**CodeAlpha Internship Project Report**

**Title:** A Statistical Study on Fast-Food Consumption  
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**Domain:** Data Analytics  
**Internship Duration:** 20th July – 20th August

**1. Introduction**

Fast-food consumption has increased notably, especially among young individuals in semi-urban regions like Baramati. This study investigates the consumption patterns, preferences, and associated health perceptions of fast food among youth.

**2. Problem Statement**

This project aims to understand the relationship between fast-food consumption habits and influencing factors such as gender, mood, awareness of health impact, and time preference.

**3. Objectives**

* Analyse the trend of fast-food consumption
* Identify preferred types of fast food
* Examine gender-based consumption patterns
* Understand the health awareness of participants
* Use statistical tools for insight and visualization

**4. Methodology**

* **Data Collection:** Primary data through a structured questionnaire
* **Sample Size:** 150 respondents
* **Sampling Technique:** Simple Random Sampling Without Replacement (SRSWOR)
* **Tools Used:** Excel, Word, PowerPoint, R Programming

**5. Dataset Overview**

* **Total Participants:** 150
* **Gender Distribution:** 60% Female, 40% Male
* **Age Group:** Primarily 18–25 years old
* **Questionnaire:** 14 questions covering demographics, preferences, and perceived health impact

**6. Key Variables**

* Gender
* Type and time of fast-food consumption
* Place of purchase
* Mood impact
* Health awareness and issues
* Height and weight

**7. Data Analysis**

* **89%** of respondents consume fast food regularly
* **Preferred foods:** Vadapav (Male), Chinese (Female)
* **Mood** was the top influencing factor
* Most consumed between **3 PM and 6 PM**

**8. Statistical Analysis**

* **Yule’s Q (Gender & Consumption):** +0.4067
* **Yule’s Q (Gender & Health Impact):** -0.3281
* **CV (Height & Weight):** Female group shows more consistency

**9. Key Insights**

* Youth show high inclination towards fast food
* Mood and convenience are key drivers
* Awareness about health risks exists but doesn't influence reduction
* Females show more consistent physical stats (CV)

**10. Conclusion**

Fast-food consumption is tied to emotional and lifestyle factors more than awareness. Statistical tools helped bring out trends and gender-based differences. Health interventions are recommended.

**11. Tools Used**

* **Excel:** Cleaning and charting
* **R Programming:** Calculations (Yule’s Q, CV) and visualizations
* **Word:** Report preparation
* **PowerPoint:** Presentation design

**12. References**

* Gupta, S.C., & Kapoor, V.K. (Fundamentals of Applied Statistics)
* Agarwal, B.L. (Basic Statistics)

**Thank You!**