**Project 01: Luigi Ice Cream Parlor Analysis**

**Objetive:**

✅ **Maximizing Flavor Profitability**

* Ensure that the best-selling flavours have sufficient **stock and appropriate promotions**.

✅ **Creating Data-Driven Marketing Strategies**

* Promote the most successful flavors with specific campaigns.
* Develop strategies for less popular flavors—do they need better visibility?

✅ **Evaluating Expansion Opportunities**

* Are there flavors that could attract new customers?
* Is it worth introducing limited editions or themed variations?

**Guide:**

The dataset **01icecream\_flavours.csv**, hosted on *GitHub*, includes various ice cream flavors sold at the parlor along with their popularity indexes per flavor.

To achieve the proposed objectives, the following essential tasks are carried out:

1. **Data Import**: Load the data from the .csv file into a Microsoft Excel document.
2. **Initial Exploration**: Review the data types, length, and size that will be handled.
3. **Data Cleaning**: Identify and manage missing or incorrect values, eliminating duplicate rows (or columns) and outliers.
4. **Data Transformation**: Once the dataset is structured and cleaned, filter and select data based on requirements to ensure proper visualization.

After completing these steps, the next phase involves creating the corresponding visualizations to identify ***insights*** (*actionable conclusions derived from data interpretation*). These insights will help answer key questions and support the proposed objectives.