

## Introduction

This report explores factors influencing consumer ratings of chocolate bars, including geographical production, cocoa content, and consumer experience. It aims to uncover patterns in the chocolate industry, consumer preferences, improvement areas, and strategies for enhancing product quality. The analysis provides a comprehensive overview of chocolate bar ratings and offers actionable insights for producers and stakeholders.

## Questions (Problems)

1. **What is the average overall of chocolate bar ratings?**
  - Overall are chocolates, unpleasant, disappointing, satisfactory, praiseworthy, premium or elite?
2. **Which country produces more chocolate?**
  - What is the count of company-by-company location?
3. **What is the percentage of rating experiences?**
  - How do the experiences of consumers break down into categories such as disappointing, satisfactory, and elite?
4. **How does the percentage of cocoa in chocolate influence the rating system?**
  - Does chocolate have a higher rating if the cocoa percentage is high/low?

## Insights and Analysis

1. **Overall Distribution of Ratings:**
  - The report indicates that chocolate bars are rated 3.19 on average. This value falls under Satisfactory on the rating system. This shows that per the data given, chocolate bars are generally viewed as Satisfactory products.
2. **Ratings by Company Location:**
  - The data shows that the U.S.A. is the largest producer of chocolate with 764 number of chocolate companies, followed by France (156) and Canada (125). This indicates that USA is the biggest cocoa importer for chocolate production.
3. **Percentage of Rating Experiences:**
  - The analysis reveals that 59.1% of ratings are satisfactory, 19.68% are disappointing, 13.77% are praiseworthy while 6.89% are classified as premium. This shows that a significant portion of the consumers are not fully satisfied with their chocolate bar experiences, indicating potential areas for Improvement.
4. **Percentage of Cocoa influences flavor affecting the rating system:**
  - The report shows that 70% cocoa in chocolate is rated Elite. The increase in cocoa percentage above 70% cocoa results in the decrease in rating. Maintaining exactly 70% cocoa in products may improve satisfactory rates.

## Conclusion

The report examines factors influencing chocolate bar ratings, revealing consumer preferences and production trends. The average rating is 3.19, with the U.S.A. leading in chocolate production. The majority of ratings are satisfactory, with 19.68% disappointing and 13.77% praiseworthy. The report also highlights the impact of cocoa percentage on ratings, suggesting potential product enhancements.