**1: List (bullet list of items) five analytics queries or questions that a person may have about this data set. These would be questions that an analyst examining the data might be pondering.**

* What does the negative data mean for the cereal?
* Which manufacturer is generally most healthy?
* Are there equivalent cereals between manufacturers content wise?
* Based on the content of the cereal which demographic is it being sold to?
* Given all but three are typical cereals why are hot breakfast items (such as oatmeal) being given with the data?

**2: List (bullet list of items) five “insights”, chunks of knowledge, or deeper questions that you either encountered or gained while exploring the data. An insight could be some understanding of the data and its characteristics that is not relatively obvious or intuitive. It is something that most people might not realize initially. Note that an insight or knowledge chunk simply may be a deeper question that arose in your mind while exploring the data. And your analysis may not have been sufficient to answer the question.**

* It appears the low calorie “health” cereals have very low serving sizes and are greater or equivalent calories when eaten in the typical 1 cup serving size.
* On the other hand, it seems that even when greater in calories they have more favorable content such as protein, fiber, vitamins, etc. instead of greater sugar and fats.
* What is the correlation between each category and the demographic that consumes the cereal? (i.e. do more athletic people eat higher protein cereals, children more sugar cereals)
* When comparing caloric content, sugar, fat, and serving size, which ones turn out to taste the best?
* Does shelf life depend on how many preservatives within the cereal and how does it affect the taste and health aspects of the cereal?

**3: Write one paragraph about the process you used to do the exploration and analysis. Did you load the data into Excel, work manually, or do both? What did you do in Excel? Did you draw pictures? Did you take notes? What did you take notes on? What did you draw? This paragraph should be a general description of your analytic workflow.**

The process I took to explore and analyze the data was very basic. I just loaded it into excel at first. After that I just looked at all the data to familiarize myself with what was going on. Once I realized it was the content of the cereal divided by brand, I made comparisons between the attributes (calories, fat, sugar, protein, serving size, etc.). Any time I noticed anything interesting I would type it out for future reference. And with any question I had, I would write them down and see if they would make sense given what was in the data. That is how I Initially looked at the data. Then I would try to see the “insights”. I wanted to see if these questions and notes could be used to answer more in-depth questions such as type of consumer for cereals. By more in-depth, I try to find greater use cases then just the first thoughts of what the data could be used for. After this, I spent 30 more min just repeating what I initially did again to see if I could bring up any more notes and questions I had on the data. Which then allowed me to answer the first two questions with my most pertinent questions, points and correlations.

**4: Write one paragraph about challenges or problems that you encountered in doing the analysis this way. Did anything limit or frustrate you? If nothing did, perhaps there was something that was more difficult than you thought it should be. Nothing is perfect, so you should be able to list some potential issues here. So, to sum up, your assignment should have two bullet lists of five items followed by two paragraphs.**

I had a few challenges and problems while doing my analysis of the data. The first challenge was getting started. It felt a little overwhelming and confusing at first. I was just looking at a large list of what appears to be random numbers and labels. But after 5 or 10 min I was able to figure out and start to bring together notes and questions on what the data was representing. It was difficult to compare specific items due to the large amount of data available. It limited how much I could analyze so next time I would like to use some tool and make an AI of some sort that can make comparisons of the data for me. I could then analyze that output but that’s for my AI classes. The next challenge I had was giving a greater view of the data and what information could be learned in the bigger picture. I had to take the data and then see if it could tell you specific things about brands, consumer group, taste, and health. Overall this assignment was very interesting to me, as I thought it was going to be a quick easy analysis. But I was pleasantly surprised by how much time it takes to get a bigger picture of data.