**Project 01: Insights and conclusions**

🍨 **1. Popularity doesn't always mean vote count**

• Flavors like **Marroc** and **Lemonade** stand out with very high ratings (almost 4.9), but they **don't appear among the flavors with the most votes**, suggesting they have less visibility or are less frequently chosen, but are very well received when tried.

• In contrast, **Kinder** **Chocolate** has the most votes (492), but also appears among the least rated, with an average of around 3.0.

There are flavors with "marketing" that attract many opinions, but are polarizing. Other flavors, although less chosen, generate very positive experiences.

📉 **2. Marked Negative Trends**

• The flavors **Dulce de Leche with Nut**, **Temptation**, **Oreo**, and **Pistachio** have low ratings (~3.0), and some also have high ratings, such as **Pistachio** (370). This suggests some disappointment or unmet expectations for classic or niche flavors.

🔝 **3. Flavors balanced between popularity and volume**

**• Cherry** and **Marroc** achieve an ideal combination: they are among the most highly rated and receive the highest number of votes. This positions them as "star" flavors, with good reception and general acceptance.

☆ **General Conclusion**

The analysis shows that the **success of a flavor depends not only on how many times it is chosen, but also on the quality of the experience it provides**. The highest-ranked flavors could be promoted with greater promotion, while the most voted and least-rated flavors could be redesigned or rotated in the offering.

Likewise, this also depends on a very relevant factor when evaluating the data: the seasons. During the summer, the public tends to choose and try fruity or water-based flavors, increasing their consumption, something that may not occur in other seasons, for example, colder ones.