**Recommendation to Lana’s Cookies**

Understanding the Customer Demographics

What demographic characteristics are provided in the dataset?

|  |
| --- |
| Age, Gender, Age group |

Which demographic group buys the most cookies?

|  |
| --- |
| Age group 10-19 |

What is the most popular type of cookie?

|  |
| --- |
| Macadamia |

Lana’s Cookie Recommendation

What types of cookie should Lana sell and why?

|  |
| --- |
| Macadamia  Because when I run OLS method we find that the coefficient of this cookies is largest (positive) among all the cookies while other cookies have (negative) coefficient |

Which demographics should she target?

|  |
| --- |
| Age group 10-19  female |

Analysis Improvements

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

|  |
| --- |
| Ordinary least square method and statistical method always help to improve the prediction |