



Recommendation to Lana's Cookies

Understanding the Customer Demographics

What demographic characteristics are provided in the dataset?

Demographics are shared characteristics in the form of statistical data that relate to a population as a whole and also particular groups within it, such as age, education level, income level, gender, ethnicity and occupation, etc. Within the dataset, we have several categories of customers including: Gender, Age, Type of Cookie Bought, Postcode and number of cookies bought.

Which demographic group buys the most cookies?

Based on the dataset, it appears that females aged 10-19 buy the most cookies, with an outstanding 56 cookies purchased.

What is the most popular type of cookie?

According to the dataset, the Macadamia cookie is the most popular, with 71 being purchased from all demographics.

Lana's Cookie Recommendation

What types of cookies should Lana sell and why?

Lana should sell the Macadamia cookies as they are the most popular, and they appeal to more demographics (besides the 40-49 demographic, which is a small population compared to the combined total of other age groups).

Which demographics should she target?

She should target the 20-29, 30-39, 50-59, 60-69.

Analysis Improvements

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

Lana can sell ice cream for more days to maximise the likelihood of having an accurate representation of her demographics.