



First Career Challenge



Our goal

Ben and Jerry's is trying to decide which of the three new ice cream flavours should they launch

Vanilla Combe



S'more and more

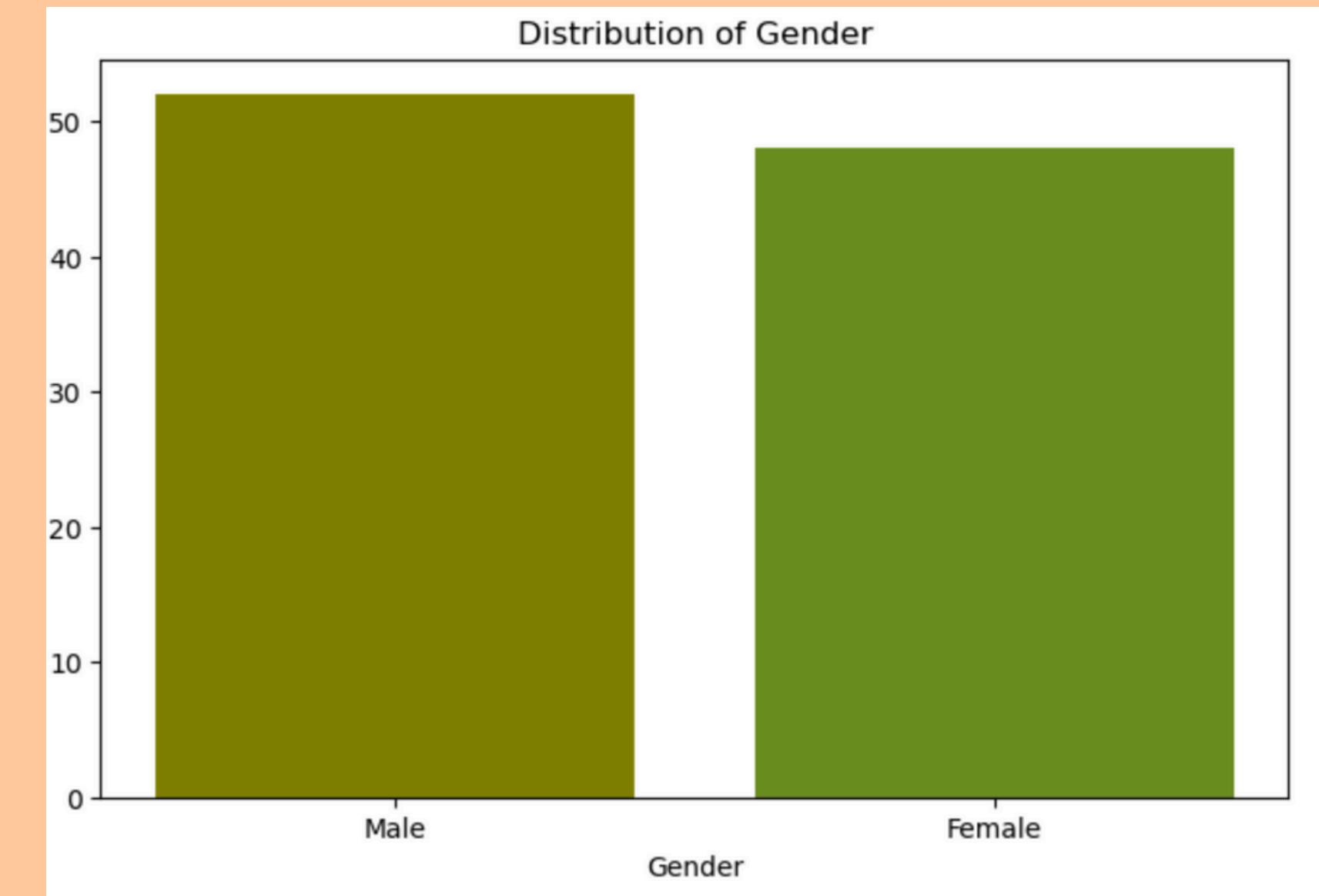
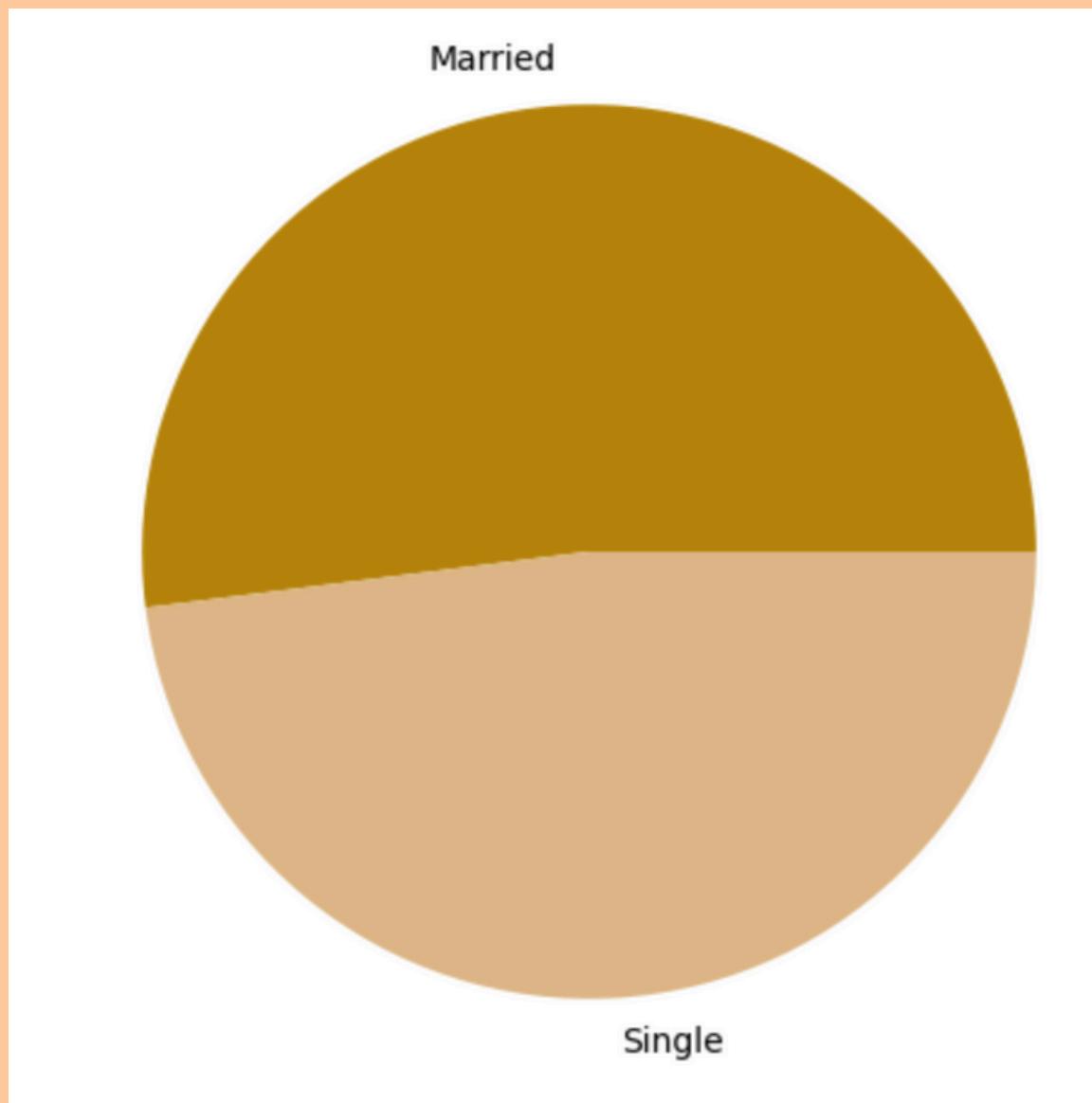


Creamy Dreamy



Data Overview

Individual Overview

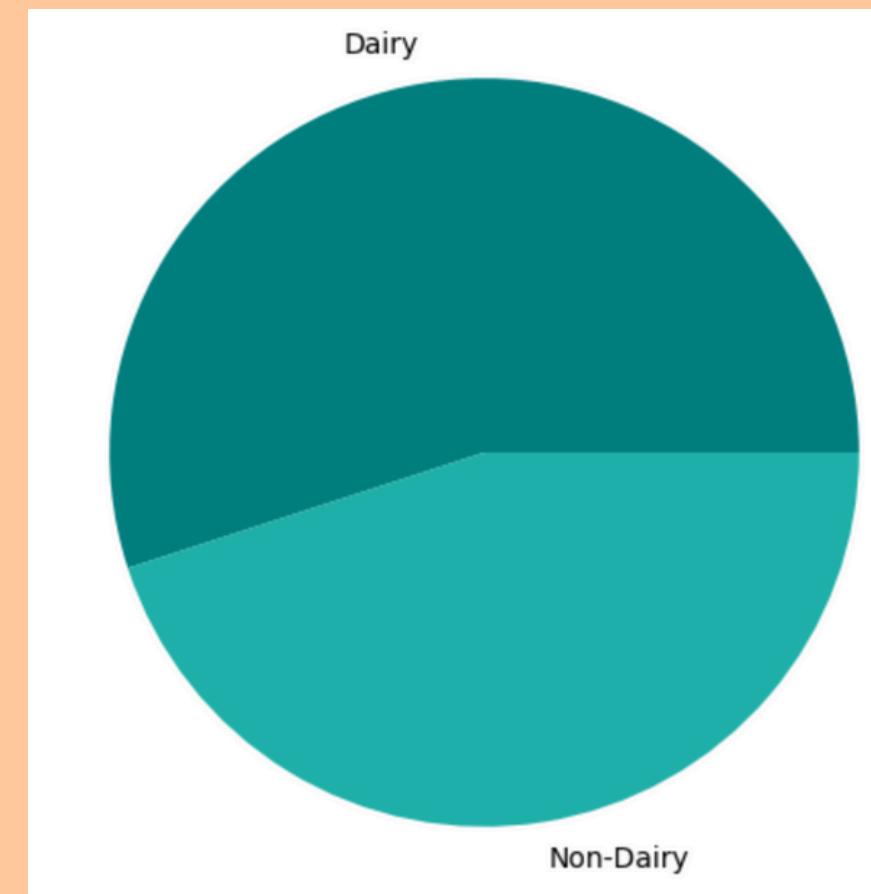
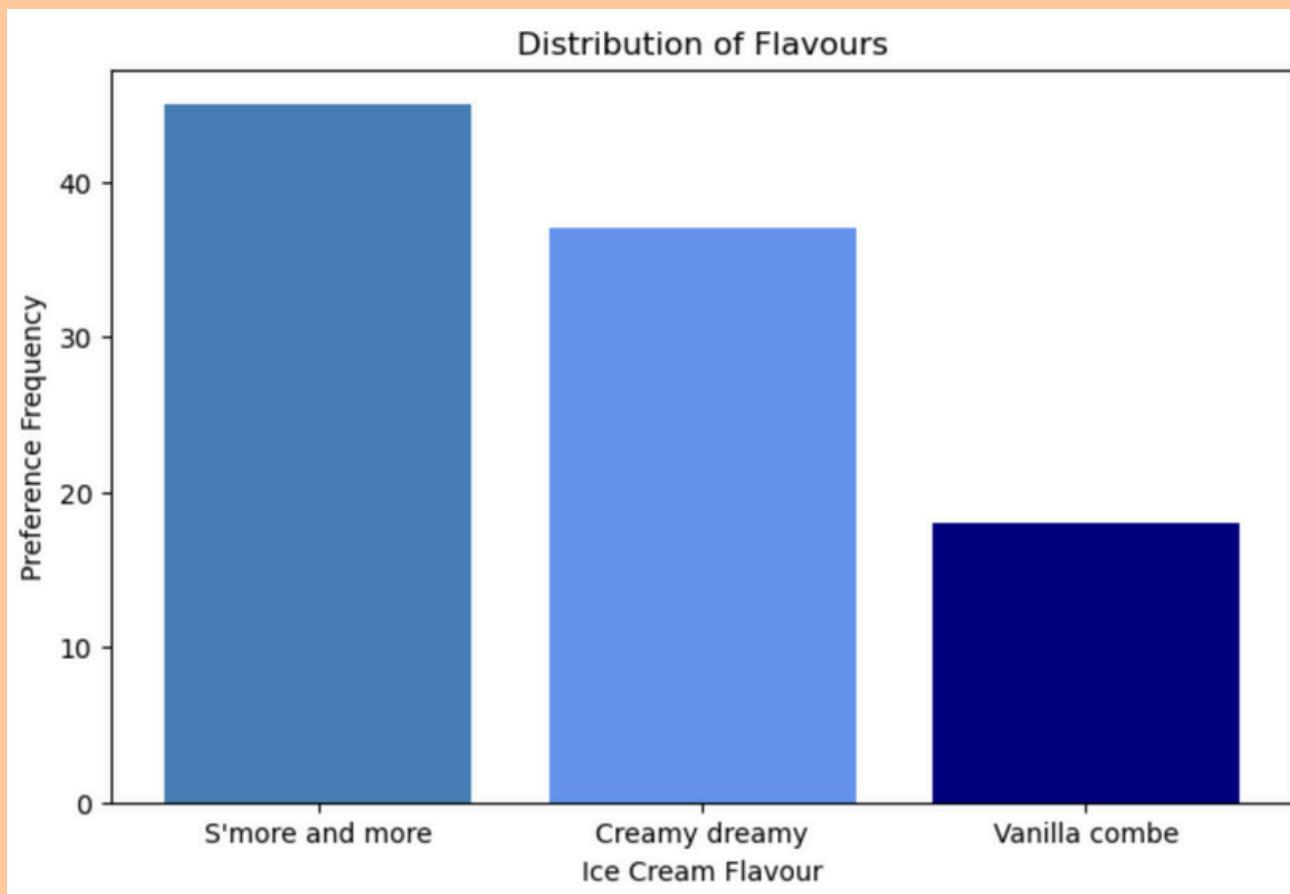


Notes:

We notice that 52% of individuals are married, amongst which 52% were male and 48% female.

Data Overview

Ice Cream Overview



Notes:

- We can tell that the s'more and more flavour was favoured among 45% of individuals, followed closely by Creamy Dreamy (37%)
- The non-dairy option was also favoured by 55% of consumers
- Most individuals also prefer that the retail price be just under \$5.00, ranging from \$4.95 – \$5.10

Final Verdict

\$4.95

