

Product Research for Best Drip Coffee Maker

Table with 42 columns including Product Name, Number of Positive Features, Rating Frequency, Price on Amazon, Average Rating, Total Reviews, and various features like Programmable, Auto Shut Off, and Water Filter.

Color Hints:

Color key for product categories: Our Pick (Green), Runner Up (Blue), 2nd Runner Up (Yellow), Budget Pick (Orange), Best Portable (Purple), Positive Feature (Light Green), Negative Feature (Red).

Elaboration:

Number of positive features: This value equals to the sum of all the green marked features for an item. For every product, there are some positive (marked green) and negative (marked red) features. We summed up all the green marked features to calculate this value.
Rating Frequency: This value indicates how frequently a product is receiving every 10 ratings on Amazon.com. This gives an idea of how frequently a product is getting sold on Amazon. Usually one of every 10 persons that purchases a product rates it. A lower value here means the product is getting sold at a faster rate. All these data were collected on 10th October, 2017.
Price on Amazon: The price on Amazon.com on 10th October, 2017.
Average Rating: The average rating it has out of 5 on Amazon.com on 10th October, 2017.
Total reviews: The total number of ratings/reviews it received on Amazon.com on 10th October, 2017.
P.S. For some points where positive or negative can't be determined easily (for example rating frequency, price etc.), we took an average value and made everything that is equal or above that value green and anything lower than that red.