**Recommendation to Lana’s Cookies**

Understanding the Customer Demographics

What demographic characteristics are provided in the dataset?

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| In the dataset, the demographic characteristics provided are age, postcode, and their favourite cookie. |

Which demographic group buys the most cookies?

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| Females buy more cookies. The approximate percentage of cookie purchase in each week by females is 65. |

What is the most popular type of cookie?

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| Macadamia cookies are the most popular cookie type, the sale of cookies are 71 out of 185 mostly 38%. |

Lana’s Cookie Recommendation

What types of cookie should Lana sell and why?

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| Choco chip and Macadamia cookies she should consider for selling because most of the demographics likes it. |

Which demographics should she target?

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| Female demographics she should target because most of the cookies are purchased by them that is 65%. |

Analysis Improvements

How can the data analytics techniques used to provide recommendations to Lana be improved?

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| We have made our recommendations on the most popular demographics and cookie preferences (selling macadamia cookies to women). However, this does not take into account the possibility of mismatching preferences (such as that perhaps women prefer choc-chip cookies and men prefer macadamia cookies)  • To improve this analysis, further research should be conducted on the data beyond popularity counts.  • Consider filtering on certain demographics and then determining which cookies to sell based on those demographics’ preferences |