Case Study: Expanding our candy brand

Scenario
The Lidl purchasing group wants to expand our candy offering. These are store brand candies that we sell along the brand offerings. The idea is to create a brand-new product. The team is discussing various options now.
Some prefer cookie-based sweets while others think that it should be gummies. The Divisional Director responsible for purchasing has decided to use a more data-driven approach. He 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
Presentation and source code.
Please come prepared to discuss the business recommendation, your approach and code with our recruiting team - who will jump into the role of the purchasing director to decide on a new candy product. Your presentation should be structured as follows:
Page 1 - Management summary including recommendation
Page 2 - Procedure and assumptions
Pages 3 to max. 5 - detailed results of the analysis, methods and procedures
All relevant materials – especially the code and any results or outputs you want to discuss – must be submitted as per the email instructions.
You are free to employ any analytical approach, tool or language, as long as it can be reasonably reviewed and evaluated by our team.

Note
Your focus should be on the analytical approach and structure to such a problem. We want to understand your ability to turn a business problem into a Data Science approach and work it end-to-end. We also want to see you present your work and findings in an interactive discussion.