



MAVEN

HALLOWEEN

CHALLENGE



Be part of a night of terror and fun.



OBJECTIVE

- For the Maven Halloween Challenge, you'll need to take a data-driven approach for becoming the most popular trick-or-treating house on the block.
- Using online votes ranking 85 types of candy, your task is to find the 3 treats you'll give out on Halloween to guarantee that trick-or-treaters of all tastes find something they'll love and present the data to back up your decision.



TOP 3 CANDIES



REESE'S PEANUT BUTTER CUP

WINNING QUALITIES

- RANKED # 01
- Has Win % of 84
- Contains Chocolate, Almonds & Peanuts
- 0.72 sugar %
- 0.65 price %



REESE'S MINIATURES

WINNING QUALITIES

- RANKED # 02
- Has Win % of 82
- Contains Chocolate, Almonds & Peanuts
- 0.03 sugar %
- 0.28 price %



TWIX

WINNING QUALITIES

- RANKED # 03
- Has Win % of 82
- Contains Chocolate, Caramel & Crisped Wafer
- It's a Candy Bar
- 0.55 sugar %
- 0.91 price %



HALLOWEEN CANDY RANKINGS



Candies

- Select all
- 100 Grand
- 3 Musketeers
- Air Heads
- Almond Joy
- Baby Ruth
- Boston Baked Beans
- Candy Corn
- Caramel Apple Pops
- Charleston Chew
- Chewey Lemonhead Fruit Mix
- Chiclets
- Dots
- Dum Dums
- Fruit Chews
- Fun Dip
- Gobstopper
- Haribo Gold Bears
- Haribo Happy Cola
- Haribo Sour Bears
- Haribo Twin Snakes

Nougat

7

Caramel

14

Chocolate

37

Fruity

38

Peanuts

14

Wafer

7

Win %

50.3

Sugar %

0.48

Price %

0.47

Candy Popularity

Reese's Peanut Butter cup

Reese's Miniatures

Twix

Kit Kat

Snickers

Milky Way

Reese's pieces

Reese's stuffed with pieces

Nestle Butterfinger

Peanut butter M&M's

0 20 40 60 80

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Ranking	Candy	Win %	Has Chocolate ?	Fruity Flavoured ?	Caramel available ?	Peanuts & Almonds ?	Has Nougat ?	Crsped Wafer & Rice ?	Is it Hard Candy ?	Is it Candy Bar ?	Part of Bag or Box ?	Sugar %	Price %
1	Reese's Peanut Butter cup	84	Yes	No	No	Yes	No	No	No	No	No	0.72	0.65
2	Reese's Miniatures	82	Yes	No	No	Yes	No	No	No	No	No	0.03	0.28
2	Twix	82	Yes	No	Yes	No	No	Yes	No	Yes	No	0.55	0.91
4	Kit Kat	77	Yes	No	No	No	No	Yes	No	Yes	No	0.31	0.51
4	Snickers	77	Yes	No	Yes	Yes	Yes	No	No	Yes	No	0.55	0.65
6	Milky Way	73	Yes	No	Yes	No	Yes	No	No	Yes	No	0.60	0.65
6	Reese's pieces	73	Yes	No	No	Yes	No	No	No	No	Yes	0.41	0.65
6	Reese's stuffed with pieces	73	Yes	No	No	Yes	No	No	No	No	No	0.99	0.65



THANK YOU