Project 1: World Development Statistics

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Crumbl Cookies has experienced tremendous growth in the 7 years since our inception in 2017. With 1000 locations, we're the fastest growing dessert company in the United States, according to the New York Times (much to bon appetit's chagrin).

From here we intend to expand globally. We are looking for viable markets outside the United States with an emphasis on populations that would support expansion along with a healthy, or not so healthy, sweet tooth!

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What are the most important factors?

We are going to be looking at:

➜ The top 5 countries with respect to GDP.

➜ The top 5 countries with respect to population size.

➜ The top 5 countries with respect to daily income per person.

➜ The top 5 countries with respect to daily sugar intake

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Gross Domestic Product and Population Size:

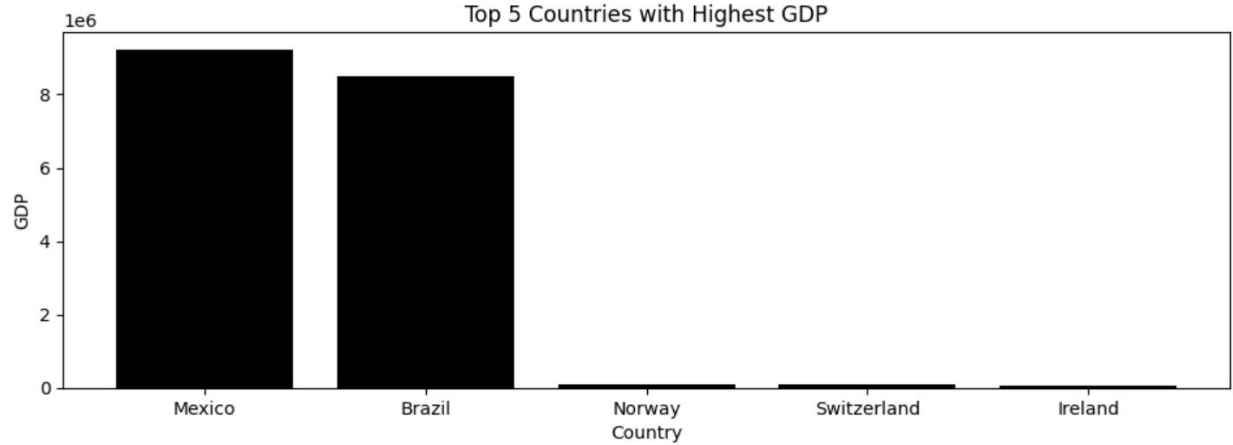**Top Countries:**
USA: $71.5k
Pop: 342M

Top 5 GDP:

Mexico:	$ 9.23M
Brazil:	$ 8.49M
Norway:	$ 86.7k
Swtzlnd:	$ 86.5k
Ireland:	$ 73.6k

Top 5 Population:

Brazil:	218M
Mexico:	129M
Japan:	123M
Canada:	39.1M
Australia:	26.7M

Top 5 Countries with Highest GDP

Countries with Highest Population
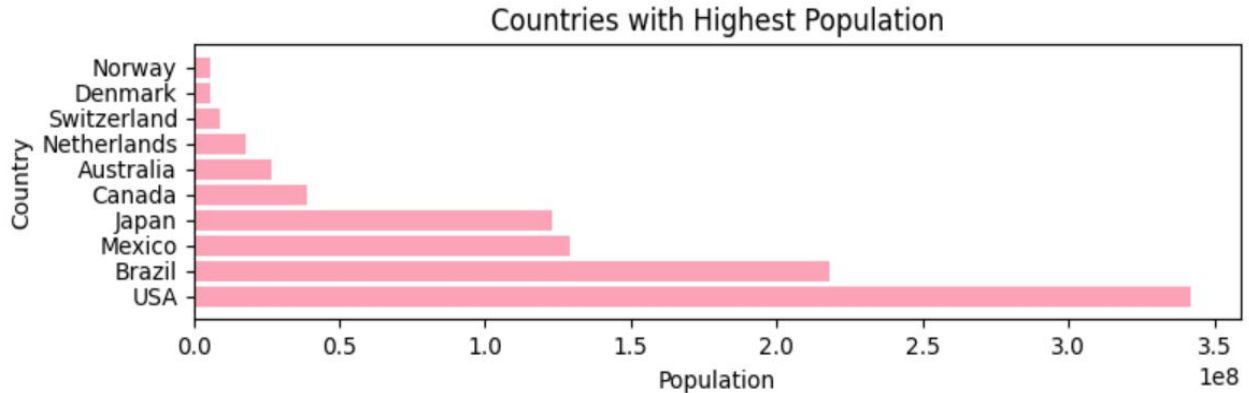
Whose Got the Biggest Sweet Tooth?

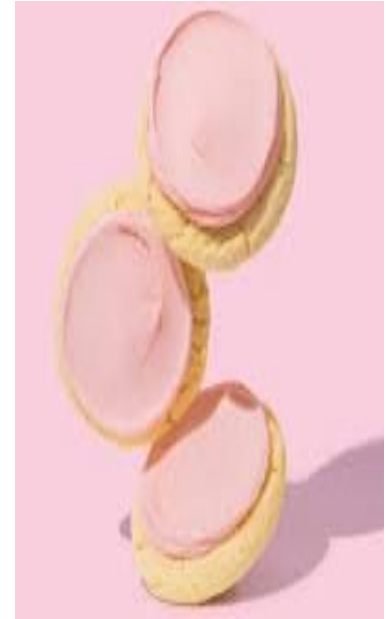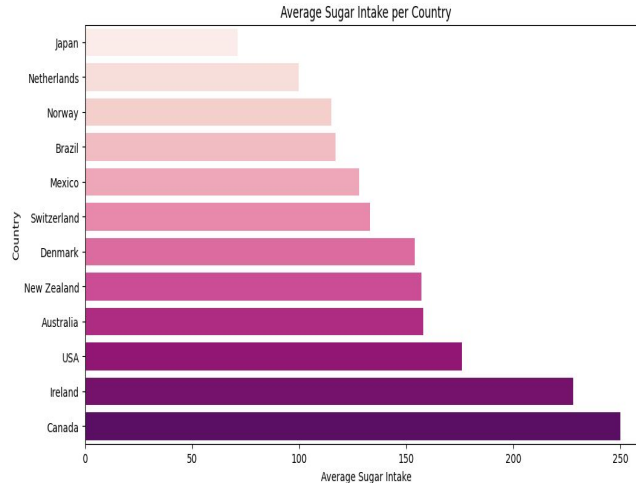Average Sugar Intake per Country
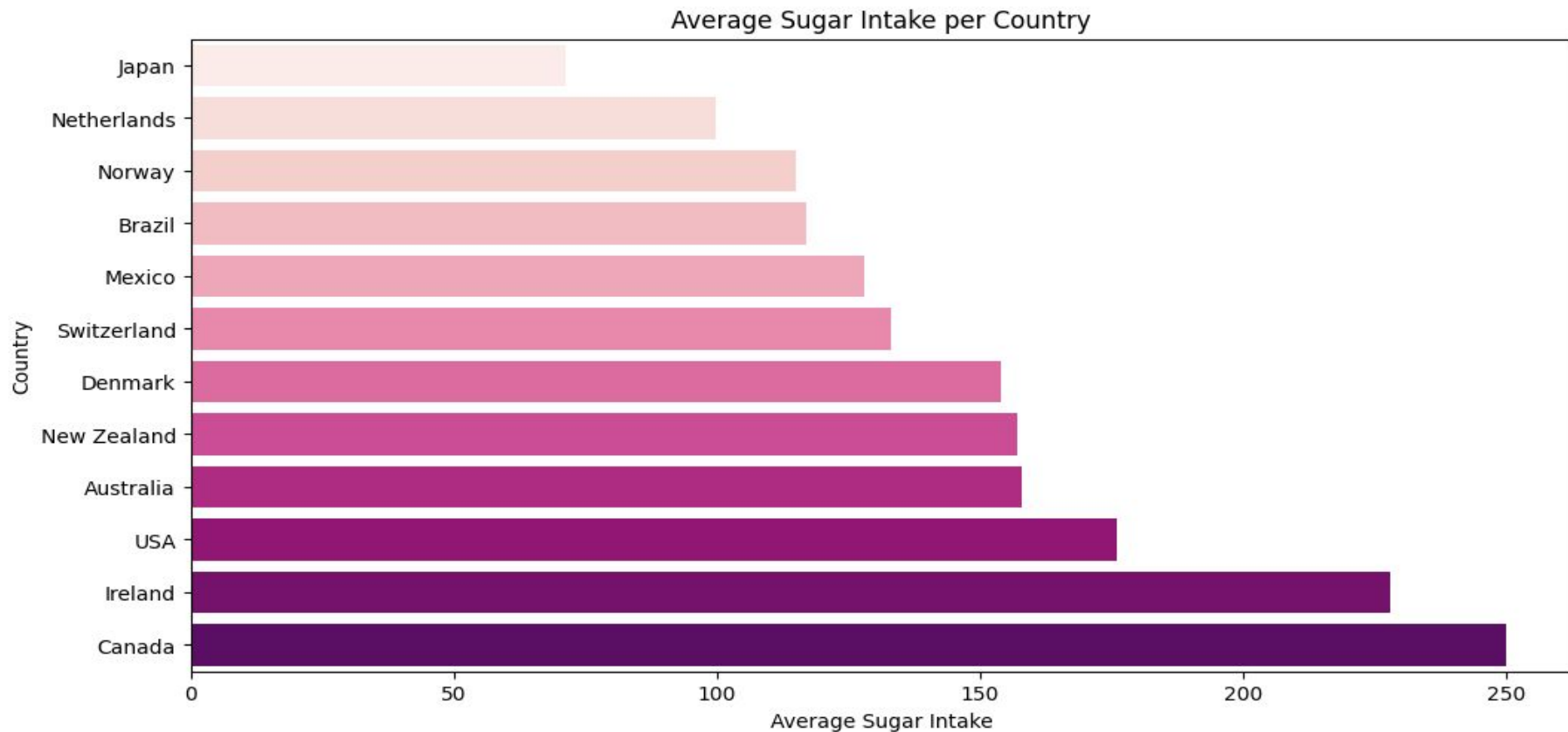
Not all sweet teeth are created equal
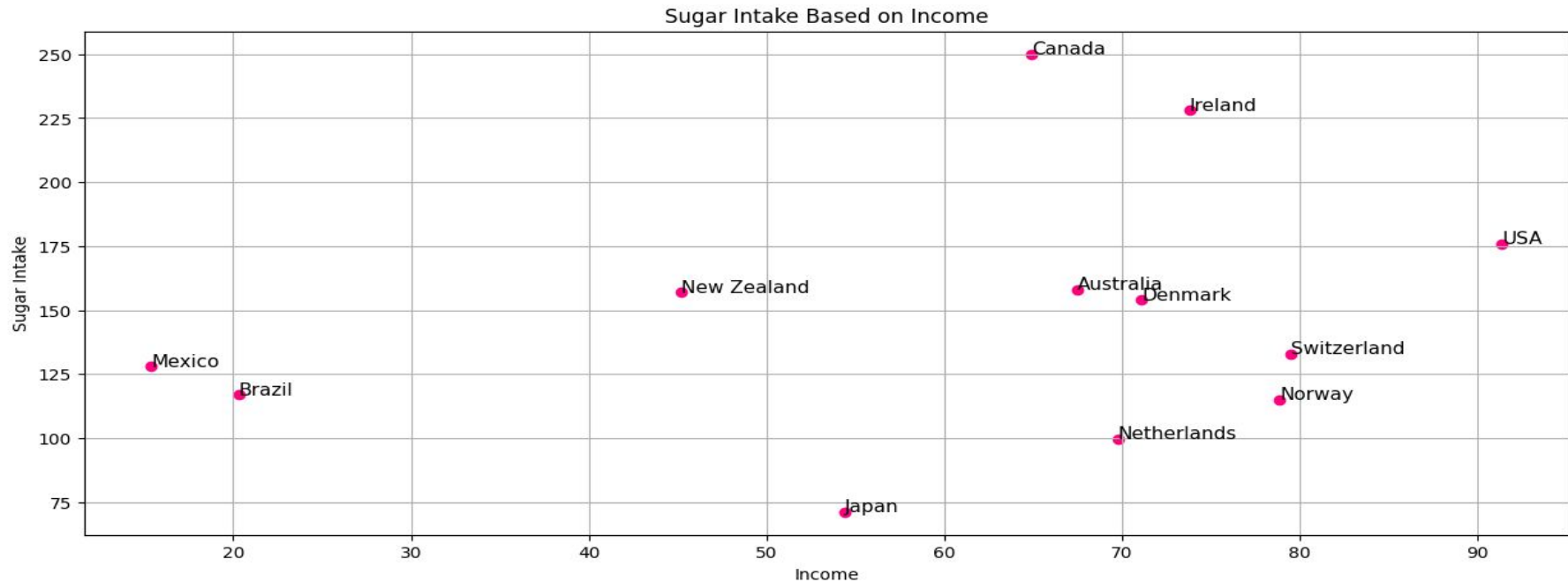
Top 5 Countries by daily sugar intake

Grams per person per day:
USA: 176g

- ❖ Canada: 250g
- ❖ Ireland: 228g
- ❖ Australia: 158g
- ❖ N. Zealand: 157g
- ❖ Denmark: 154g

Average Sugar Intake per Country

What are the numbers and what do they tell us?

Sugar Intake by Daily Income

Conclusions and Recommendations
And method

The Top 3 Countries for expansion are:
- ❖ Canada
- ❖ Ireland
- ❖ Australia

Methods:
Each dataset was thoroughly analyzed for relevance and accuracy. Our emphasis was on features that would give us the greatest likelihood of successful expansion. Specify, the data revealed that daily income and daily sugar intake are the primary indicators for country selection, then GDP and population.

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