**Recommendation to Lana’s Cookies**

Understanding the Customer Demographics

what are demographic? in your words, provide in a simple explanation.

Ans. Demographic analysis is the study of a population based on factors. Demographic information examples include age, race, ethnicity, gender, marital status, income, education and employment etc.

What demographic characteristics are provided in the dataset?

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| Customer id, age, gender, postcode and age group are the demographic characteristics provided in the dataset. |

Which demographic group buys the most cookies?

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| Age group between 10-19 female demographic group buys most cookies. |

What is the most popular type of cookie?

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| Macadamia Is the most popular type of cookie. |

Lana’s Cookie Recommendation

What types of cookie should Lana sell and why?

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| Macadamia cookie Lana should sell because the most demographic characteristics groups are liking this cookie. |

Which demographics should she target?

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| Age group between 50-59 female she should target because the smaller number of sells occurred between this group of demographics as compared to other demographics group. |

Analysis Improvements

How can the data analytics techniques used to provide recommendations to Lana be improved?

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| I think the dataset provided by the Lana is fine. I have checked the dataset whether there is any null values and the duplication of the data with the help of Tableau before finding some insights of the data. but there is not any type null or duplication of values are there which defines that the dataset is accurate. And all other things provided by Lana are good. also, her requirements are pretty clear to understand. |