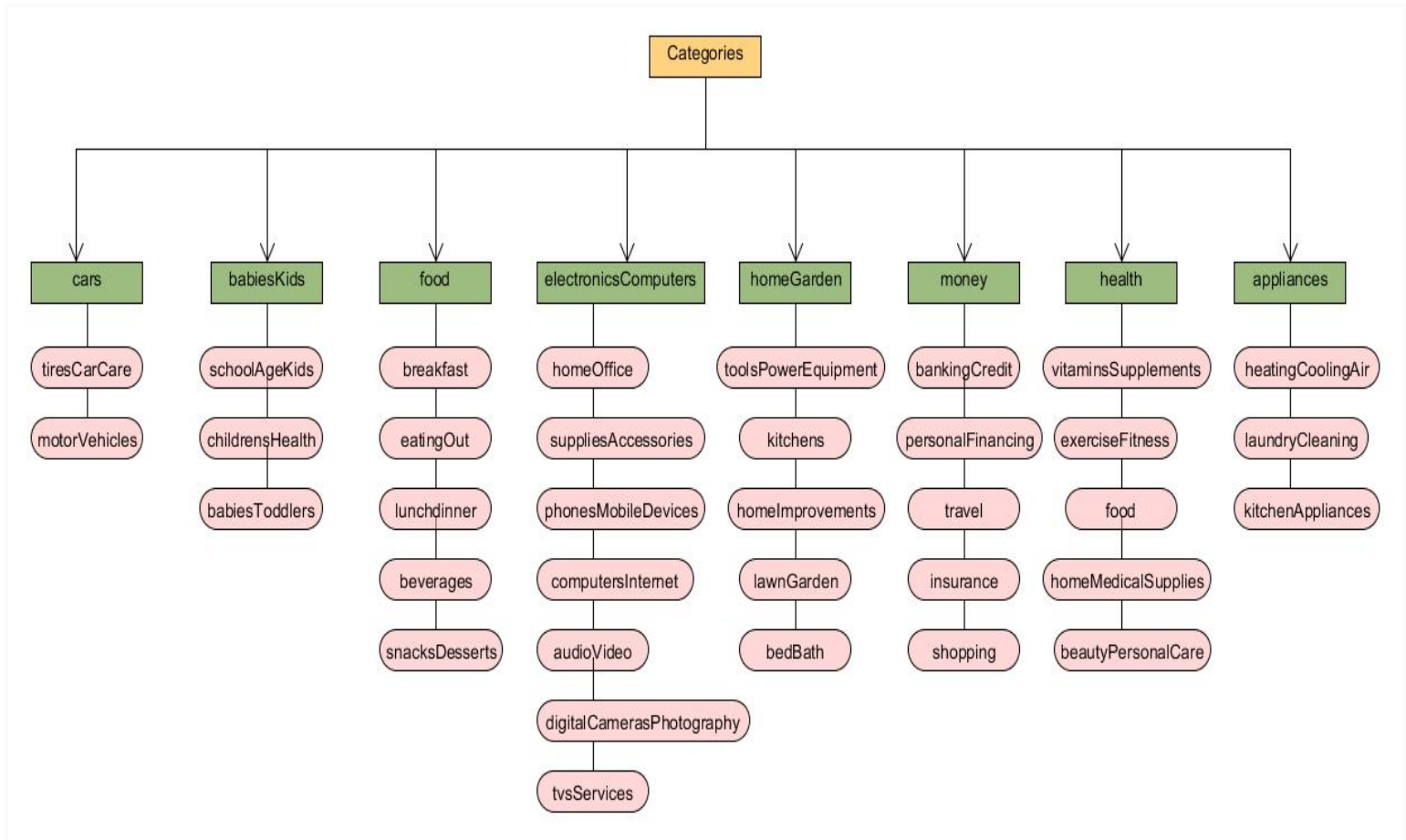
METHODOLOGY

I first extracted all the franchise names and obtained the JSON file for them. I then parsed the JSON file to go to the level of sub franchises via the downLevel parameter. I then accessed "productsCount", "testedProductsOnlyCount" and "ratedProductsCount" parameters for my analysis. The main aim of this analysis was to find out what percentage of products were tested and rated before being presented to the end user.

This information is presented in the form of a grouped bar plot where for each sub franchise, the number of products, rated products and the tested product count are depicted.

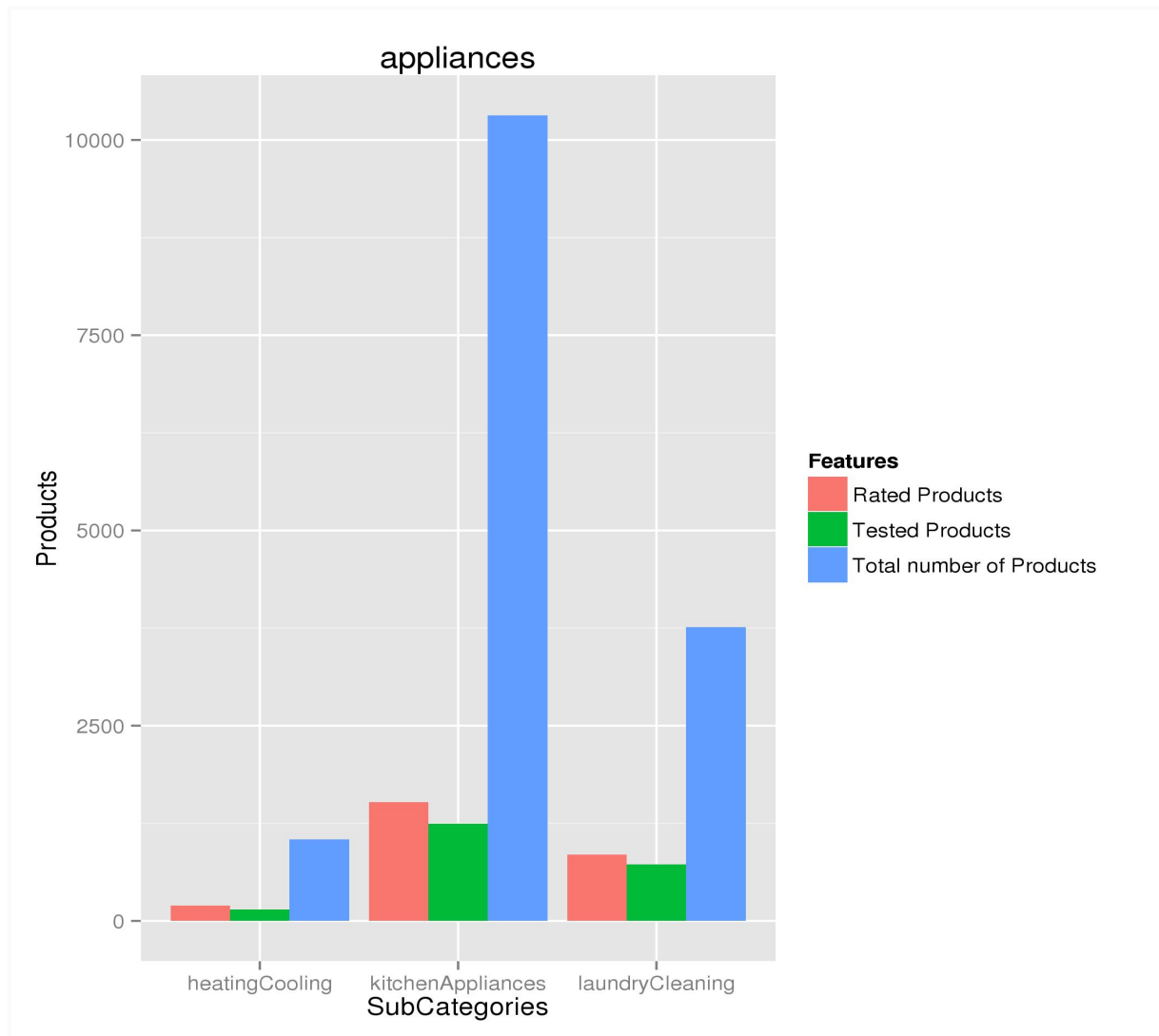
The main observation is that not all products listed on the consumerreports database have been tested and rated. While the exact number differs across categories, the general observation stands.

The following figure shows the category hierarchy as uncovered by the data analysis



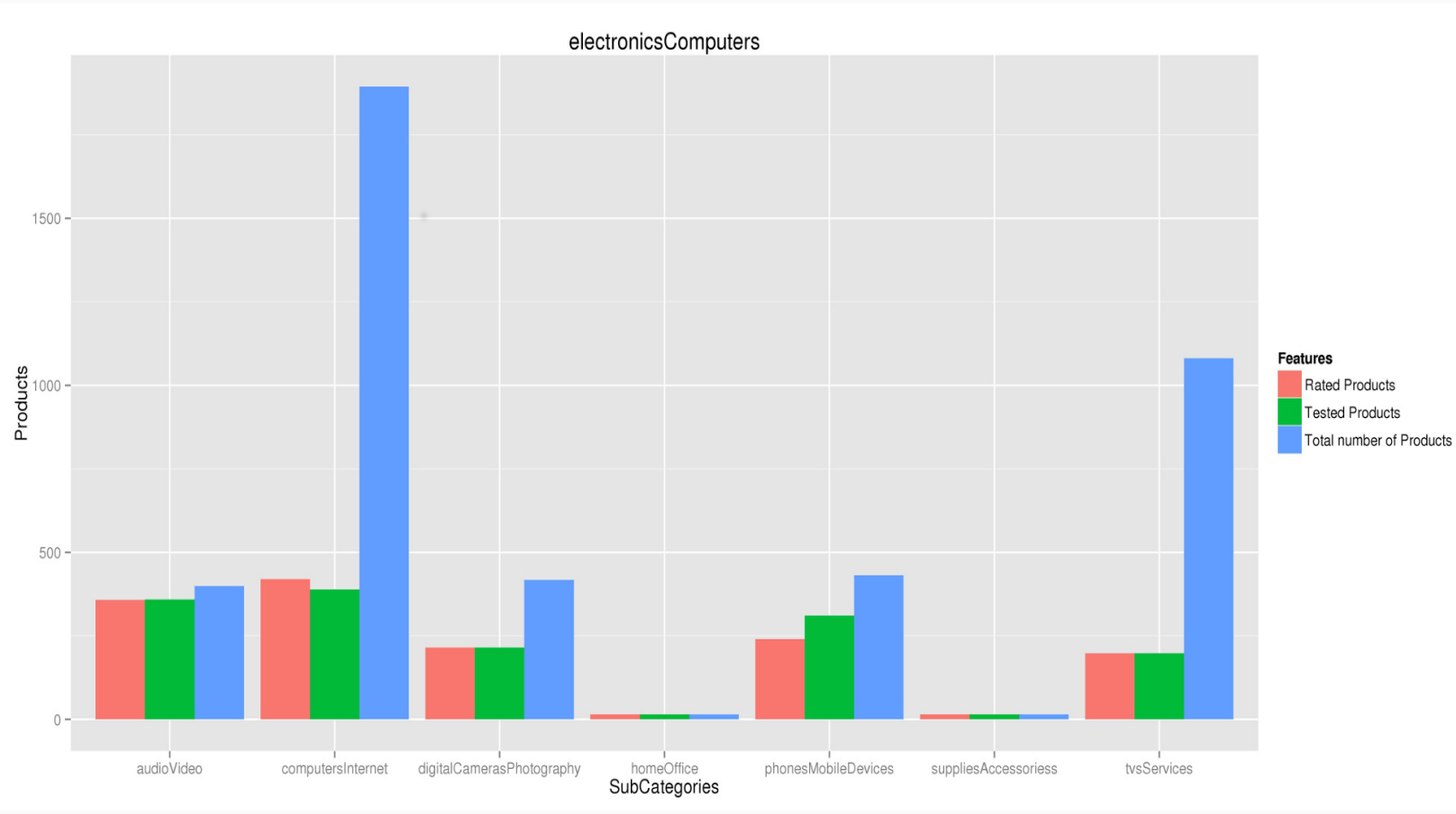
APPLIANCES

The total number of products in each sub franchise is far greater than the ones that have been tested and rated. This is probably due to many products being similar ie. belonging to a common group of product family where testing one item gives a general opinion about all other similar items.

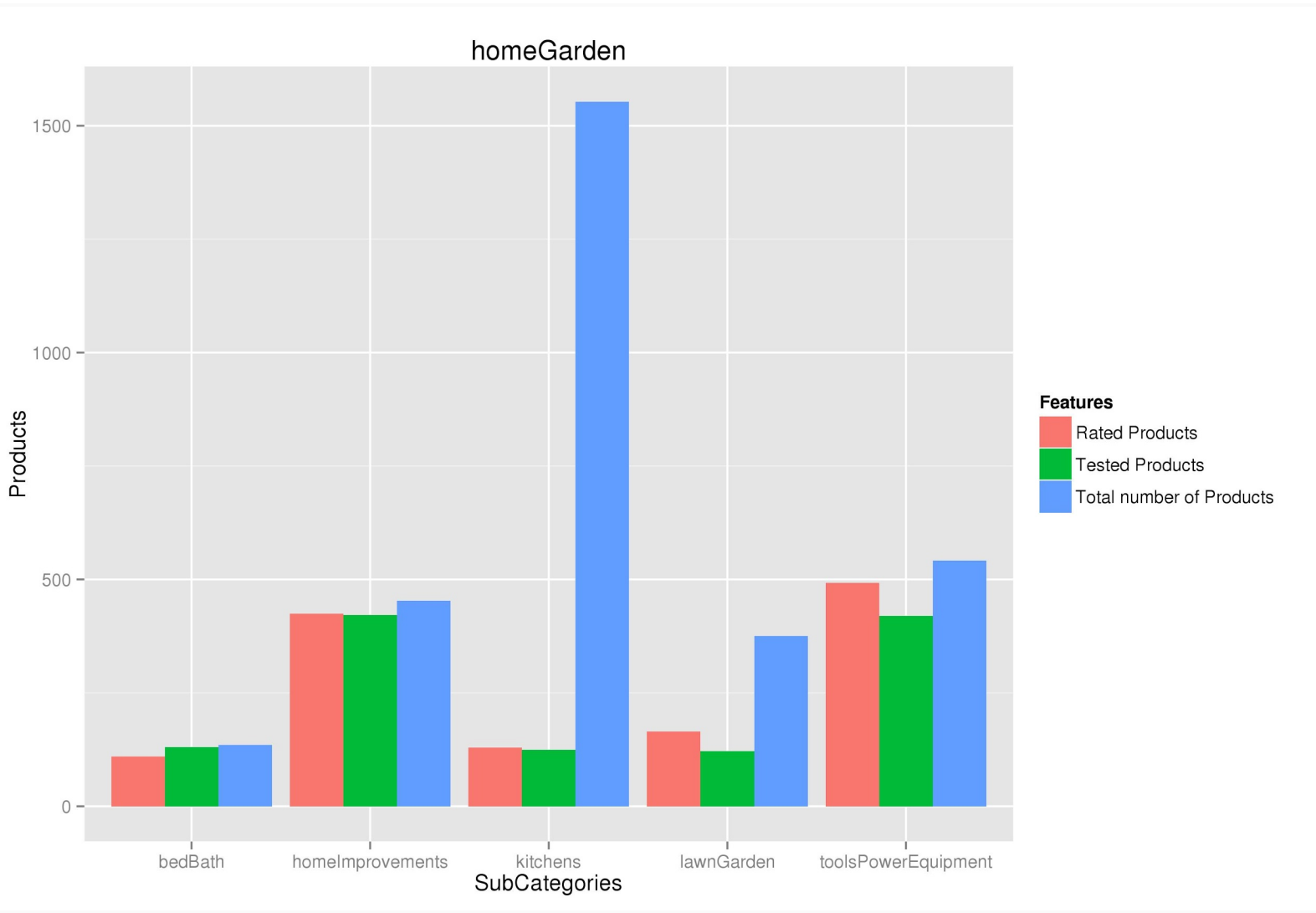


ElectronicsComputers

Even in this category, the number of tested products is quite less compared to the total number of products.

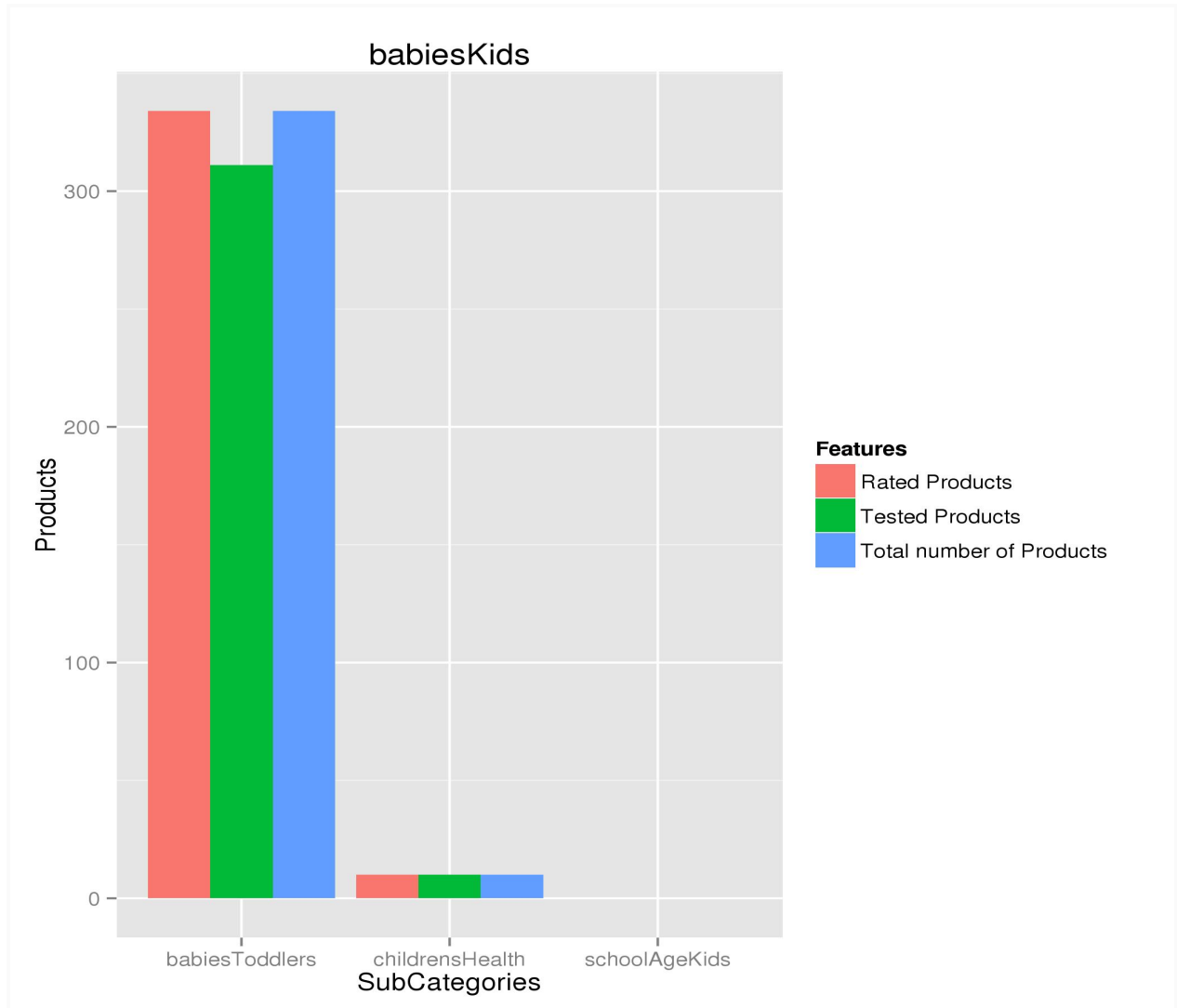


HomeGarden



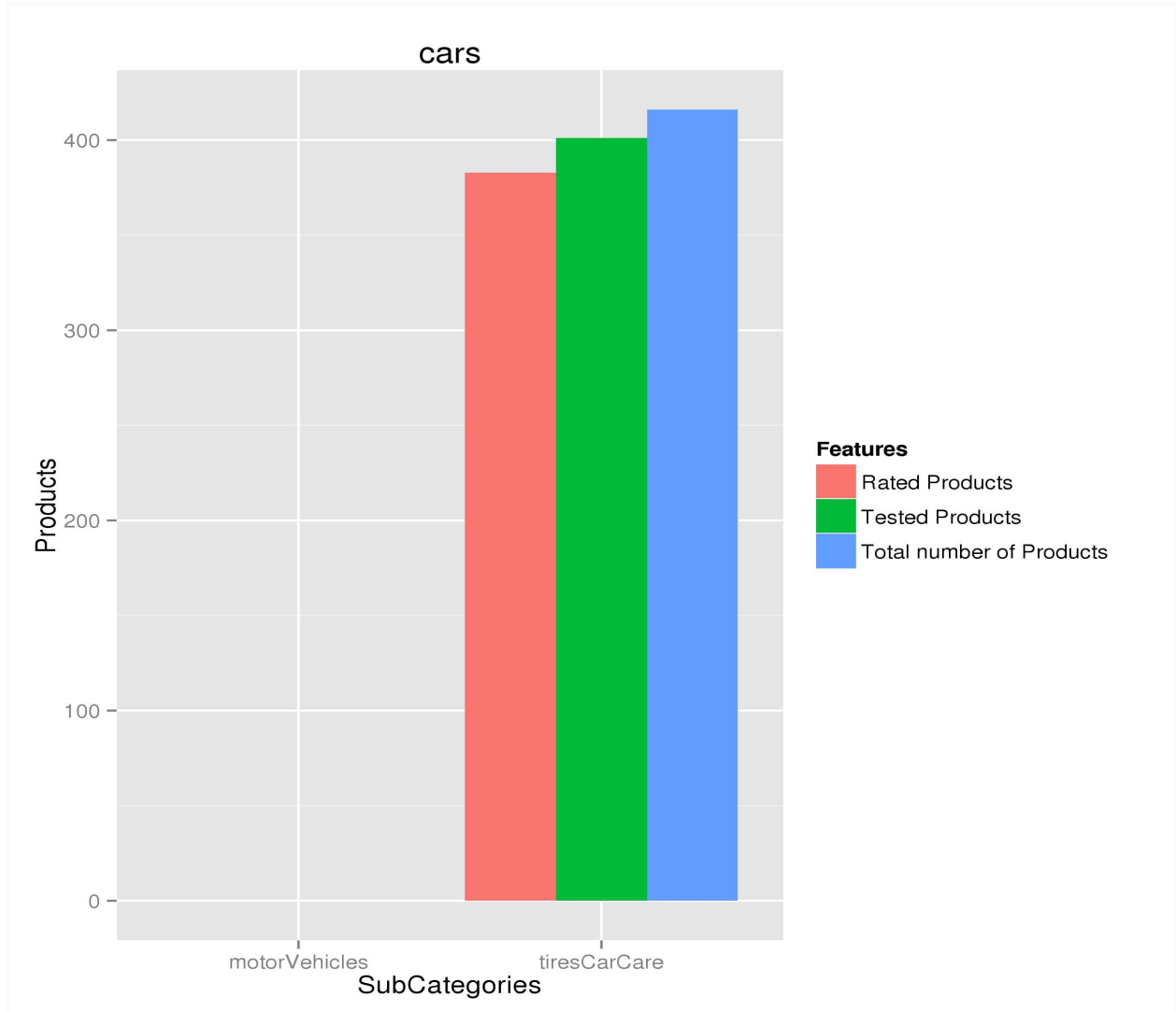
BabiesKids

The products here seem to be well distributed across the various categories



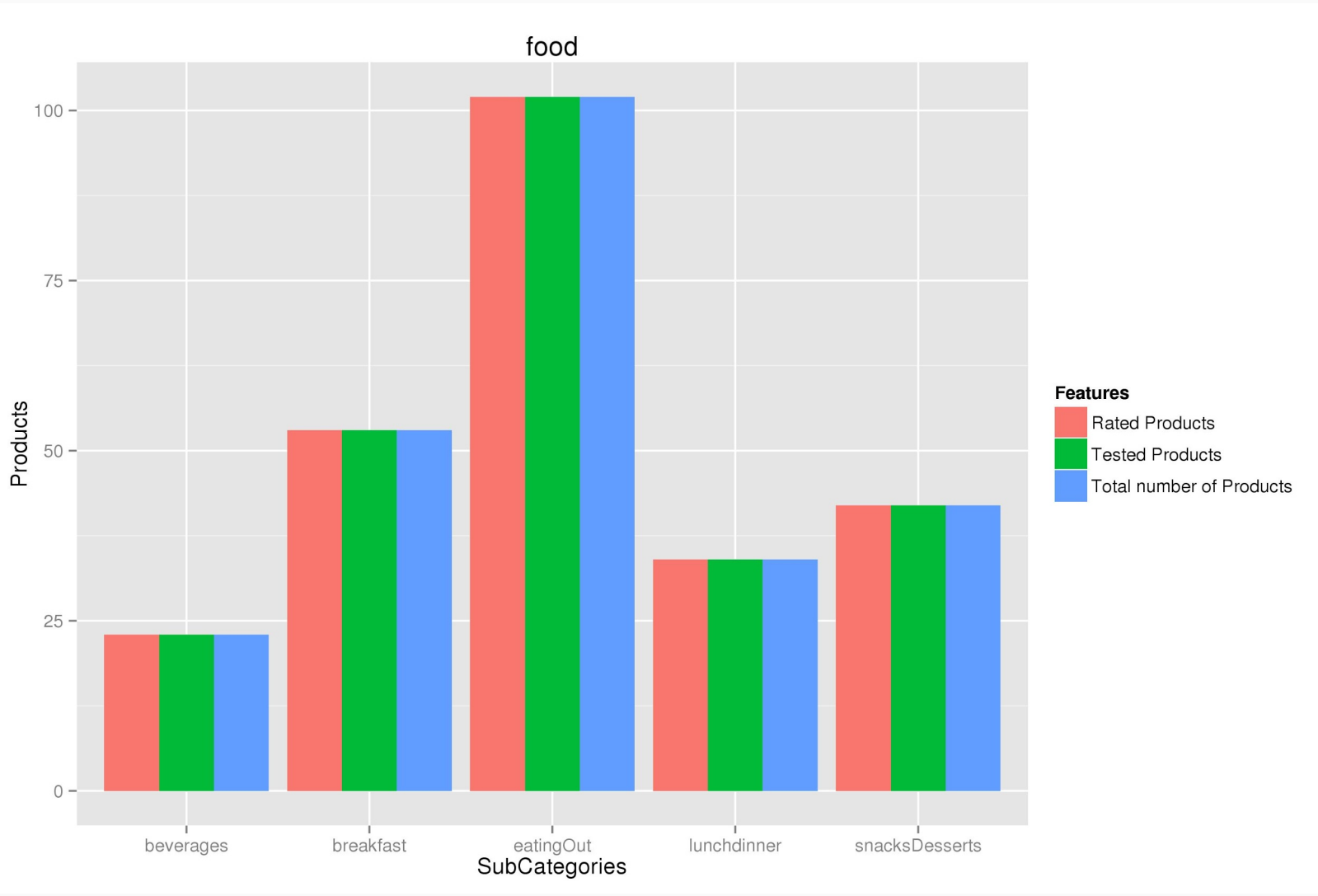
Cars

In one of the sub franchise, ie. motorVehicles, there were no products to list



Food

In this category, all of the listed products were tested and all of them were rated by consumerreports.org



Money

While some of the sub franchises were empty, ie. they contained no products, the ones that contained items were almost equally rated and tested.

