Case Study: Expanding Zooplus candy offering

Scenario
Zooplus believes in making both pets and pet owners happy. In addition to being a leader in the pet supplies market, we also sell grocery to our customers. Within this business segment, we want to expand our candy offering by introducing some private label brands for candies. We plan to sell them along with other candy brands on our online shop. The idea is to create a brand new product. The team is discussing various options at the moment.
Some prefer cookie-based sweets while others think that it should be gummies. The category manager responsible has decided to use a data-driven approach to resolve this issue. She contracted with a market research group to collect data on products in the market and their characteristics and customer sentiment. The market research data is now available and it is your job to find out which product characteristics drive customer sentiment and subsequently make a recommendation on a new product.

Data
The data set is located (incl. a short description) here:
https://github.com/fivethirtyeight/data/tree/master/candy-power-ranking
The data set is provided by FiveThirtyEight under the Creative Commons Attribution 4.0 International license (https://creativecommons.org/licenses/by/4.0/)

Deliverables
Please come prepared to discuss the business recommendation, your approach and code with the interviewers. All relevant materials – especially the code and any results or outputs you want to discuss – must be submitted the day before the interview. You are free to employ any analytical approach, tool or language, as long as it can be reasonably reviewed and evaluated by our interviewers.

Note
Your focus should be on the analytical approach and structuring such a problem. We want to understand your ability to tackle a business problem using a data-driven approach and work on it end-to-end. We also want to see you present your work and findings in an interactive discussion.