**Mom’s Cookie Data Analysis**

On Monday, October 21st and Tuesday, October 22nd ninety-four Technical Writing students at UW-Platteville took a cookie taste test and 10-question survey in order to assess which cookie most resembled an ideal chocolate chip cookie out of the following 3 choices:

* Cookie X – Pillsbury Simply Chocolate Chip Cookie
* Cookie Y – Immaculate Baking Co. Chocolate Chunk Cookie
* Cookie Z – Chips Ahoy Classic Chocolate Chip Cookie

Before deciding which cookie was most like the ideal cookie, the characteristics of the ideal chocolate chip cookie needed to be assessed. The most important characteristic was that the cookie has to taste great. Out of the 94 students that were surveyed, 88 of them rated “great tasting” as a very important characteristic, and the remaining 6 students rated it as an important characteristic (See Figure 1). That’s 100% of the students needing a great taste in their ideal cookie! The next most important characteristic is having a soft or chewy cookie. Out of the 94 students, 39 viewed this as very important, and 45 viewed this as important (See Figure 1); meaning that 89.36% of the students surveyed wanted to see this characteristic in the ideal cookie. Other characteristics were more varied amongst the students, with size and number of chocolate chips being important to 68.09% and 67.02% of the students, respectively (See Figure 1).

Figure 1

Now, using that data compared to each cookie, the most ideal cookie out of the 3 choices can be found. First, let’s look at the important characteristics of the ideal chocolate chip cookie compared to the 3 cookie choices. Out of the 94 responses, 36 of them, or 38.30%, thought that Cookie X tasted great when compared to Cookie Y with 17 students, or 18.09%, and Cookie Z with 2 students, or 2.13% (See Figure 2).

Figure 2

Another important characteristic was that the cookie should be soft or chewy. Looking at Figure 2, the cookie with the most votes in this category was Cookie Y, with 59 of the students agreeing with this, or 62.77%. Cookie X is the next highest in this category with 23 of the votes, or 24.47%. The largest cookie of the 3 choices was Cookie X, with 26 of the students agreeing, or 27.66% and 2 votes for Cookie Y in this category, or 2.13% (See Figure 2). And lastly, the number of chocolate chips in each cookie was compared, and Cookie Y had the highest votes with 12 out of the 94 students, or 12.77%. Cookie X had 6 votes, or 6.38%, and Cookie Z had 4 votes, or 4.26% (See Figure 2).

The students were then asked which of the 3 cookies they thought the best overall cookie was. Looking at the characteristics of the ideal cookie and the responses of the students on each cookie tasted, Cookie X and Cookie Y are the closest to the ideal cookie. But looking at which cookie the students thought was the best overall, Cookie X got many more votes than Cookie Y and Cookie Z, with 59 students liking Cookie X the best. That is 62.77% of the students, compared to Cookie Y with 30 votes, or 31.91%, and Cookie Z with 5 votes, or 5.32% (See Figure 3).

Figure 3

In Conclusion, the best cookie to sell at Mom’s Cookies would be Cookie X, or the Pillsbury Simply Chocolate Chip Cookie. This is the best choice because it had the characteristics of the ideal chocolate chip cookie, and when asked which cookie out of the 3 choices was the best, most of the students answered Cookie X.