



# 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**

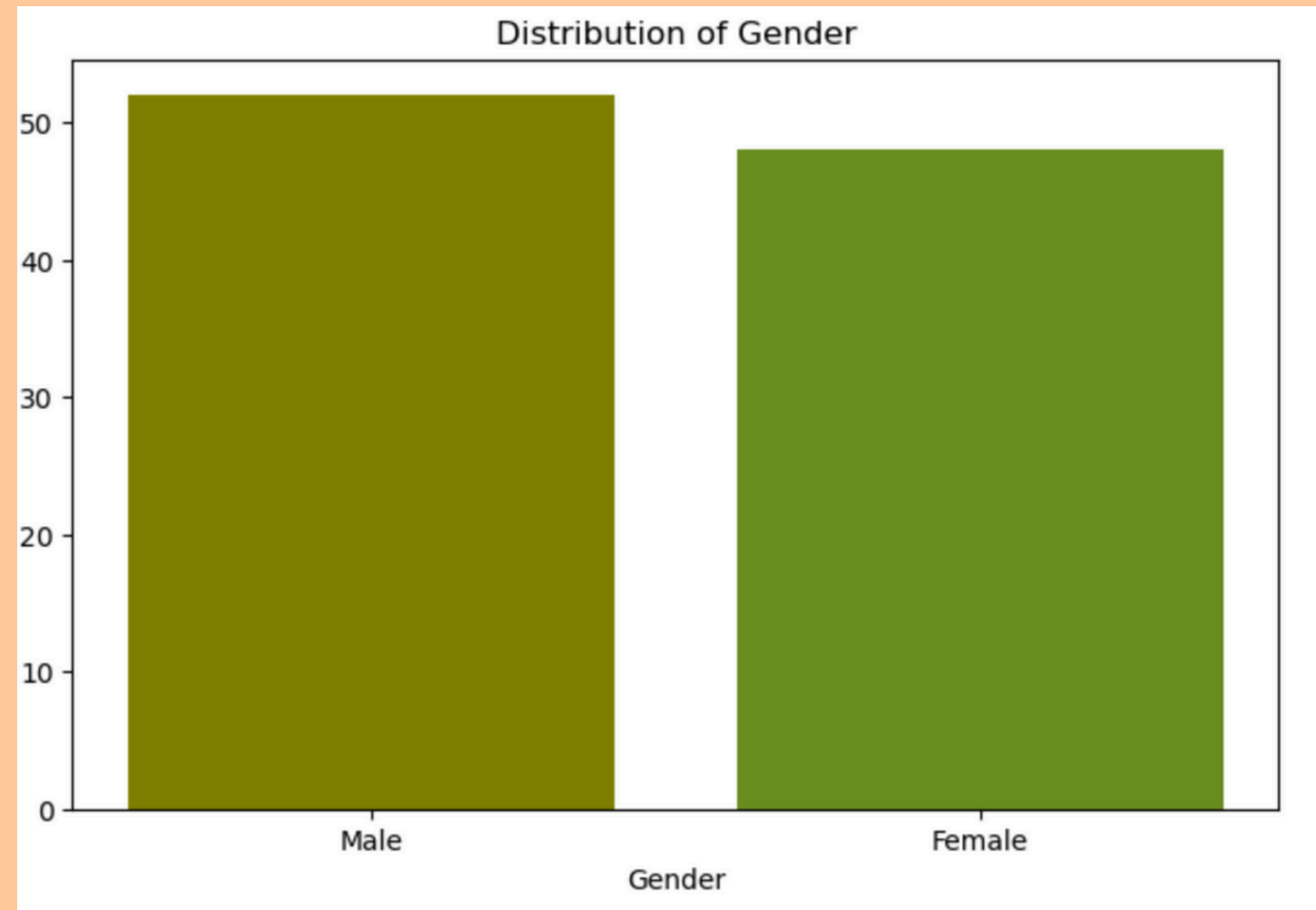
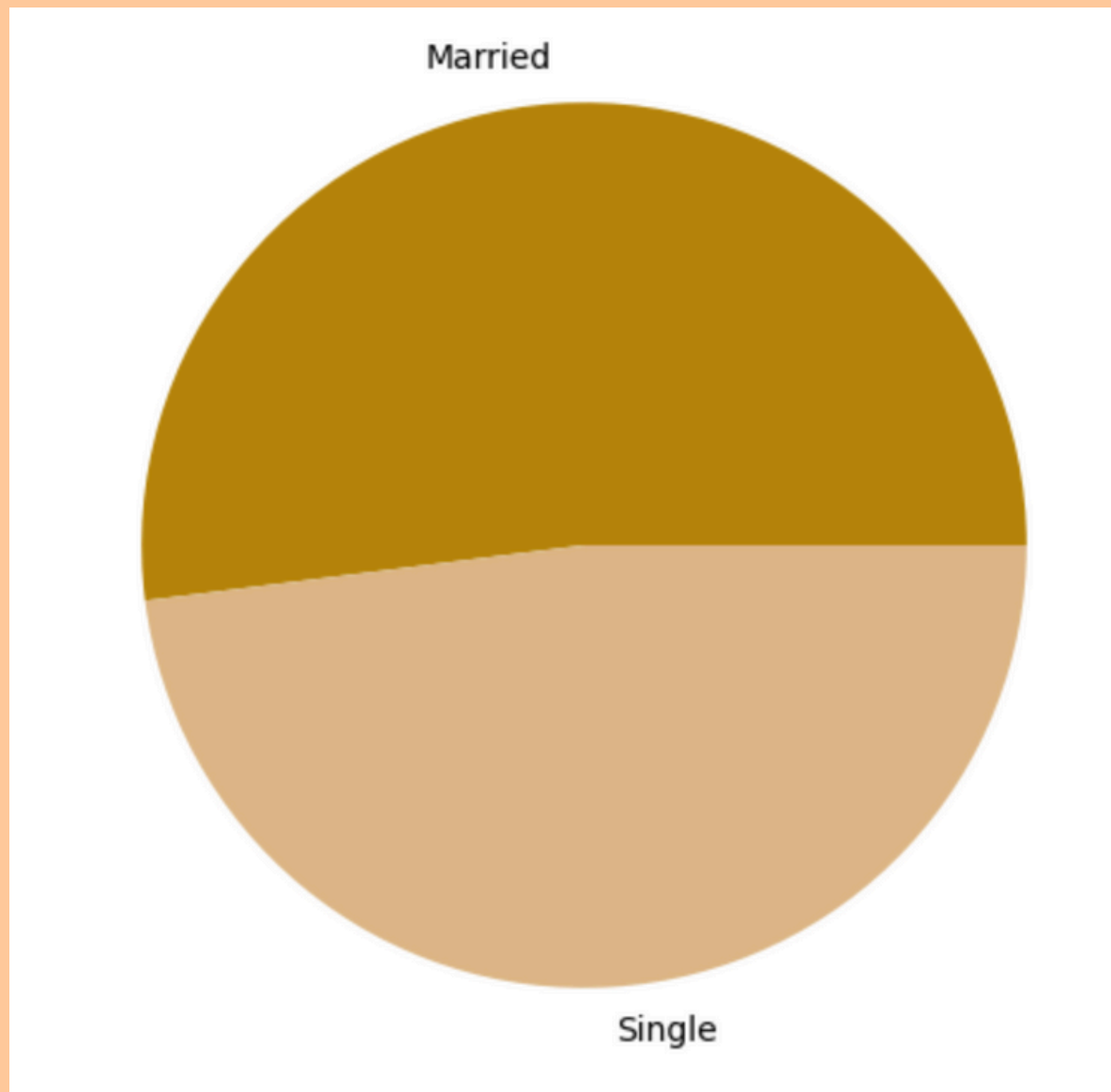


**Creamy Dreamy**



# Data Overview

## Individual Overview

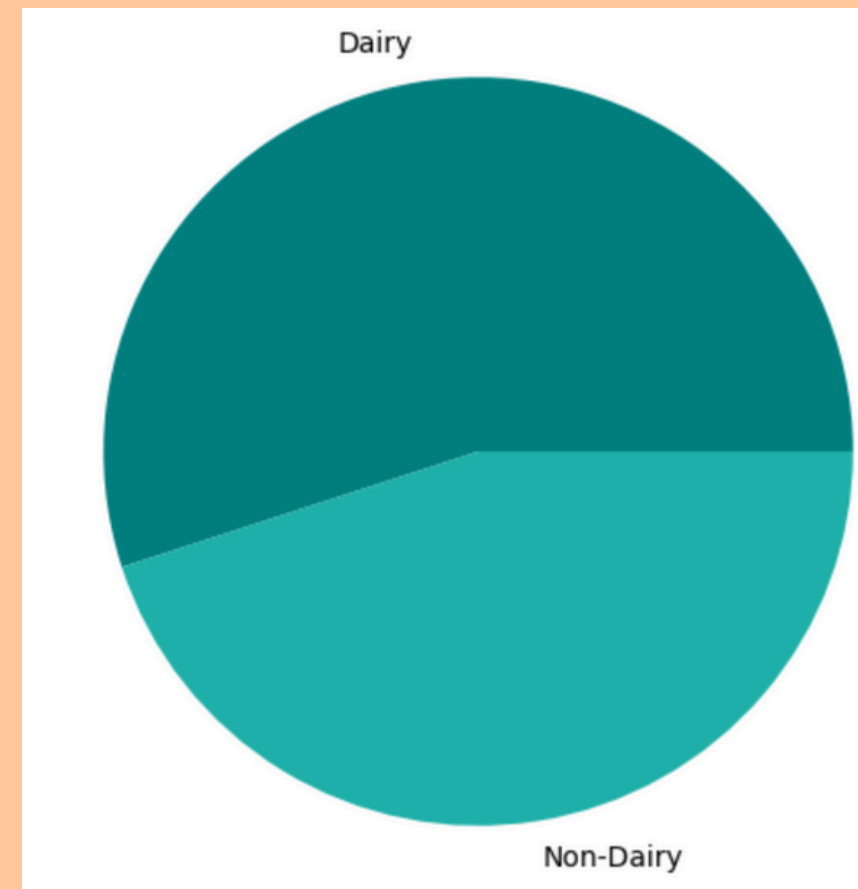
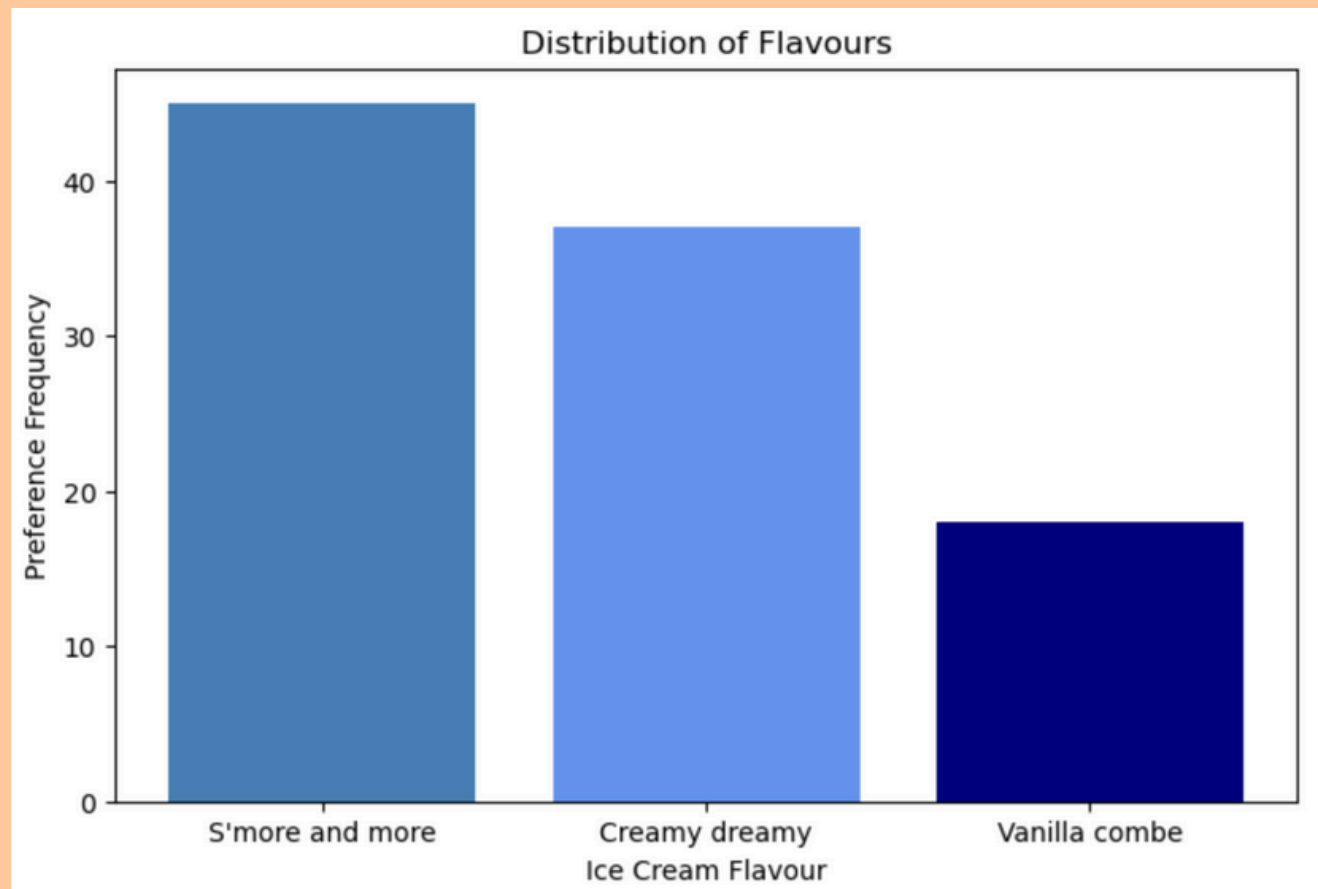


Notes:

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

