**Recommendation to Lana’s Cookies**

Understanding the Customer Demographics

What demographic characteristics are provided in the dataset?

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| Age, age group, postcode, and gender |

Which demographic group buys the most cookies?

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| Females aged 10-19 make the most purchases (7) and buy the most cookies (56). Postcode 2000 had the most purchases and bought the most cookies overall. |

What is the most popular type of cookie?

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| Macadamia cookies make up the most orders (16) and make up the most cookies bought (71) |

Lana’s Cookie Recommendation

What types of cookie should Lana sell and why?

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| Lana should sell Macadamia cookies because they sell the most and should stop selling Salted caramel cookies because they sell the least |

Which demographics should she target?

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| Lana should target females since they buy more than men, specifically, she should target younger females, since the two age groups that purchased the most were females aged 10-19 and 20-29. This also applies to males since younger males bought more than older males. |

Analysis Improvements

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

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| More data could have been included, since 46 data entries is rather small. Also, it can be helpful to ask and to answer more questions, such as the average amount of cookies bought per purchase by each demographic. |