

Ice Cream Flavor Finder

What flavor should you try next?

By: William Grennan

No Accounting for Taste?

- So many flavors - 241
- How can we find the one for us?
- Ice Cream flavor reviews can lead us to the right answer

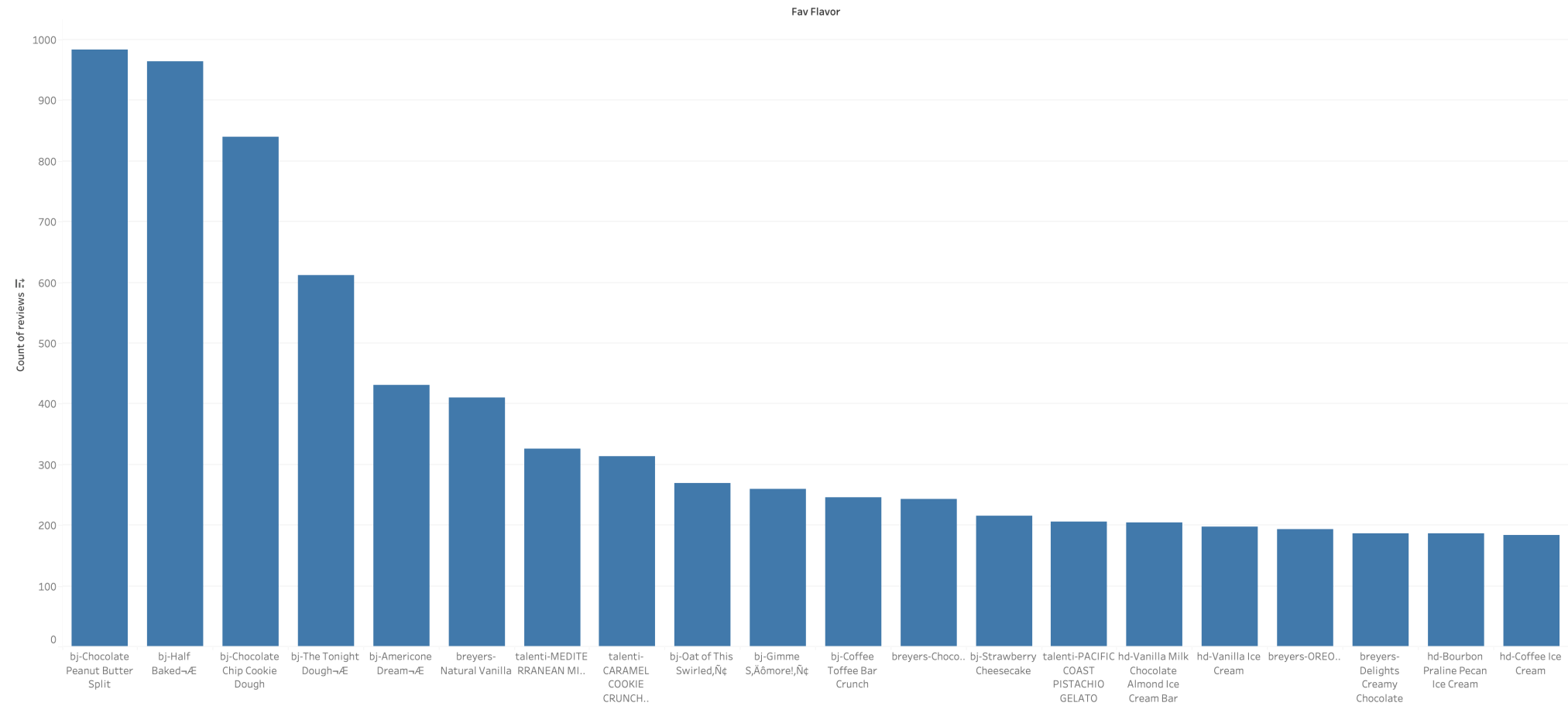
What Data is Useful and Available?

- Four major brands
 - Ben and Jerry's (bj)
 - Häagen-Dazs (hd)
 - Breyers (breyers)
 - Talenti (talenti)
- Flavors and Reviews compiled from corporate websites
 - 241 Different Flavors
 - 21,674 Reviews

Initial Findings

- The quick answer is to track the active reviewers and their favorites

Top Flavors



What else can we learn?

- Tableau Dashboard
- Use the Favorite Flavor finder
- Ex.
 - Breyers – Reese's
 - Recommend: Ben and Jerry's - Chocolate Peanut Butter Split
 - Recommend: Breyer's – Oreo

breyers-REESE'S

bj-Chocolate Peanut Butter Split

21.74%

breyers-OREO→Æ

21.74%

Initial Conclusions

- Customer Reviews can get us a base
- Result Limitations
 - Many reviewers only review a single product
 - Some

Future Work

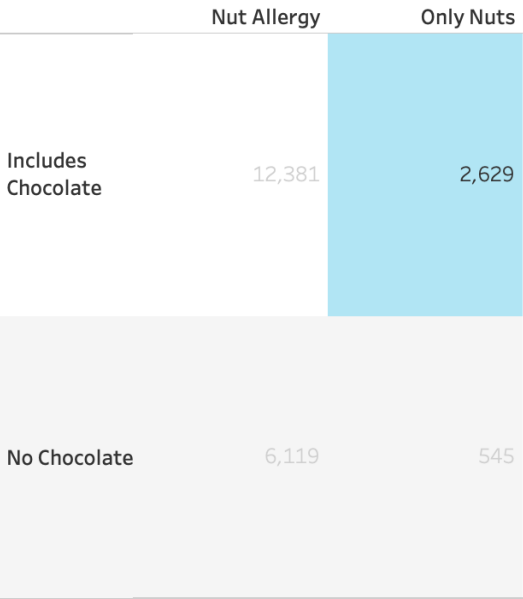
- Use Edit Distance to quantify reviewer taste similarity
 - Standard Fuzzy Matching uses Levenshtein distance
 - 'abc' and 'abd' have Levenshtein distance of 0.667
 - [Breyer's – Reese's, Ben and Jerry's – Half Baked]
 - [Breyer's – Reese's, Breyer's - Oreo]
 - Levenshtein distance of 0.5

Appendix

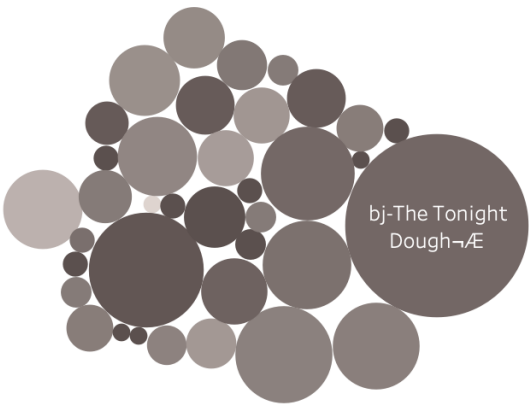
- Tableau Public Dashboard
 - <https://public.tableau.com/app/profile/william.grennan/viz/EveryonesFavoriteIceCream/FlavorFinderGraphic?publish=yes>

Appendix

Ice Cream Options



Flavor Options



Top Flavors

