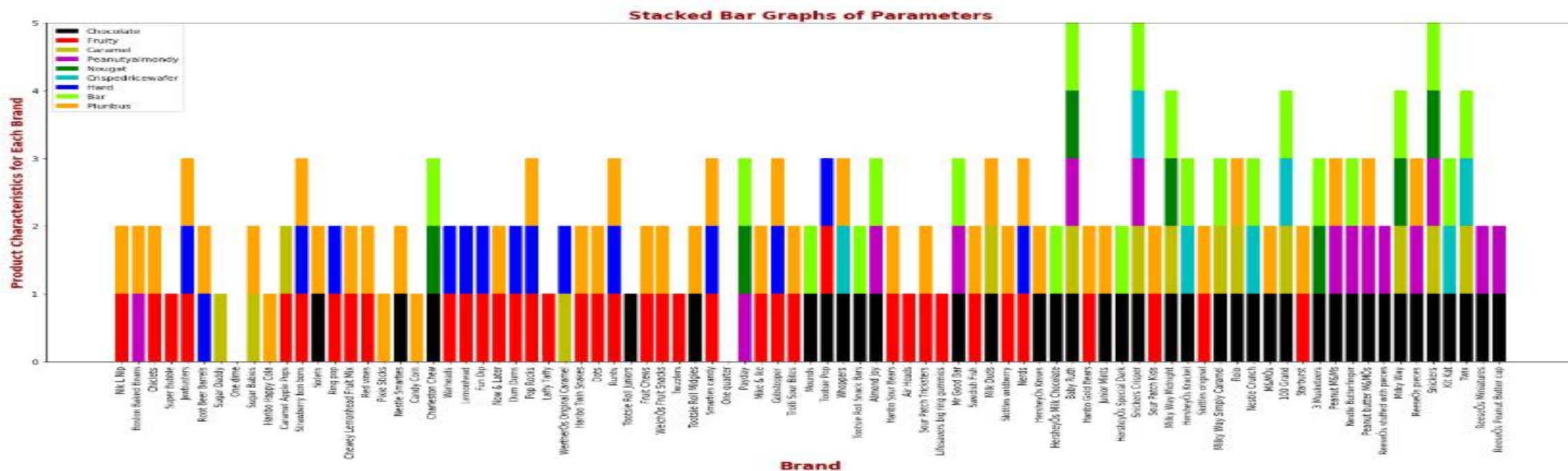
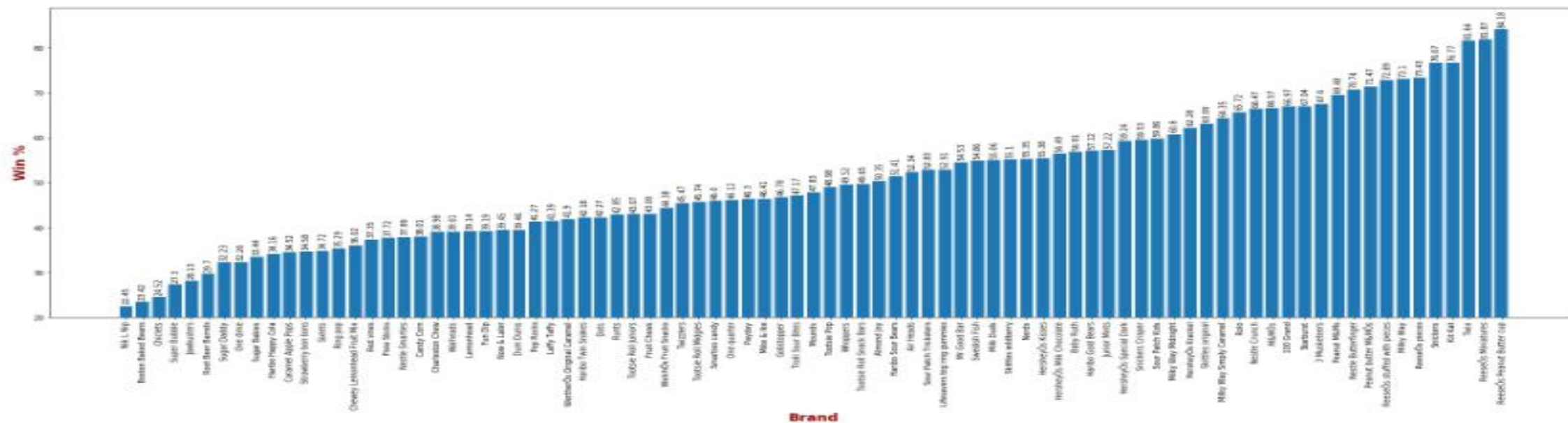


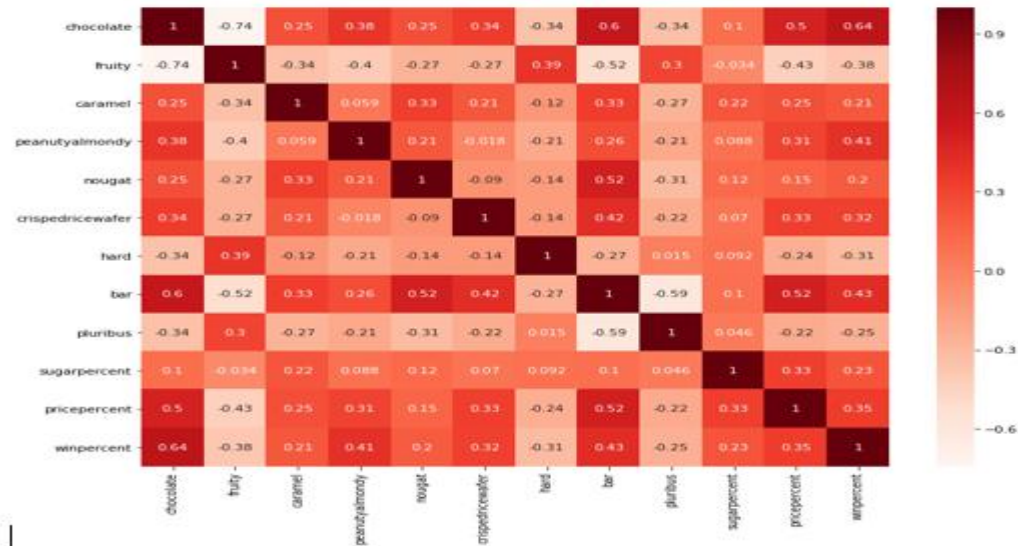
Candy Power Ranking

Farzad Radmehr

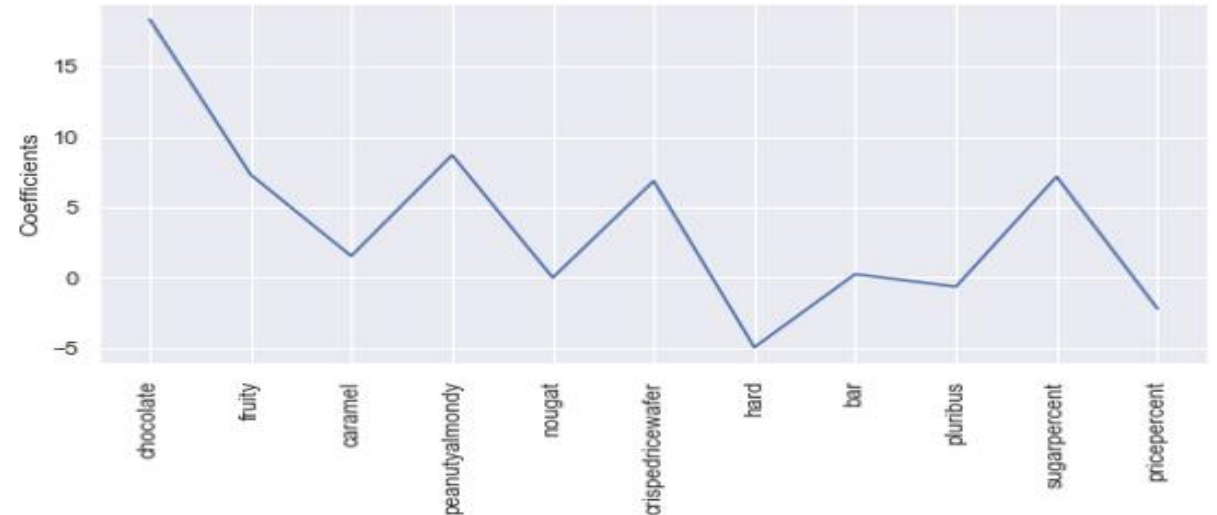
1) Looking at the Least to the Most Successful Brands



2) Modeling-Parameter Selection



Heatmap of Parameter Relationships



Impact of Parameters on Win% in Lasso Regression

Model	Important Parameters
Heatmap	chocolate
Backward Elimination	chocolate, peanutyalmondy, fruity
Linear Regression	chocolate, fruity, caramel, peanutyalmondy, nougat, crispedricewafer, hard, pluribus, sugarpercent, pricepercent
Lasso Regression	chocolate, peanutyalmondy, fruity, crispedricewafer, sugarpercent, caramel

Parameter Selections in Each Model

Parameter	# of Models
chocolate	4
fruity	3
caramel	2
peanutyalmondy	3
nougat	1
crispedricewafer	2
hard	1 (- impact)
bar	0
pluribus	1
sugarpercent	2
pricepercent	1 (- impact)

of Wining Models in Each Parameter

Recommendation

- Below product characteristics drive more customers:

Chocolate

Peanutyalmondy

Fruity

Crispedricewafer

Caramel

- Add one or more of the above gradients to increase Sugar % and decrease Price %.