



# Recommendation to Lana's Cookies

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Virtual Program  
Data Analytics Module 1

# Understanding the Customer Demographics

- What are demographics? In your own words, provide in a simple explanation.
  - *Demographics are shared characteristics of a group of people, such as age, education level, income level, gender, ethnicity and occupation*  
[Source]
- What demographic characteristics are provided in the dataset?
  - *In the dataset, the demographic characteristics provided are age (or age group), postcode, gender, and favourite cookie.*
- Which demographic group buys the most cookies?
  - *Females buy more cookies. They make up approximately 65% of cookie purchases each week.*
- What is the most popular type of cookie?
  - *Macadamia cookies are the most popular type, making up 71 out of 185 cookies purchased (38%)*

# Lana's Cookie Recommendation

- What types of cookie should Lana sell and why?
  - *If Lana wants to target the most popular type of cookie, she should sell macadamia cookies. However, choc-chip cookies are also quite popular, so she should also consider selling those.*
- Which demographics should she target?
  - *Because women on average purchase more cookies, she should target women. Alternatively, she could target men 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:
  - *We have made our recommendations on the most popular demographics and cookie preferences (selling macadamia cookies to women). However, this does not take into account the possibility of mismatching preferences (such as that perhaps women prefer choc-chip cookies and men 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.*