**Recommendation to Lana’s Cookies**

Understanding the Customer Demographics

What demographic characteristics are provided in the dataset?

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Which demographic group buys the most cookies?

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What is the most popular type of cookie?

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Lana’s Cookie Recommendation

What types of cookie should Lana sell and why?

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Which demographics should she target?

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Analysis Improvements

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

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