**Report on plantain chips data response.**

An analysis was conducted on the different types of plantain chips (type A, type B, and type C) on 5 different categories which consist of crispiness, crunchiness, flavor, taste and overall acceptance. This analysis was carried out based on the report gotten from a survey done in Buea.

From my analysis with charts for illustration, I was able to gain insights on the data, make data driven decisions, and give recommendations.

Based on my analysis I was able to gain insights on the following;

1. Chips type A has the highest popularity amongst the participants based on the different categories. This means that majority of the participants preferred the crispiness, crunchiness, flavor and taste of chips type therefore it also has the highest overall acceptance. This is followed by chips type C, making chips type B the least favorite of majority participants.
2. The plantain chips type which has the highest percentage from the participants is chips type A with 44%. This is followed by chips type C with 33% and chips type C with 22%. The difference of chips type A and chips type C is 11% while the difference of chips type C and chips type B is 11% and the difference of chips type A and chips type B is 22%. This shows that there is a very big difference of majority participants preference between chips type A and chips type B.
3. Based on the categories of chips type A which majority participants love, the category which participants love the most is its crunchiness, followed by its crispiness with taste as the least loved by participants.
4. Based on the different categories of chips type C, participants prefer its crunchiness followed by its crispiness with taste as the least preferred category.
5. Based on the different categories of chips type B, participants prefer its taste, followed by crispiness with flavor being the least preferred category amongst the participants. The reason why this is the least favorite amongst customers could be that the resources and method of making this chips wasn’t good and hence it turned out the least favorite amongst participants.

**Recommendations.**

Based on the insights I gained, I would like to recommend the following;

1. There should be more resources put into the production of plantain chips type A and C. This is because these chips type will sell more and faster, gain the attention of new customers and will equally bring in more profit into the business than plantain chips type B.
2. While plantain chips type B is the least preferred type by participants, the company shouldn’t stop its production completely. This is because it has a relatively moderate preference percentage among customers (22%) which isn’t that very low. This shows that it still has a market though not large but it could bring in some income into the company. So, the company should produce little of plantain chips type B while using little resources to do so to avoid wastage.
3. From plantain chips type A and type C, we can see that taste is the least preferred category. Even though participants who love the taste of both chips type A and chips type C is not a very small population (difference between crunchiness **1605** and taste **1586** of chips type A is **19** and difference between crunchiness **1214** and taste **1188** of chips type C is **26**), I would still suggest that the company should improve on the taste of chips. Taste is very important for every type of food and will hence increase customers and hence profits.

From the chart of chips type B, we could see that taste has the highest preference amongst the categories but its still the least preferred chips type. If we compare the number of people who prefer the taste of chips type A and chips type C, it is still higher than the number of people who love the taste of chips type B. This means that taste is still very important.

1. The company should also look for a very innovative way to brand and package their chips which should differentiate it from other chips in the market. They should also collaborate with stores and supermarkets to sell their chips so that it can reach so many people and attract new customers. They should focus sales of mostly chips type A and C in the stores and supermarkets because these chips will bring in more profits to the company.