**Recommendation to Lana’s Cookies**

Understanding the Customer Demographics

What demographic characteristics are provided in the dataset?

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| Age, Age Group, Gender, Postcode, Favourite cookie and number of cookies bought each week |

Which demographic group buys the most cookies?

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| * Females bought the greatest number of cookies * People aged between 10-19 bought the greatest number of cookies |

What is the most popular type of cookie?

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| Macadamia Cookies were the most popular cookie and also most bought each week. |

Lana’s Cookie Recommendation

What types of cookie should Lana sell and why?

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| Macadamia and Choc Chip cookies should be sold as they generate the most sales and should avoid selling salted cameral due to low sale numbers. |

Which demographics should she target?

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| She should young females aged between 10-30 as they buy the greatest number of cookies each week. She should also focus in the Darlinghurst and Surry Hills area for higher sales. |

Analysis Improvements

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

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| Understand the business statement and the target audience you are wanting to attract  Understand the demographics of your customers and explore ways to attract more customers.  Ask customer for feedback about the cookie and see if it correlates back to the data analysis and key findings |