

Recommendation to Lana's Cookies

Understanding the Customer Demographics

Demographics are characteristics pertaining to human populations for purposes of social or business studies.

What demographic characteristics are provided in the dataset?

In the given dataset, the demographic characteristics provided are age (or age group), postcode, gender, and favourite cookie.

Which demographic group buys the most cookies?

Females, they make up approximately 65% of cookie purchases each week. Especially those who fall in the 10-19 age group.

What is the most popular type of cookie?

Macadamia ranks as the most popular cookies making up 71 out of 185 cookies purchased (38%).

Lana's Cookie Recommendation

What types of cookie should Lana sell and why?

Macadamia & Choc chip. These 2 cookies happen to be the most purchased and favourite cookies.

Which demographics should she target?

Age groups 10-19, 20-29, 30-39 ranked highest with 23%, 21% and 19% respectively. Females bought more cookies than Males. Thus, she should target females. However, she could target males and encourage them to purchase more cookies, especially if other cookie businesses are not targeting this customer demographic.

Analysis Improvements

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

- Recommendations have made based on the most popular demographics and cookie preferences (selling macadamia cookies to females). However, this does not take into account the possibility of mismatching preferences (such as that perhaps females prefer choc-chip cookies and males prefer macadamia cookies)
- To improve this analysis, further research should be conducted on the data beyond popularity counts.
- Consider filtering on certain demographics and then determining which cookies to sell based on those demographics' preferences.
- The dataset given didn't specify the country or state, hence the post code given didn't really serve as a valuable metric.

Gender Distribution of Cookies Purchased Per Week Distribution of Favourite Cookies Purchased Per Week Age Group & Gender Distribution of Cookies Purchased Per Week

