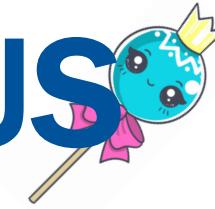


COOKIE-LICIOUS

- the art of making candies irresistible -



**269
THOUSAND
PARTICIPANTS**

**EIGHTY
FIVE
CANDY BRANDS**

**ELEVEN
CHARACTERISTICS**

**FOUR
CATEGORIES**



**MOST PREFERRED
CHARACTERISTIC**



**SIXTY THREE
PERCENT**

**BIGGEST
PRICE DRIVER**



**THIRTY
PERCENT**



**TWENTY SEVEN
PERCENT**



**EIGHTEEN
PERCENT**



Chocolate was on average nearly 30% more often preferred over the gummies!

**LEFT OVER
QUESTIONS**
& HOW TO ANSWER THEM

PORTFOLIO

TURF / SURF | PORTFOLIO OPTIMIZATION
SHELF-TEST | OPTIMAL PLACINGS
REVENUE PROGNOSIS | FACINGS & LISTING OPT.

PRODUCT DESIGN

CONJOINT ANALYSIS | CONFIGURATION
PRICE SENSITIVITY | OPTIMAL PRICE
CONCEPT- / PRODUCT TESTS | OPTIMIZATION

MARKET SHARE

COMPETITOR ANALYSIS | STRENG. & WEAKNESS.
PENETRATION ASSORTMENT

MARKETING

U&A | WHO & HOW TO TARGET?



MANAGEMENT SUMMARY

1

The current data recommends chocolate-based candies continue to be pursued (e.g. chocolate cookies).

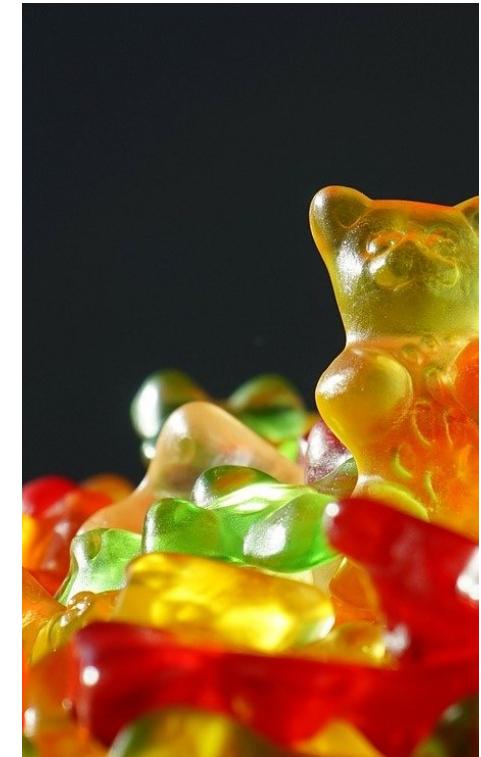
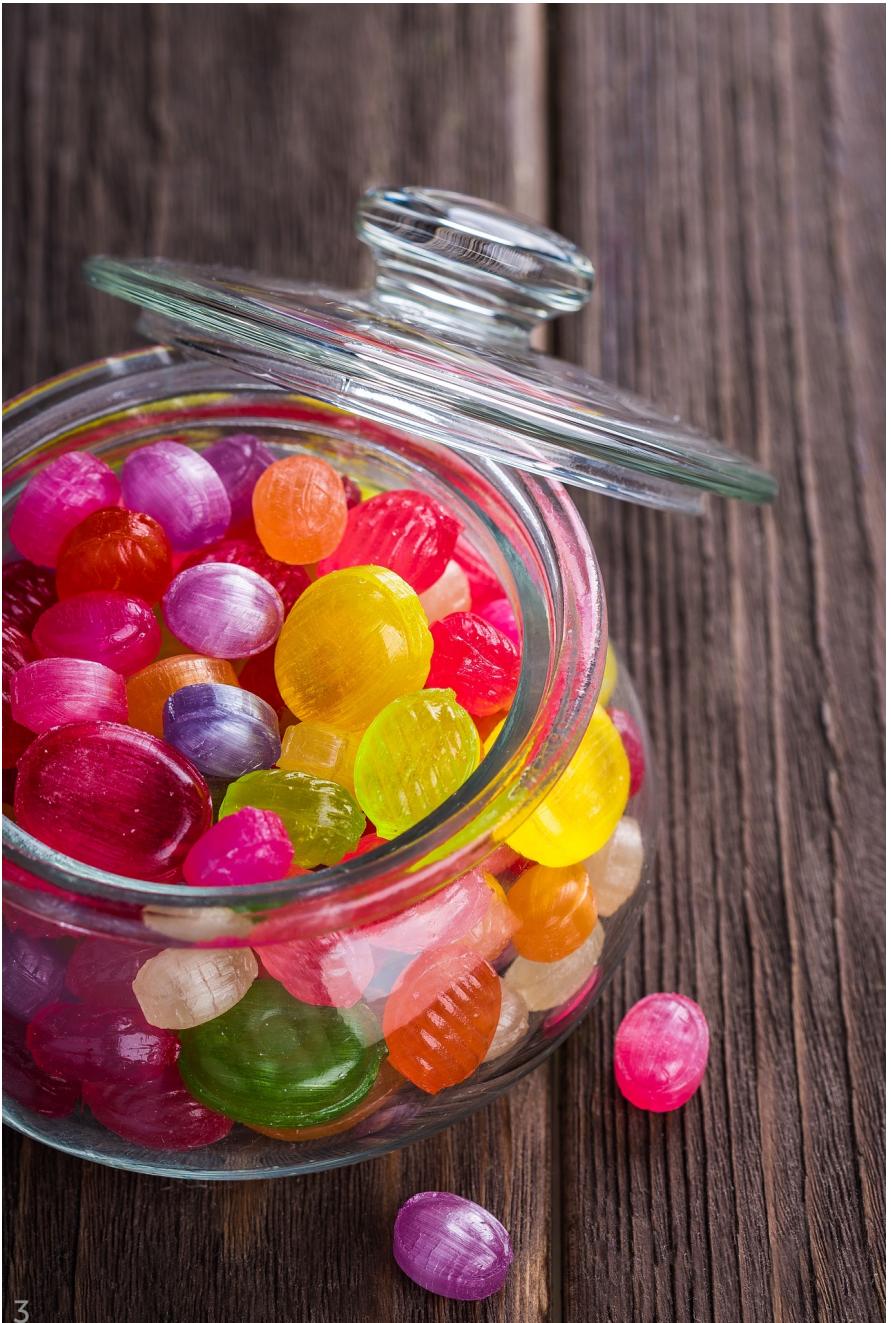
This is supported mainly by two arguments: consumers preferred chocolate bars (61%) over gummies (43%) & the most important characteristic for candies is chocolate (64%) itself.

2

Drivers for price are the characteristics bar (30%), chocolate (27%) and sugarpercent (18%). No further conclusions can be drawn about whether the price is changed due to production costs or due to demand.

3

It is advisable to increase the sample size of the dataset and extend the survey further, to gain more insight into consumers usage behavior and possible sales volumes due to usage occasions of certain candy types.



COOKIE-LICIOUS

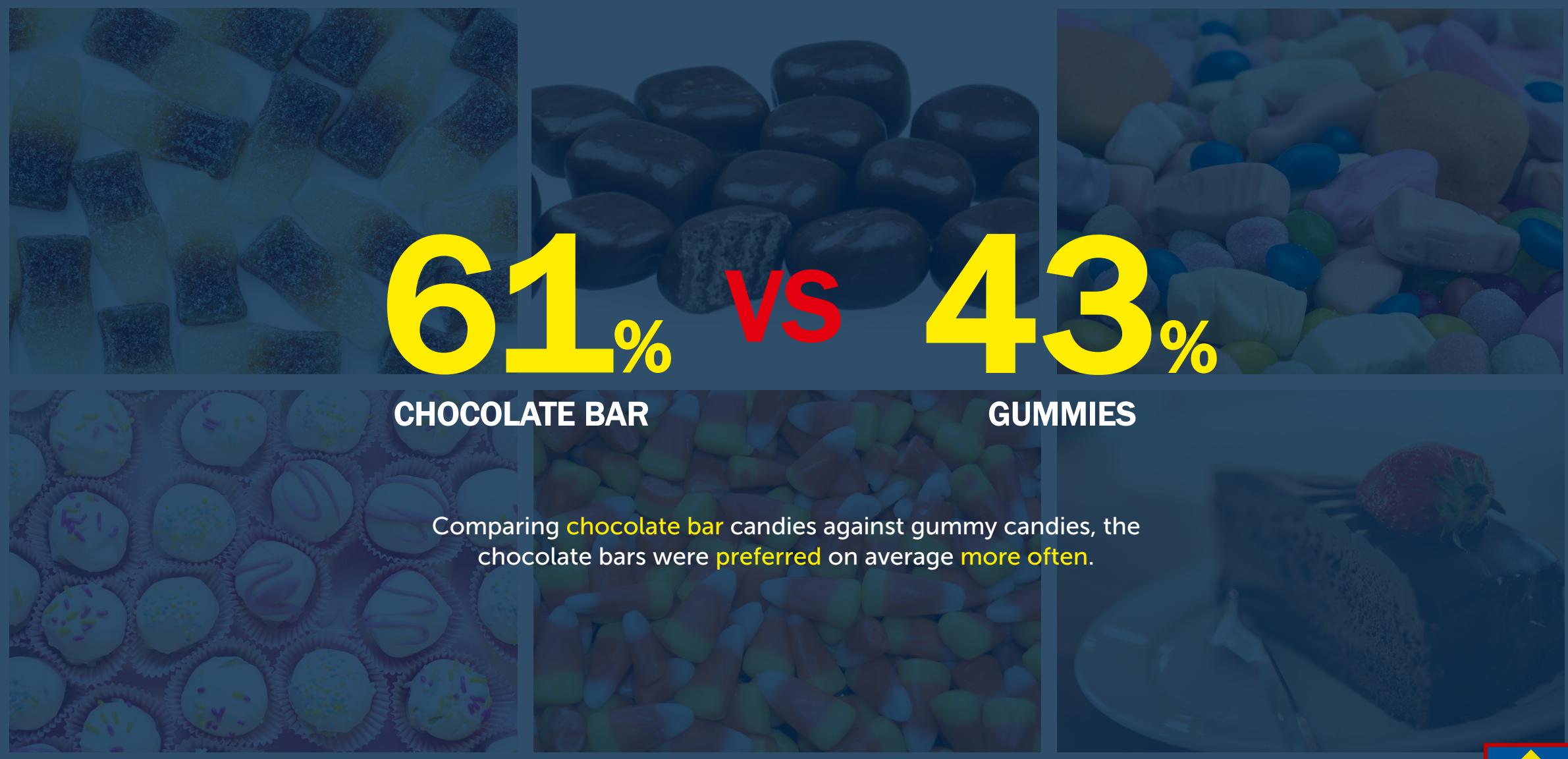
- the art of making candies irresistible -

A key driver analysis on the cookie power ranking dataset from FiveThirtyEight

The background of the slide features a close-up photograph of dark chocolate shavings in the foreground and a glass jar filled with chocolate pieces in the background. The lighting highlights the texture and rich color of the chocolate.

Chocolate is by far the **most important characteristic**, accounting for 63% of total importance for a preferred candy.

YOUR
LOGO



61% vs 43%

CHOCOLATE BAR

GUMMIES

Comparing **chocolate bar** candies against gummy candies, the chocolate bars were **preferred** on average **more often**.



MOST IMPORTANT PRICE DRIVERS ARE:



30%
BAR FORM



27%
CHOCOLATE



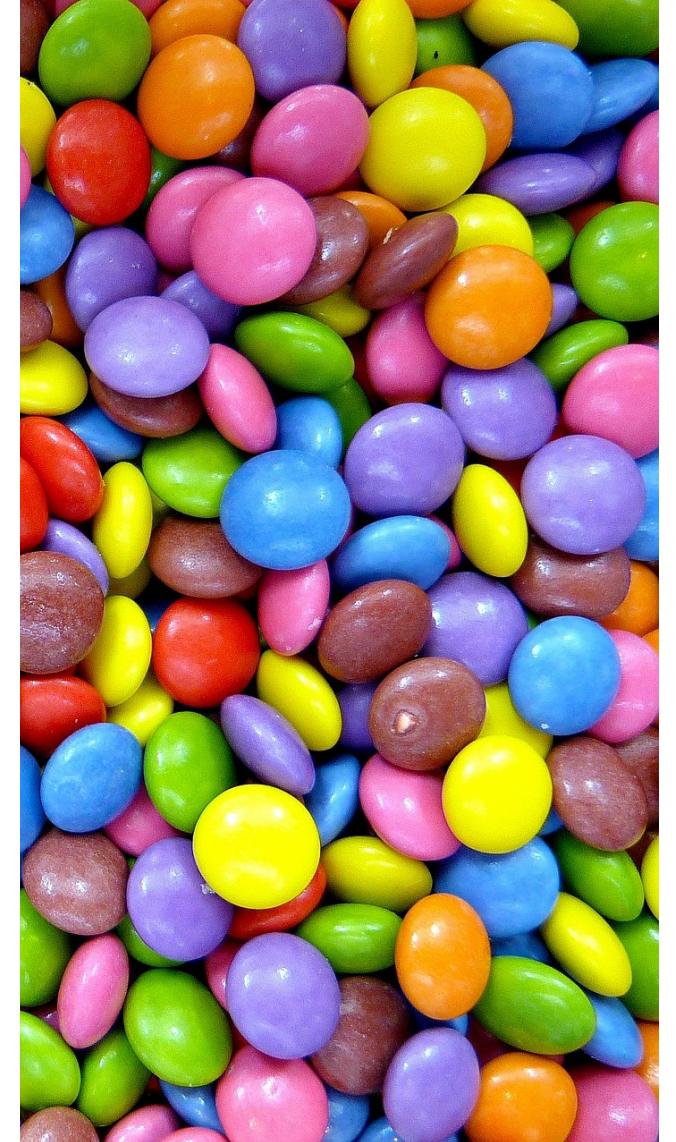
18%
SUGAR

IN DETAIL



AGENDA

- Study overview
- Method
- Results
- Management Summary



STUDY OVERVIEW

PURPOSE:

Lidl intends to expand its product range. The purchasing group is torn between cookies (with chocolate) and gummy bears.
A key driver analysis should be conducted to provide the information about the consumers' preference regarding different sweets characteristics.

DATA OVERVIEW:

The data contained 85 candy brands.
Each candy was characterized by a set of features (e.g., caramel, chocolate, etc.).
The data was collected by FiveThirtyEight.

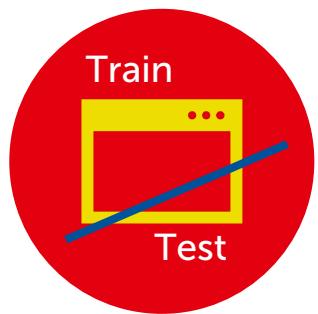
TOTAL N:

Total of 269,000 participants took part in the candy comparison task.
Data was aggregated by competitor brands, resulting in a sample size of 85.



METHOD

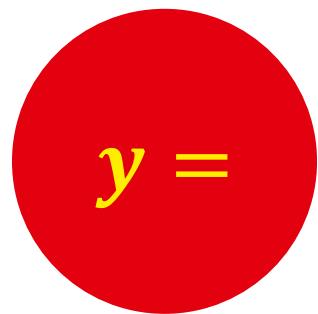
The following steps were taken to get the results:



DATA
SPLITTING



REQUIREMENTS
CHECKUP



MODEL
FORMULATION



DOMINANCE
ANALYSIS



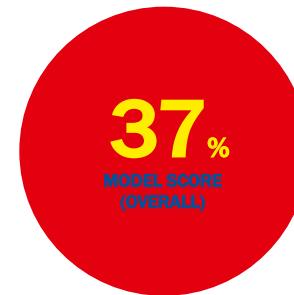
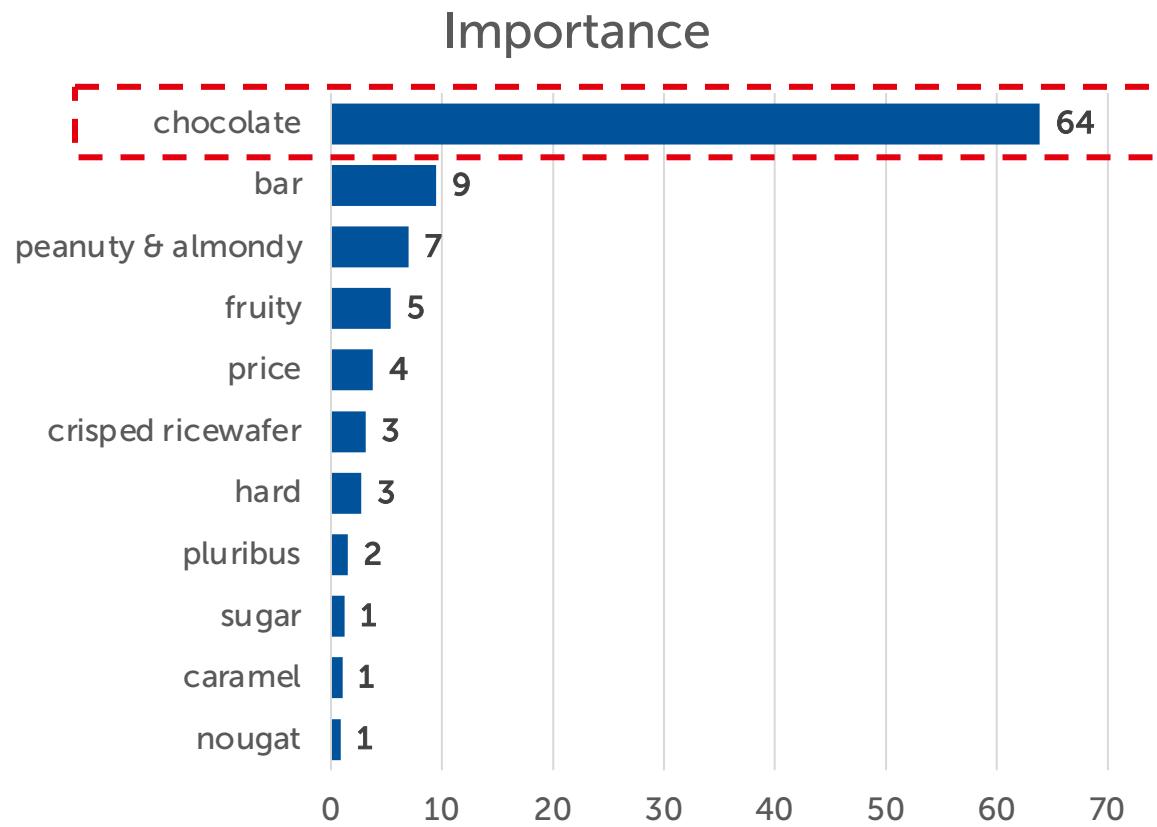
ADDITIONAL
ANALYSIS

RESULTS



CHARACTERISTICS IMPORTANCE

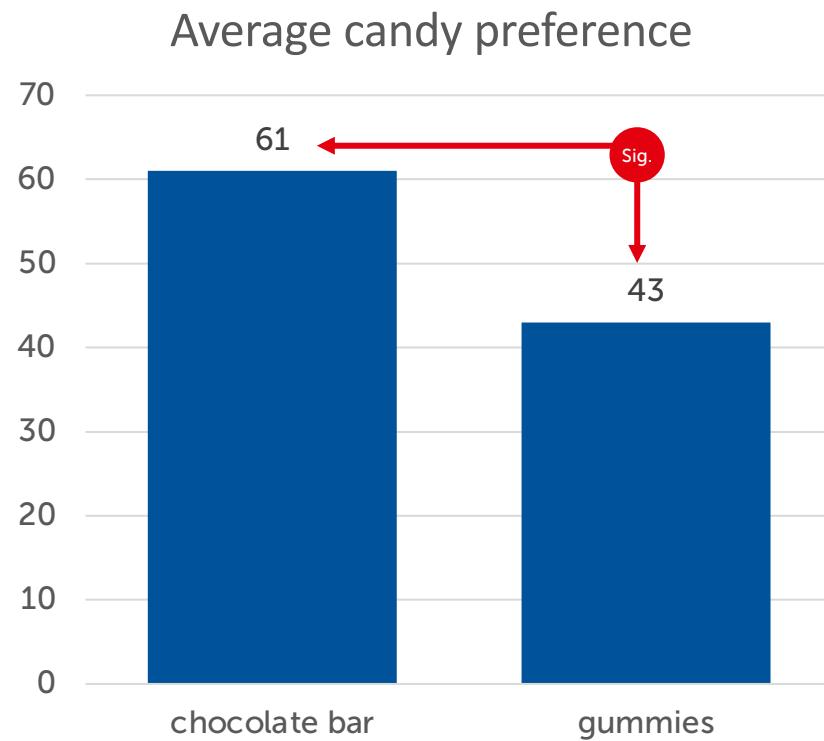
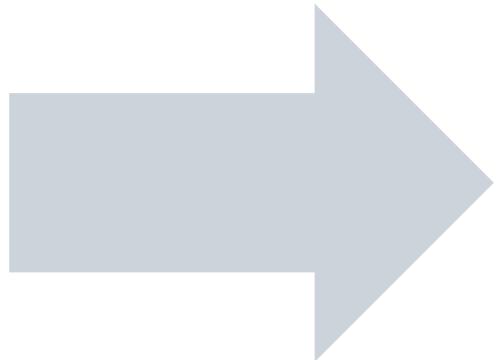
The selected model reached a **realistic score of 37%**, indicating the characteristic **chocolate** as the **main driver** for the preference of certain candies.



CANDY VS. CANDY

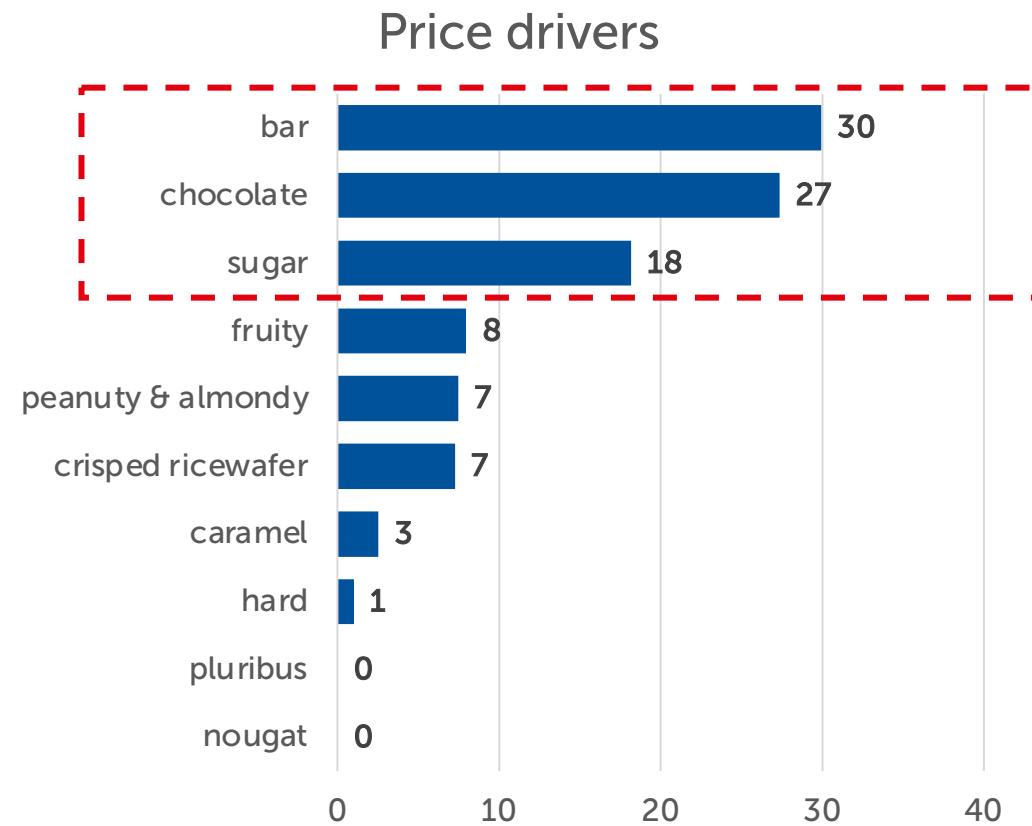
Consumers preferred on average chocolate bars over gummies.

4
CANDY SORTS
chocolate bars
gummies
blends 
others 



PRICE DRIVERS

The price is mainly determined by the characteristics: bar, chocolate & sugar percent.



MANAGEMENT SUMMARY

1

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This is supported mainly by two arguments: consumers preferred chocolate bars (61%) over gummies (43%) & the most important characteristic for candies is chocolate (64%) itself.

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APPENDIX



A SIDENOTE ON MODEL SELECTION

The test scores between the models changed only marginally (about .07), but the stability scores (measured by the delta between test and train score) showed large fluctuations (about .2) (indicating overfitting, see linear regression). For this reason, the more stable model was chosen.

