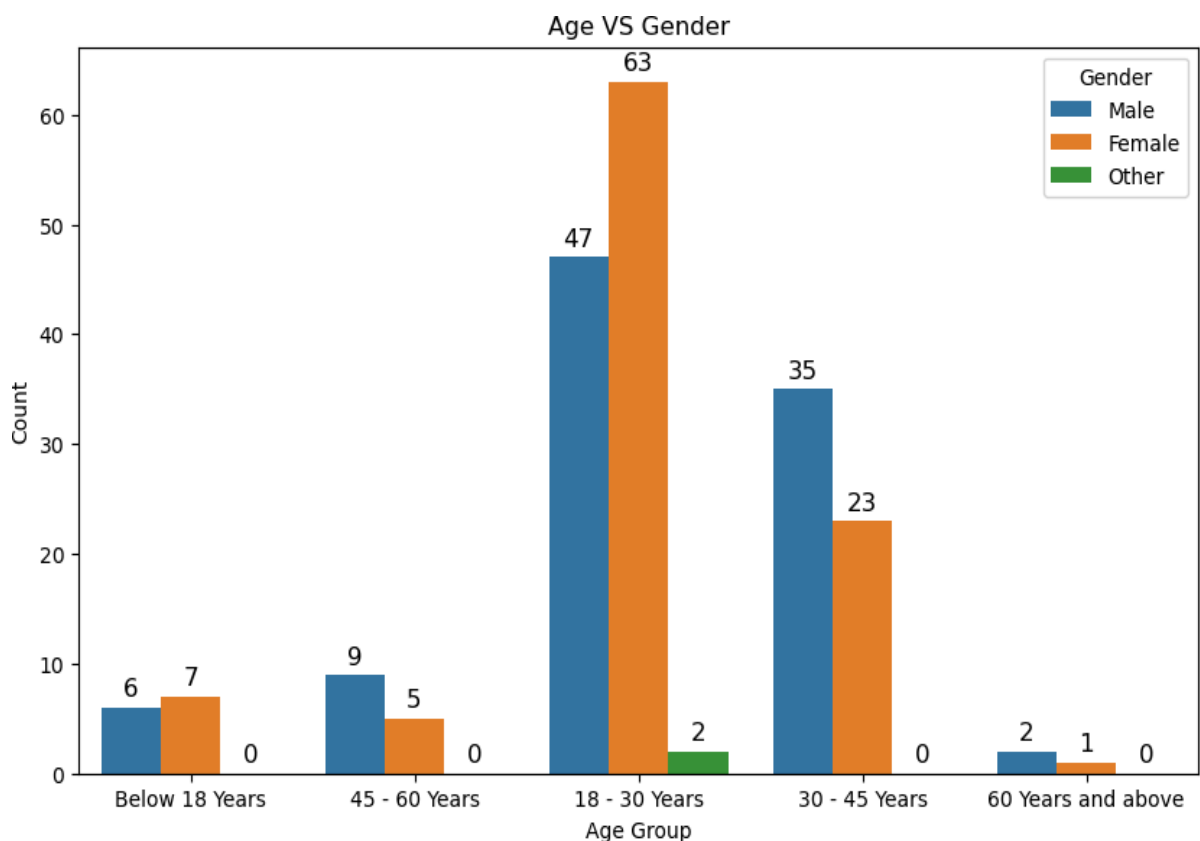


🚀 Exploring the Mango Lassi Mystery: My First Survey Adventure! 🍹 ✨

Ever since I moved to Vienna, I've been fascinated by the popularity of Mango Lassi in Europe. 🤔 Why do people love this drink so much? What's the secret behind its charm?

To uncover the mystery, my friend and I went on an exciting expedition at an Asian food festival. We conducted a physical survey with around 200 attendees, braving more than 100 rejections—even while offering free Mango Lassi samples! 😄

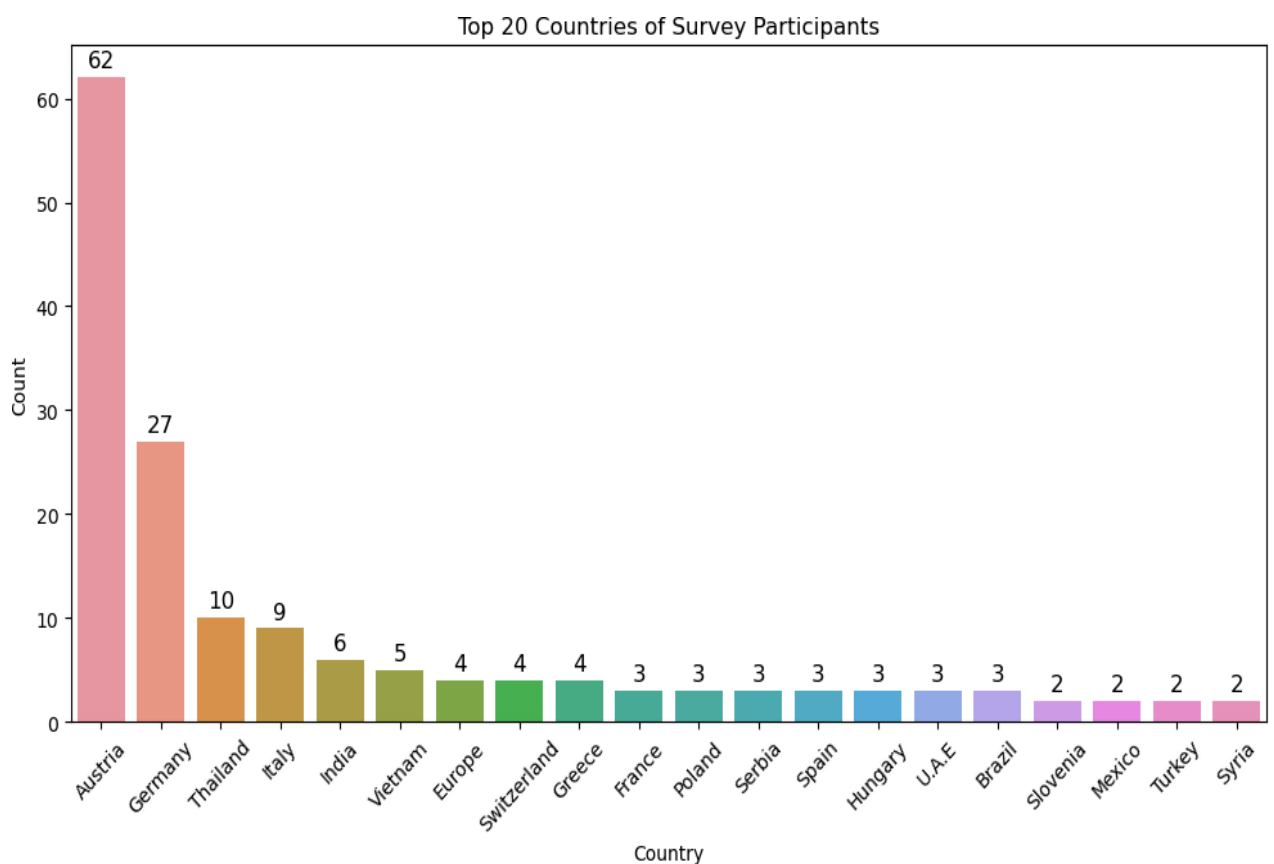
In the 1st image, I tried to visualize the age and gender data of our survey participants. The majority were between **18-30 and 30-45 years old** category.



The 2nd image is my favourite! It made me fall in love with the city of Vienna again because of the diversity that the city offers. Here I tried to visualize the country data of our survey participants, focusing on the **top 20**

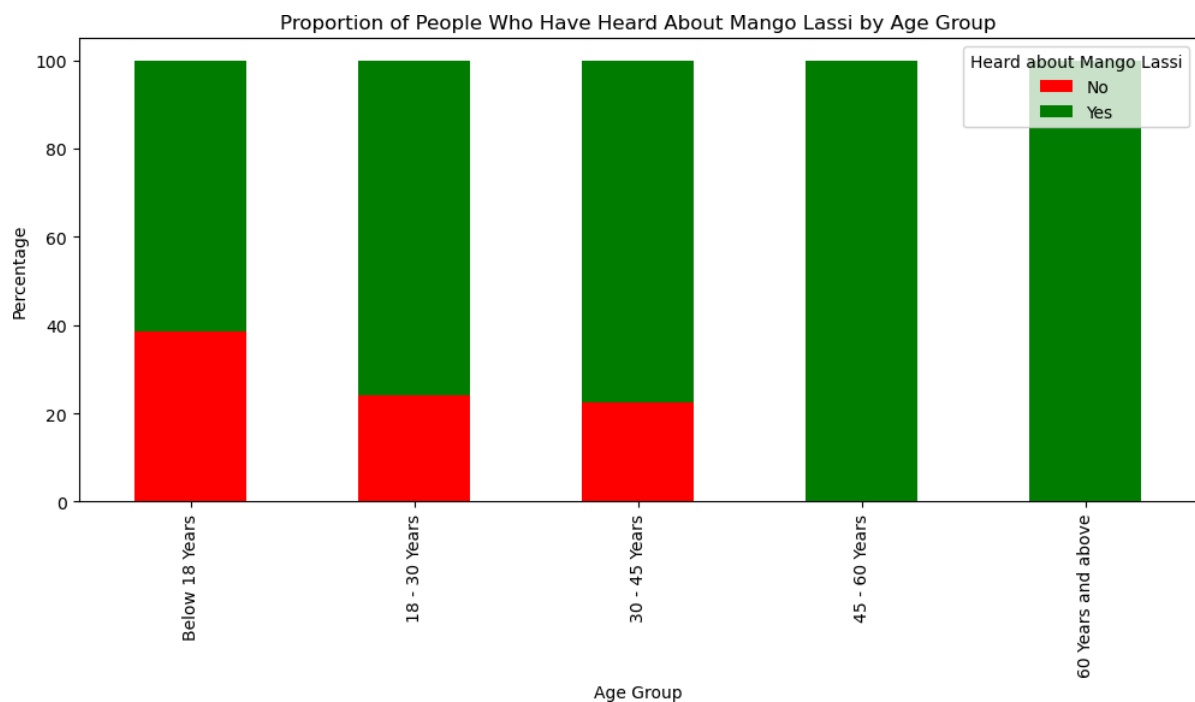
And no, I'm not a geography failure for listing **Europe as a country**—some participants preferred to keep it vague.

The survey participants were from **60+** nationalities.

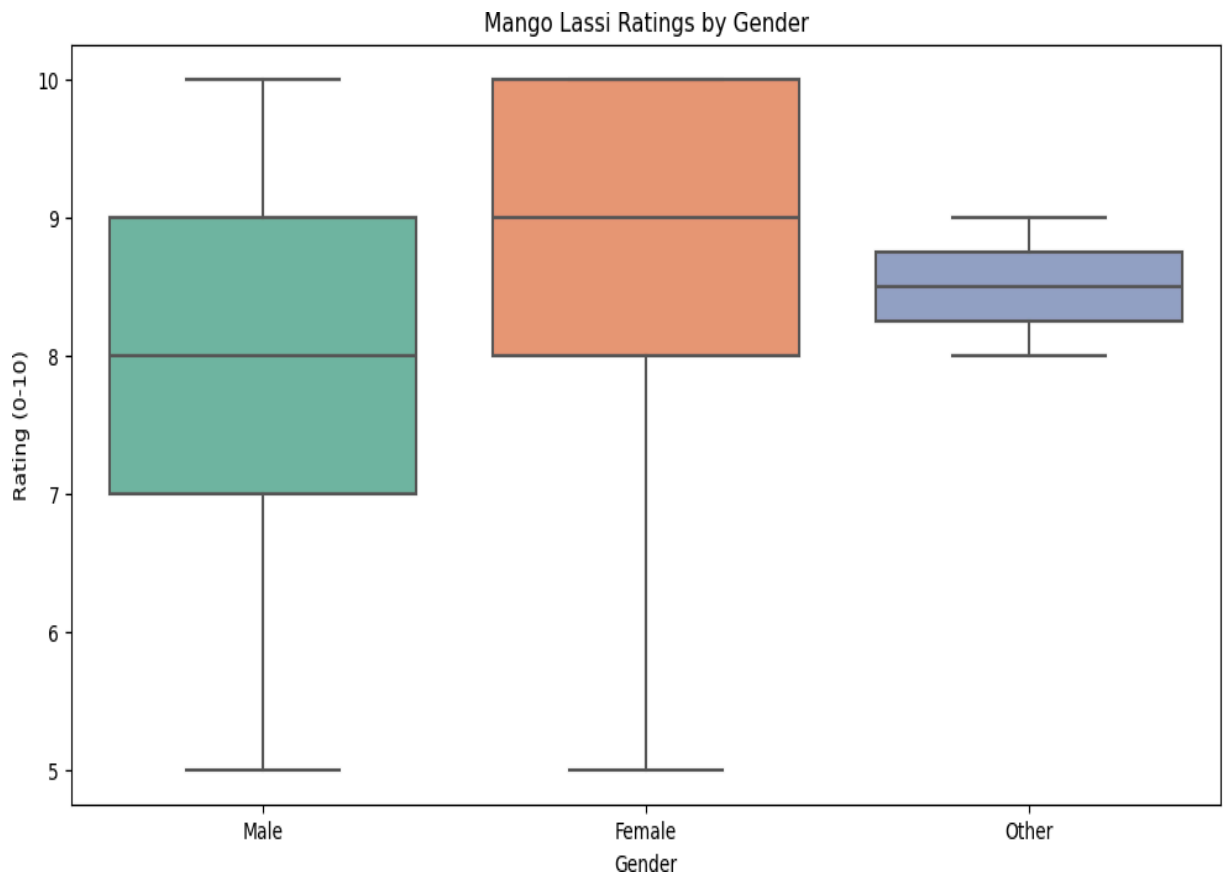


The 3rd image showcases the popularity of Mango lassi among the survey participants because the majority of the people had heard about the drink **mango lassi**.

Note: But this could also reflect a bias in data as we were doing this survey at an Asian food festival and it's more likely that people who come to such events are already aware of the famous food and drinks available.

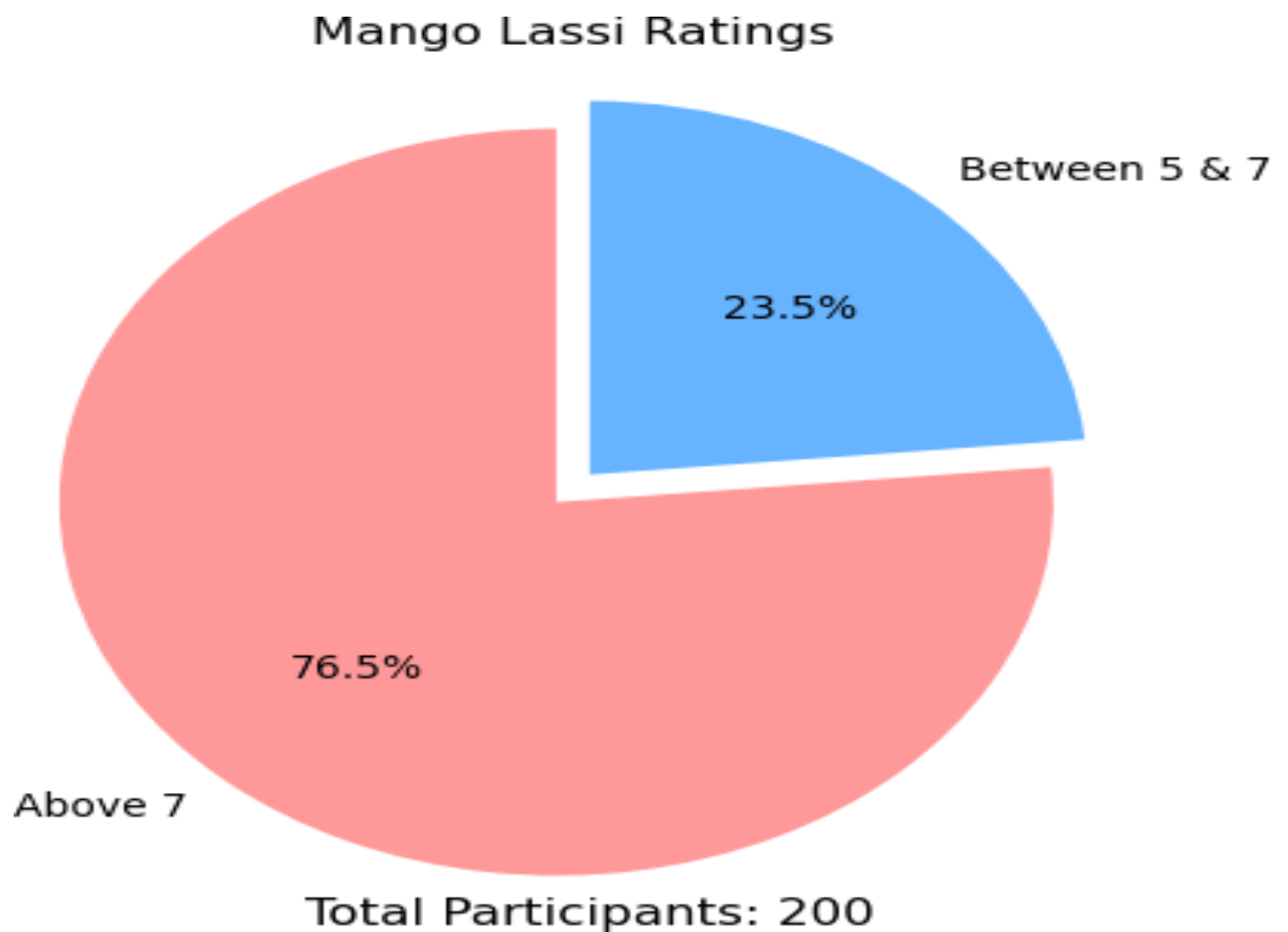


The 4th image is a box plot that shows the **median** rating by **gender**, where it shows **Women** rated Mango Lassi a **median** score of **9**, while **men** rated it **8**.



The 5th image is a pie chart and reflects why TasteAtlas calls mango lassi **THE BEST DAIRY BEVERAGE IN THE WORLD**.

76.5% of the survey participants rated the drink **above 7**, And out of the **200** not a single person rated it **below 5**



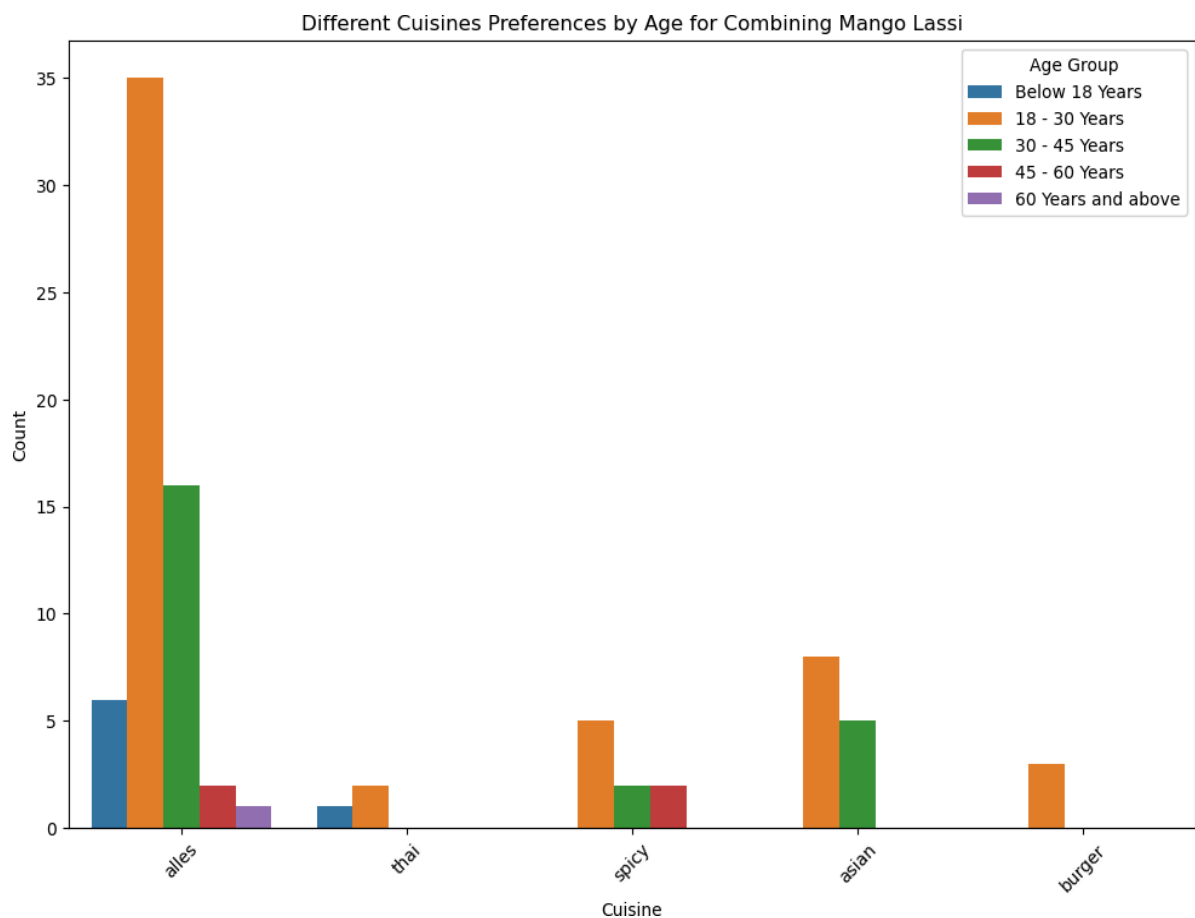
The 6th image was about asking people at what **cuisine places** they like to get mango lassi based on age.

*Here we notice that a lot of people say **Alles**, which means they might like to get Mango at all the places, but it could also be because at food festivals you just want to enjoy and not rather think about something, so the answer of Alles could reflect that.*

Note: This was the data point that my colleague needed for pitching it to different restaurant chains in Vienna to include this drink in their menu.

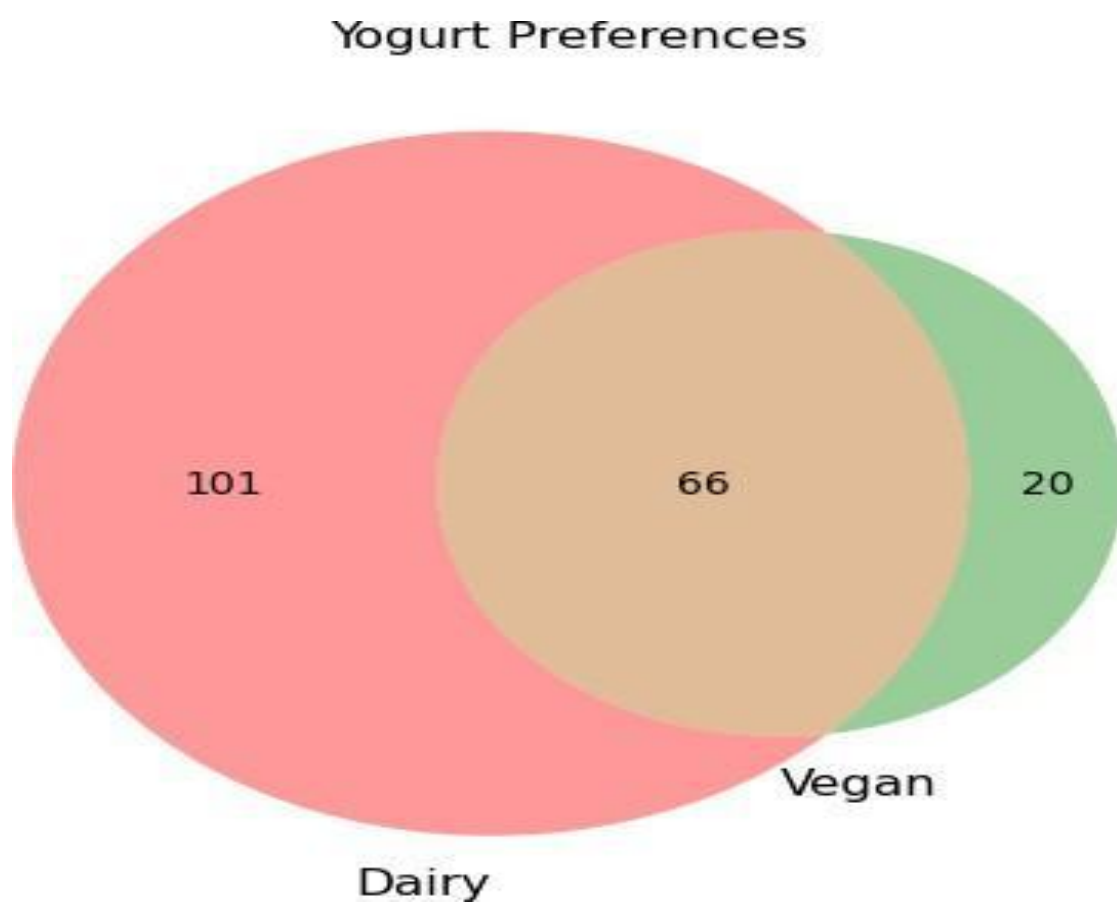
Alles means all. I thought of using my “extraordinary” German skills at use sometimes in the survey (pun intended)

I know spicy is not a cuisine itself and also burger but it reflects the bigger cuisine set.



The 7th image here gives us data about the **yoghurt preferences** people had, **66** people said that they like it in both **dairy and vegan base**, **101** said only **dairy** and **20** said only **vegan**.

Note: Personal Observation here was that people didn't have very strict choices for the vegan and dairy options, they were ready to accept any of the 2



The 8th Image tells us about the **median prices** people might be willing to pay for mango lassi in **supermarkets**,

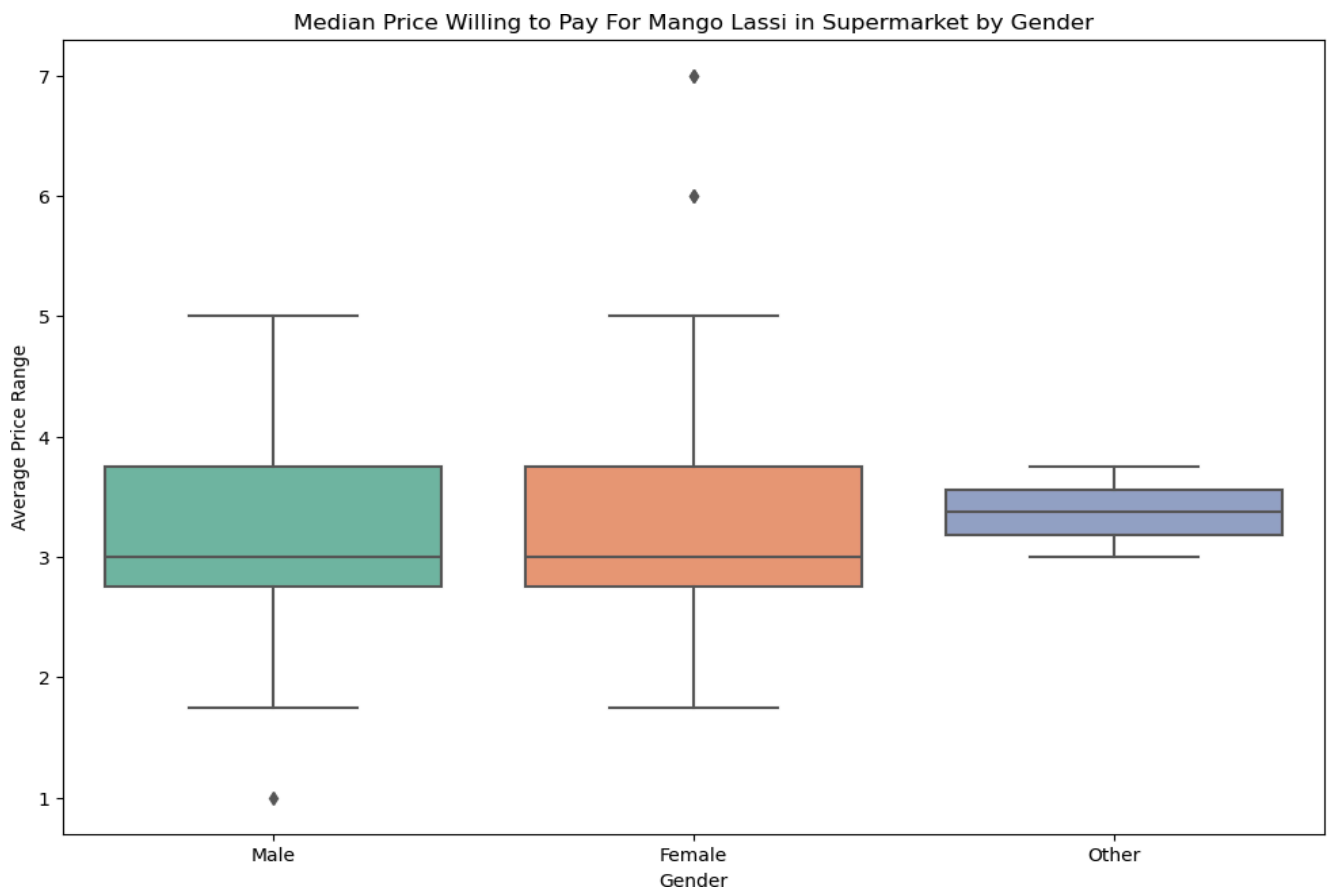
the **median** data says it should be around **3**

Note: I disagree with the data because people usually pay around 3.5 euros for 250ml to 300 ml at indian restaurants, They likely used this as a reference point when answering the question about supermarket prices, where prices are generally lower.

The outlier in the male data prices it at 1 euro which might be around the perfect price for it at a supermarket according to me as I saw **Mango lassi at Edeka the grocery chain (Germany)** for the same price.

But here I can also say that people expect the same quality they get at indian restaurants which might not be the case in the supermarkets because of the shelf life expectations of products by the grocery giants.

The 2 outliers in the Female data were people from Switzerland, and here I got a new learning that prices in Switzerland are way higher so are their expectations.



Conclusion:

Overall, the survey underscores the strong appeal of Mango Lassi across different demographics and nationalities. The insights gained from this project can inform marketing strategies, pricing decisions, and product development to better cater to consumer preferences and expand the market for Mango Lassi.

By leveraging data visualization techniques, we were able to uncover these insights effectively and provide a clear picture of the current landscape for Mango Lassi in Vienna. This project not only enhanced our understanding of consumer preferences but also showcased the power of data-driven decision-making in the food and beverage industry.