**Milestone 1:**

**Research question:**

What is the best Halloween Candy? This was the question this dataset was collected to answer. To predict which candy is best at the time of Halloween and also helps the candy factory to increase the production and improve the quality and maintain the same obsession of that candy and sustain in the top of the charts and gain benefits from the sales.

To do the above research I have selected a dataset as mentioned below:

**Dataset:**

This dataset contains attributes of candy along with its ranking with binary variables, 1 means yes, 0 means no.

* chocolate: Does it contain chocolate?
* fruity: Is it fruit flavored?
* caramel: Is there caramel in the candy?
* peanutalmondy: Does it contain peanuts, peanut butter or almonds?
* nougat: Does it contain nougat?
* crispedricewafer: Does it contain crisped rice, wafers, or a cookie component?
* hard: Is it a hard candy?
* bar: Is it a candy bar?
* pluribus: Is it one of many candies in a bag or box?
* sugarpercent: The percentile of sugar it falls under within the data set.
* pricepercent: The unit price percentile compared to the rest of the set.
* winpercent: The overall win percentage according to 269,000 matchups.



There are 13 columns in this dataset which describes the candy ingredients, appearance, and appeal. By using this dataset I wanted to carry on my research and answer the research question.

**References:**

1. I have researched few websites like mentioned below:

<https://archive.ics.uci.edu/ml/index.php>

<https://www.kaggle.com/datasets>

<https://catalog.data.gov/dataset>.

There are many more web services which provides us free access to the datasets.

1. I have taken this dataset from [https://www.kaggle.com/fivethirtyeight/the-ultimate halloween-candy-power-ranking/](https://www.kaggle.com/fivethirtyeight/the-ultimate%20halloween-candy-power-ranking/).
2. This dataset is Copyright (c) 2014 ESPN Internet Ventures and distributed under an [MIT license](https://github.com/fivethirtyeight/data/blob/master/LICENSE). Check out the analysis and write-up here: [The Ultimate Halloween Candy Power Ranking](http://fivethirtyeight.com/features/the-ultimate-halloween-candy-power-ranking/). Thanks to [Walt Hickey](http://walthickey.com/) for making the data available.