

# Rhett and Link's Food Preferences

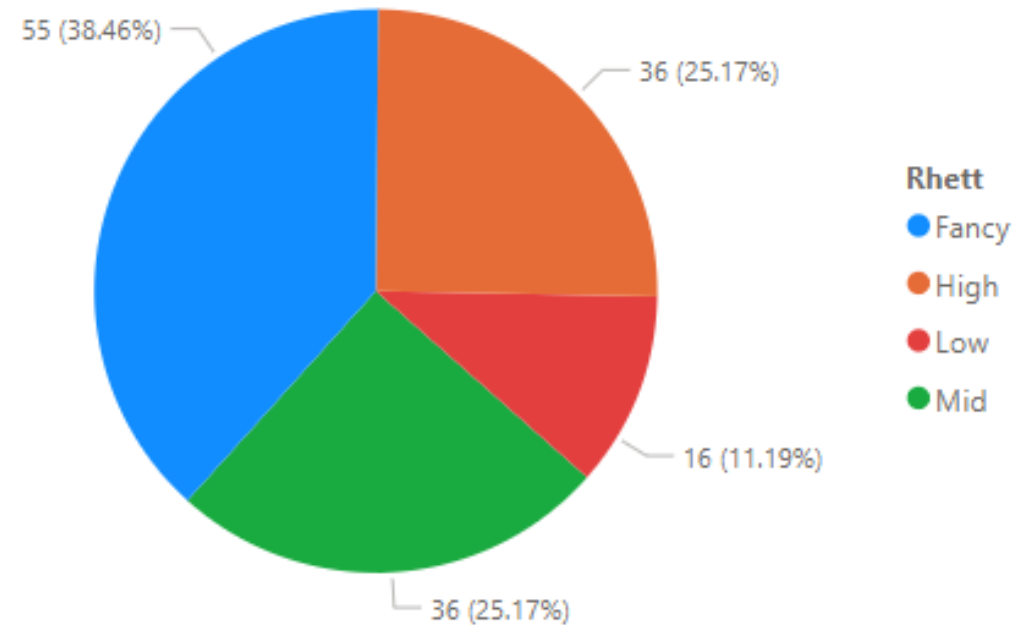
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# Rhett

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- Rhett's preferences tend towards the expensive side. He picks either the fancy or high-priced option **64% of the time.**
- Rhett's average meal price is **\$67.98**
- Rhett has spent a total of **\$2,459.81**

How often does Rhett pick each tier?

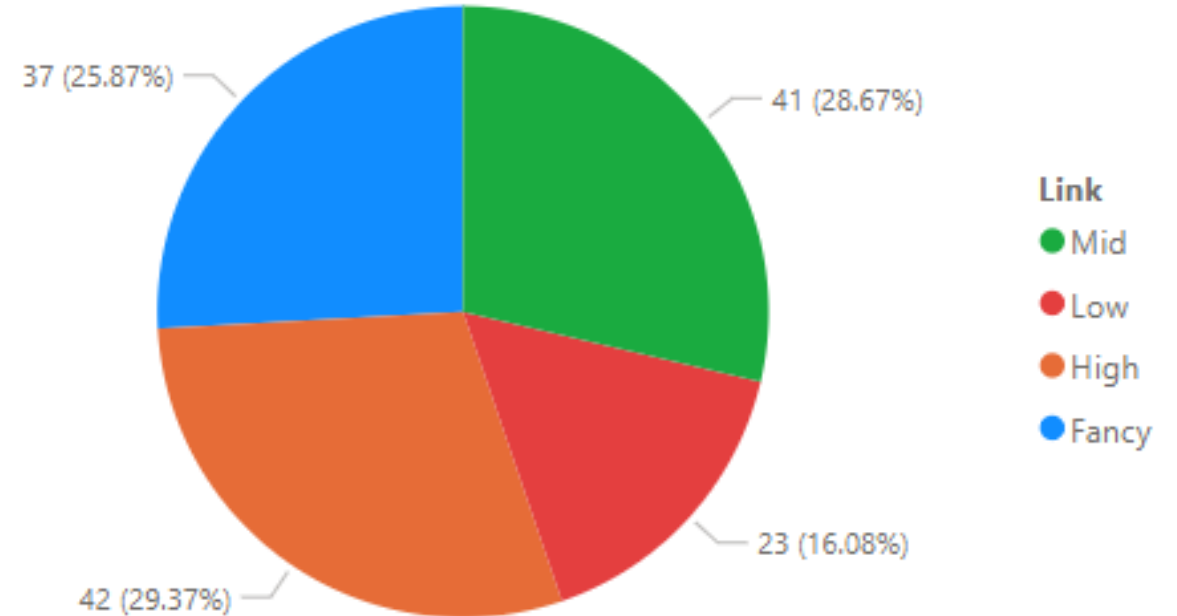


# Link

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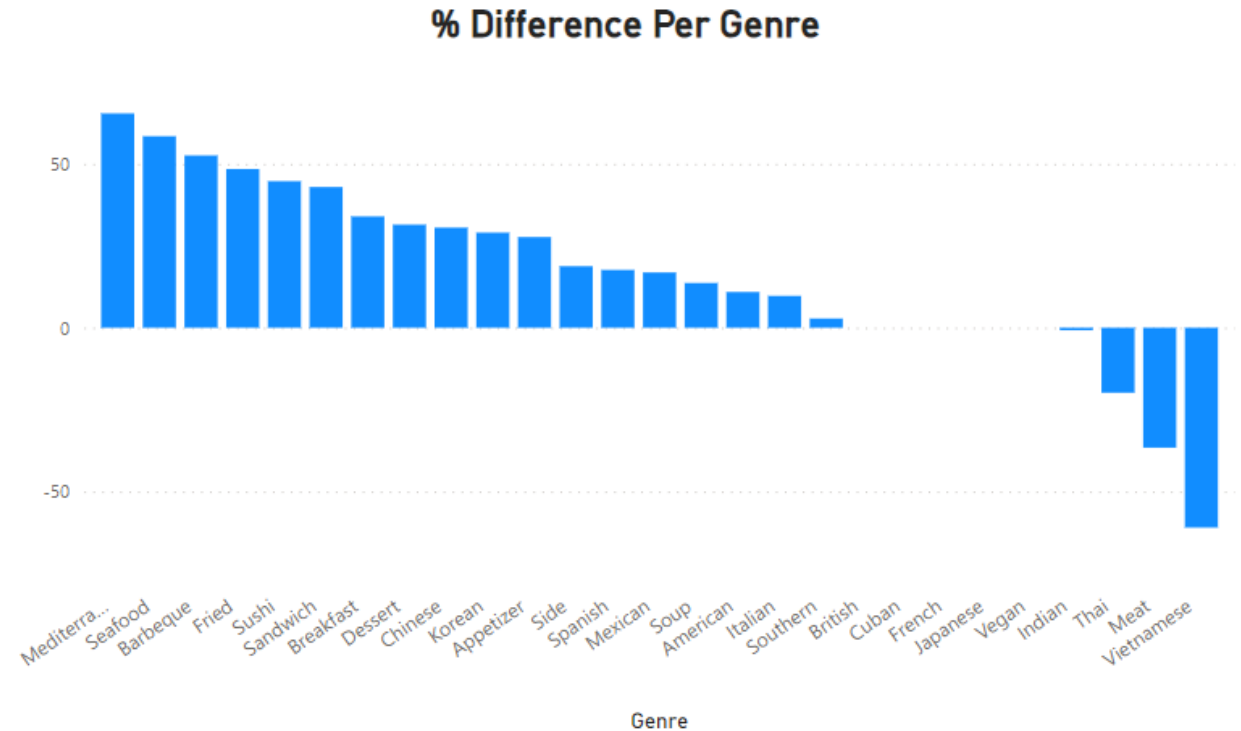
- Interestingly, Link's taste also favor the higher end of the price spectrum, despite the perception he favors cheap options- he picks either high-priced or fancy options **55.24% of the time**
- However, Link does spend less than Rhett.
- Link's average meal cost is **\$58.72**
- Link has spent a total of **\$2,118.61**

How often does Link pick each tier?



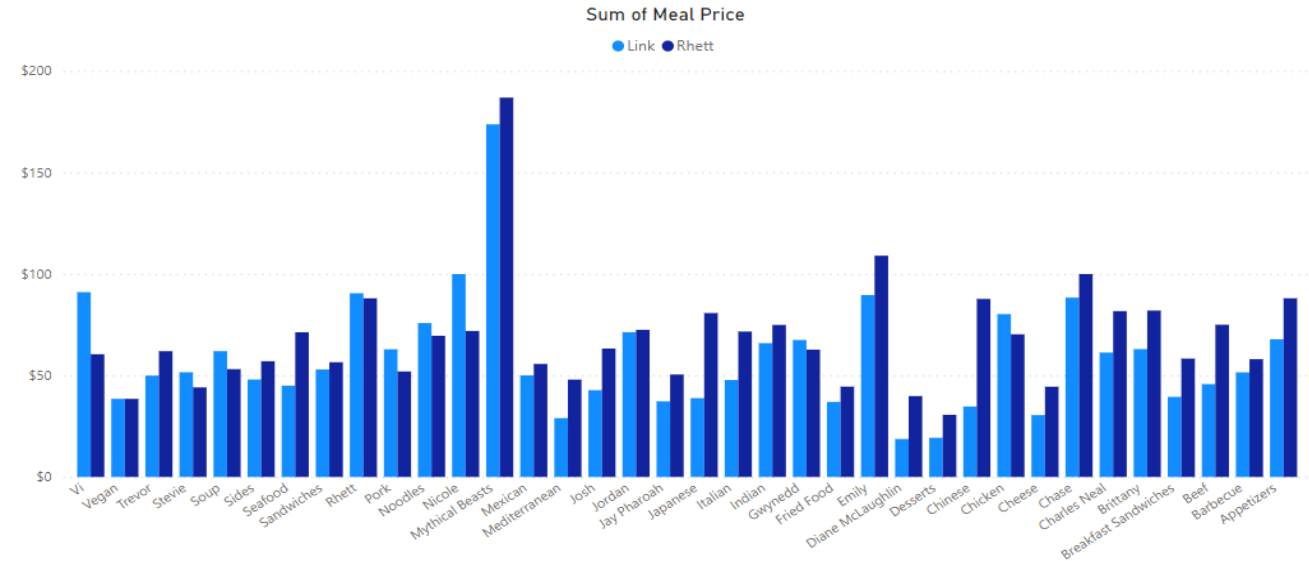
# Genre

- On average, Rhett's taste in a particular genre of food is **13.6%** more expensive than Link's.
- Link's taste is more expensive in just 4 genres, with the biggest difference being Vietnamese(**61%**).
- The biggest difference is Mediterranean food, where Rhett's taste is **65.42%** more expensive than Link's.

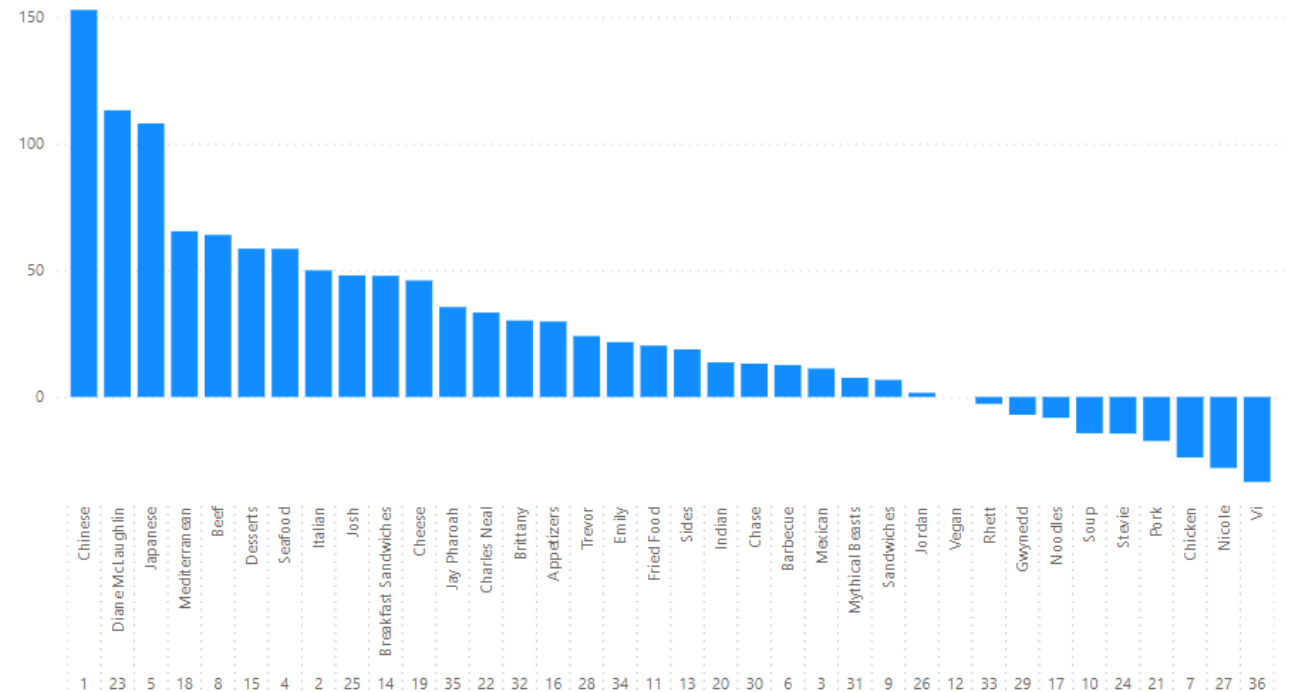


# Meals

- The average cost of Link's meals are **58.72 dollars**, whereas Rhett's meals cost an average of **68 dollars**.
- Both Rhett and Link's most expensive meal came during the Beast's Faves episode. Rhett spent 186 dollars, while Link spent 173 dollars.
- On average, Rhett's meals are **26.5%** more expensive than Link's, with the most extreme being Chinese food. Rhett's meal was **152.78%** more expensive than Link's.



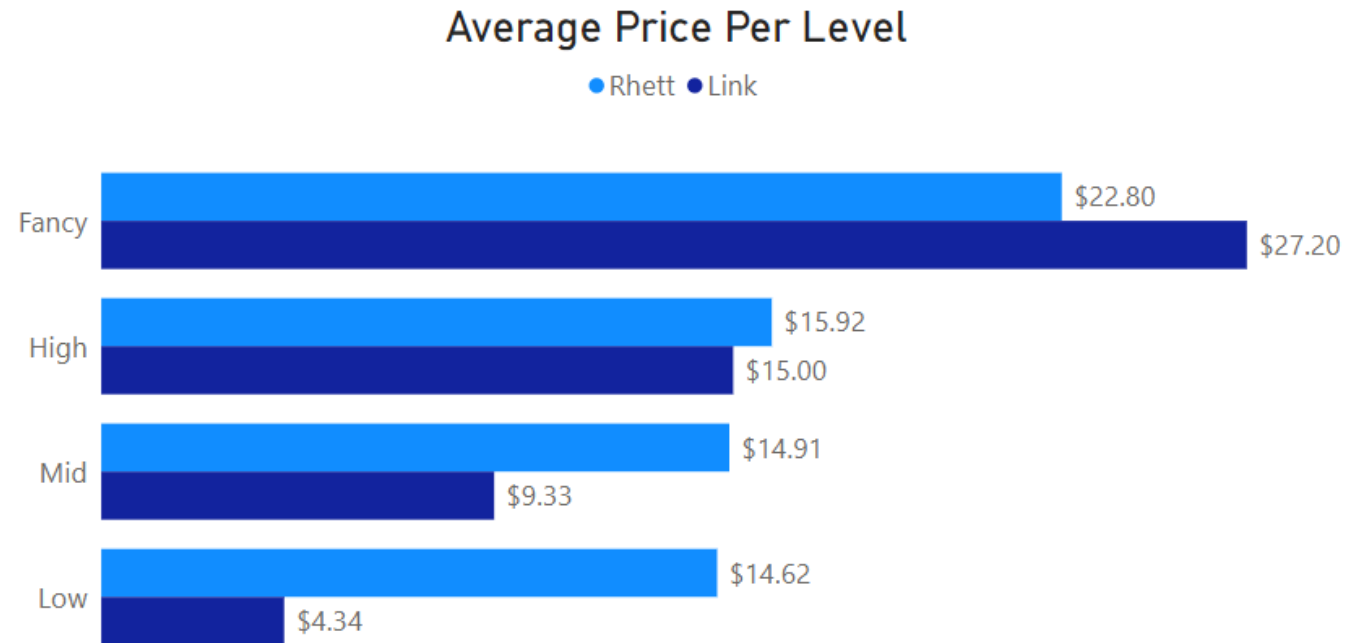
% Difference Between Rhett's meal price and Link's Meal Price



# Price Levels

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- Rhett's options at each price level outprice Link's preference with the exception of fancy options.
- The most dramatic difference is Rhett's average cost of low-priced options, which outprices Link's average for both low and mid priced options, and nearly outprices Link's preference for high priced options.



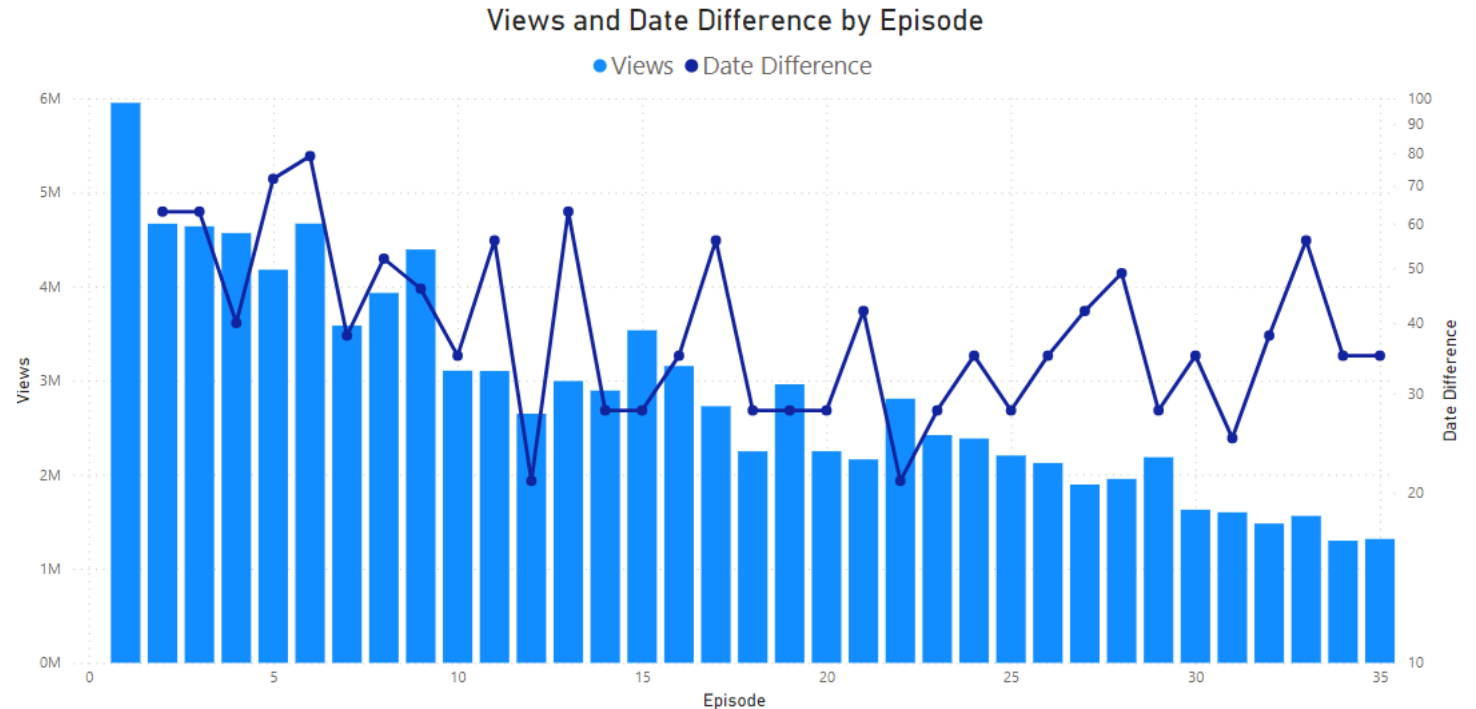
# Other Findings

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- Link's preferences for Rhett's favorite foods are more expensive than Rhett's preferences for Rhett's favorite foods
- If Rhett and Link chose the same price point for every food, their totals would be:
  - Frozen: \$716.83
  - Mid: \$1,516.70
  - High: \$2,124.08
  - Fancy: \$3,512.94
- And their averages would be:
  - Low: \$19.37
  - Mid: \$40.99
  - High: \$57.41
  - Fancy: \$94.94

# Predictive Analysis

- Seems that GMM does not base their frequency of the series based on individual performance.
- For example, the smallest gap of 21 days occurred twice- once following a stagnation in views and again following a decline in views.
- The longest gap(78 days) was between episodes 5 and 6, this followed a decline in views.

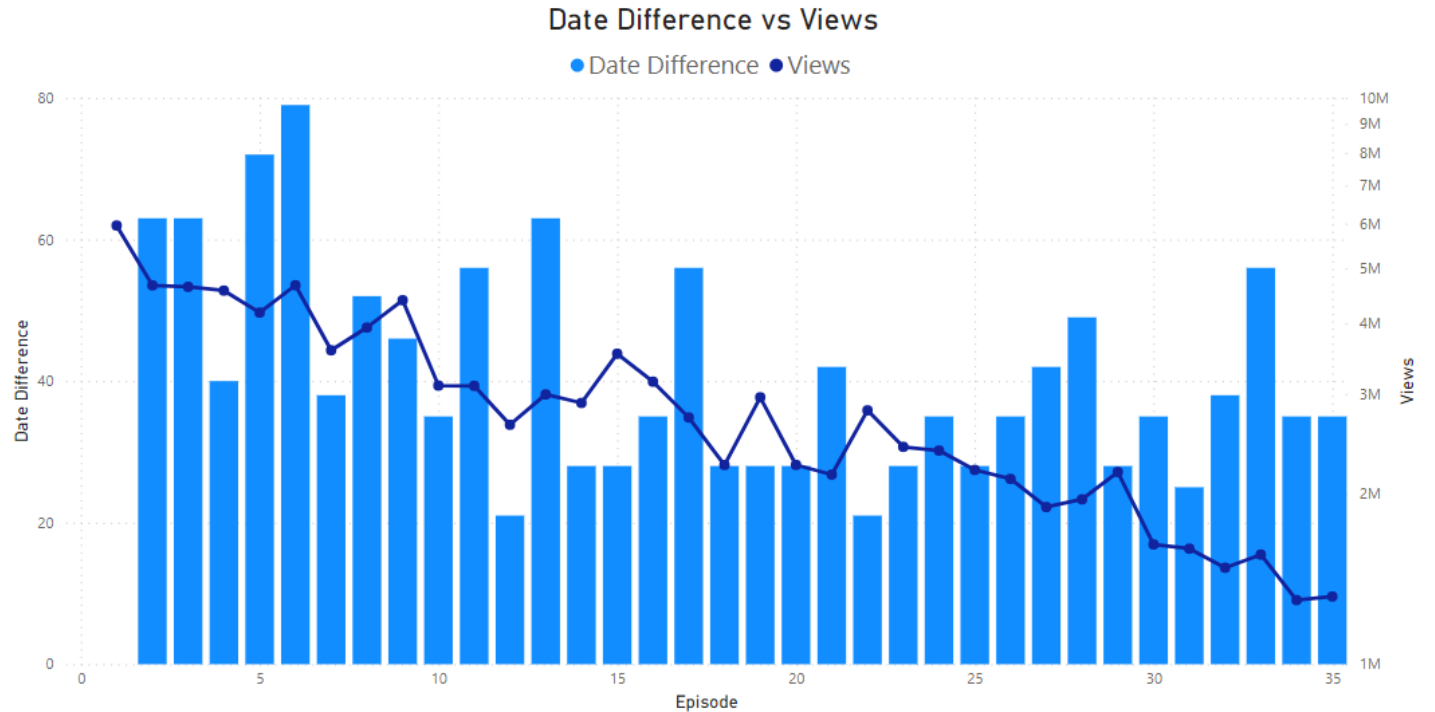


- Initially, trends seem to be the key- the increase between episodes 25 and 28 coincided with a continuous decline in views. This trend reversed for episode 29- after episode 28 improved from episode 27.
- However, **this is untrue**- episode 29 improved from episode 28 but the length of time still increased.



# Predictive Analysis

- Flipping the data doesn't reveal anything in particular either.
- Therefore, Mythical Entertainment determines the frequency of episodes based on a different metric other than views.



# Predictive Analysis

- In fact, AI assisted analysis suggests that the frequency of episodes decreases when views go up.
- However, given many data points are far from the trendline, I question this conclusion.



- My hypothesis is that Mythical instead keeps their various series in a rotation. Episodes are released one-two times a month, never more than 3 months apart and never more less than 3 weeks apart. This suggests that Mythical is more focused on ensuring their series are kept in rotation to balance repetition of successful series and novelty.

# Conclusion

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- Overall, the perception that Rhett's preference is more expensive than Link's is accurate. Rhett's preferences are more expensive by every measure- the average price of his preferences per item, meal, genre, and episode outprice Link's in almost all examples.
- Link's preferences focus towards the extreme- his preference in low-priced items are very low priced, however his preference in fancy items is more expensive than Rhett's. Additionally, Link is the only member of the pair to ever accomplish a Fancy Feast.
- Mythical determines the frequency of episodes with a focus on novelty, not episode by episode efficiency.