

Task 3 Food and beverage industry

Analysis of Food and Beverage
Industry Survey Data



ANIKET KUMAR

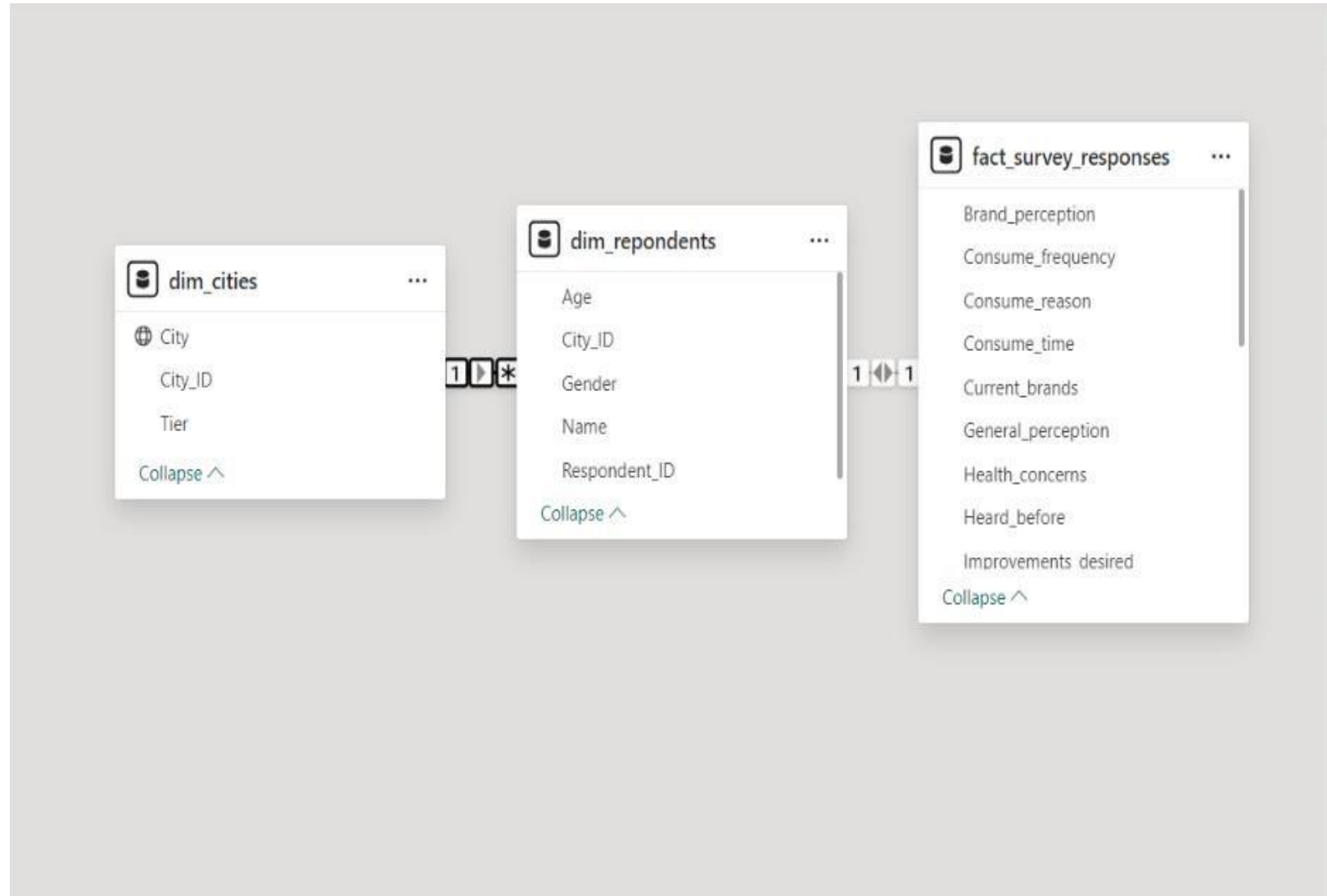
Data Description

- **Fact Table:** fact_survey_responses
- **•Response_ID:** Unique identifier for each survey response.
- **•Respondent_ID:** Unique identifier for each respondent.
- **•Consume_frequency:** Frequency of consumption of food and beverage products.
- **•Consume_time:** Typical time when the products are consumed.
- **•Consume_reason:** Reasons for consuming the products.
- **•Heard_before:** Whether the respondent has heard of the product before.
- **•Brand_perception:** Respondent's perception of the brand.
- **•General_perception:** Overall perception of the food and beverage industry.
- **•Tried_before:** Whether the respondent has tried the product before.
- **•Taste_experience:** Respondent's experience with the taste of the product.
- **•Reasons_preventing_trying:** Reasons preventing respondents from trying the product.
- **•Current_brands:** Brands currently consumed by the respondent.
- **•Reasons_for_choosing_brands:** Reasons for choosing specific brands.
- **•Improvements_desired:** Improvements desired in products.
- **•Ingredients_expected:** Expected ingredients in products.
- **•Health_concerns:** Health concerns related to products.
- **•Interest_in_natural_or_organic:** Interest in natural or organic products.
- **•Marketing_channels:** Preferred marketing channels for product information.

Data Description

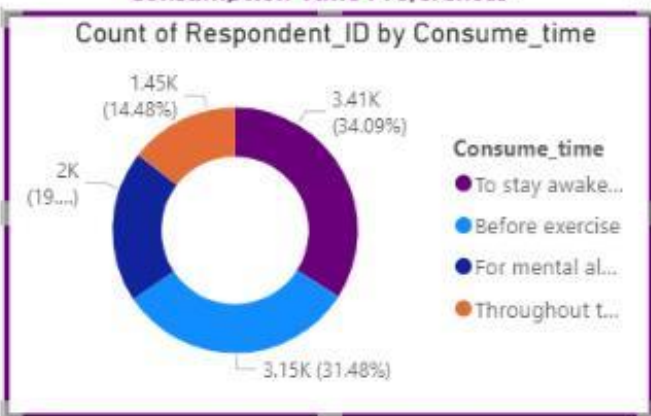
- **Fact Table: fact_survey_responses**
- •**Packaging_preference**: Preferences for product packaging.
- •**Limited_edition_packaging**: Interest in limited edition packaging.
- •**Price_range**: Preferred price range for products.
- •**Purchase_location**: Typical locations where products are purchased.
- •**Typical_consumption_situations**: Common situations in which products are consumed.
- **Dimension Table: dim_respondent**
- •**Respondent_ID**: Unique identifier for each respondent.
- •**Name**: Name of the respondent.
- •**Age**: Age of the respondent.
- •**Gender**: Gender of the respondent.
- •**City_ID**: Identifier linking the respondent to a city.
- **Dimension Table: dim_cities**
- •**City_ID**: Unique identifier for each city.
- •**City**: Name of the city.
- •**Tier**: Tier classification of the city (e.g., Tier 1, Tier 2).

MODEL VIEW

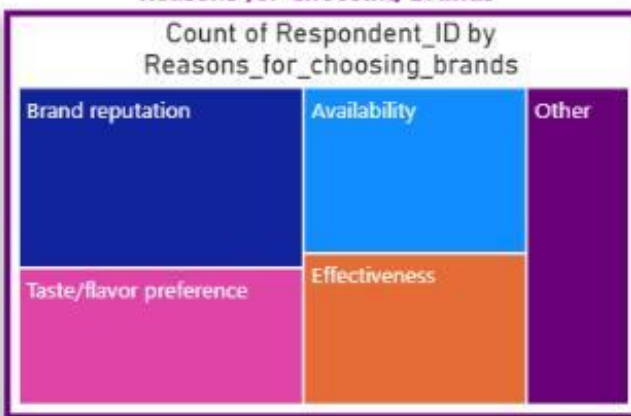


Analysis of Food and Beverage Industry Survey

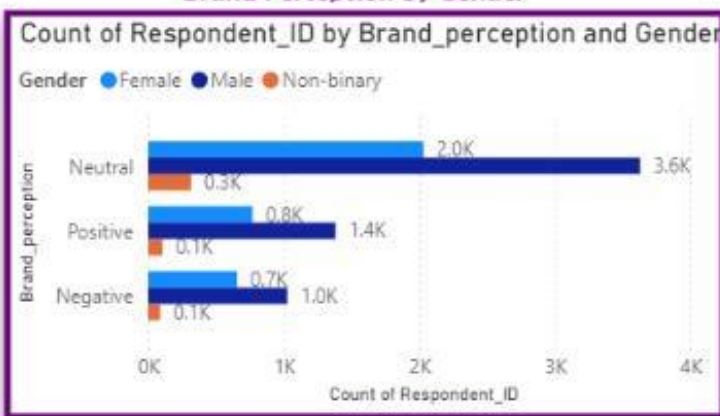
Consumption Time Preferences



Reasons for Choosing Brands



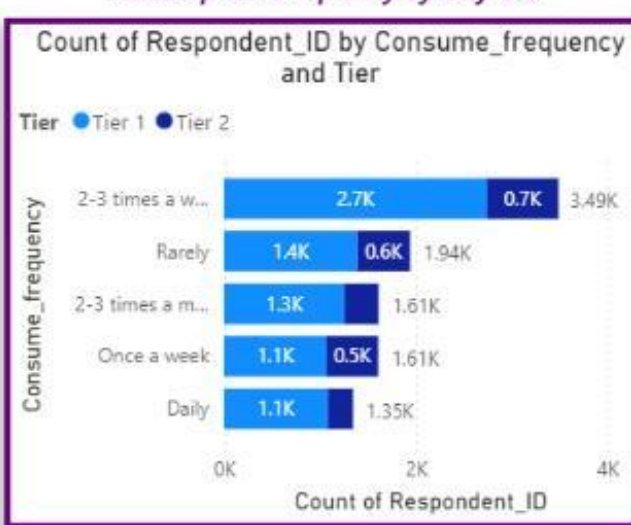
Brand Perception by Gender



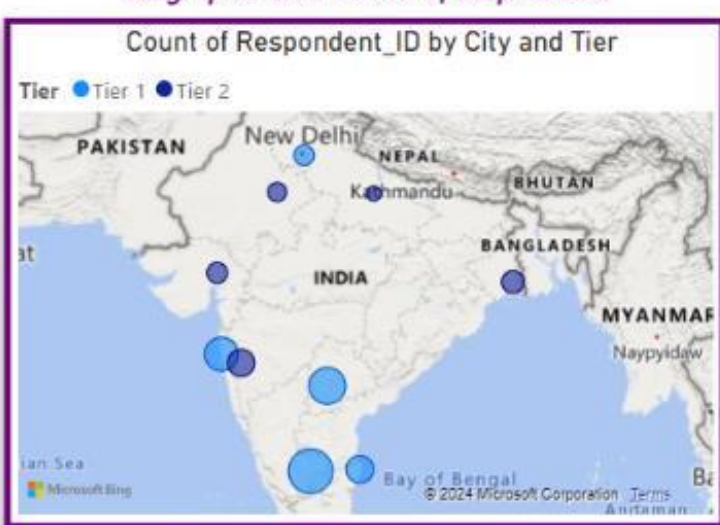
Demographics Summary

120031	Female	15-18
Respondent...	Gender	Age
120068	Female	15-18
Respondent...	Gender	Age
120071	Female	15-18
Respondent...	Gender	Age
120087	Female	15-18
Respondent...	Gender	Age
120097	Female	15-18
Respondent...	Gender	Age

Consumption Frequency by City Tier

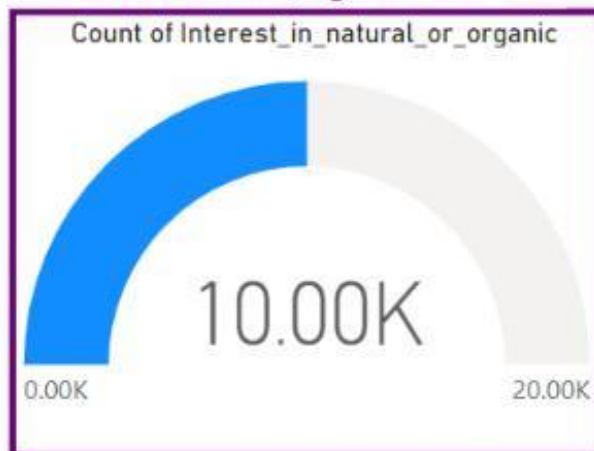


Geographic Distribution of Respondents

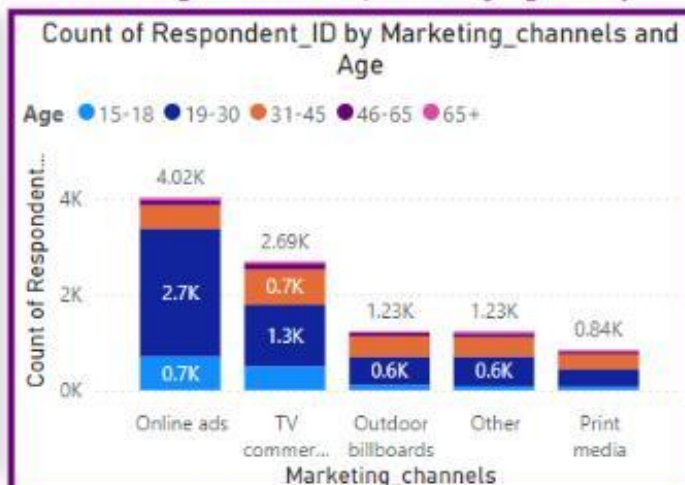


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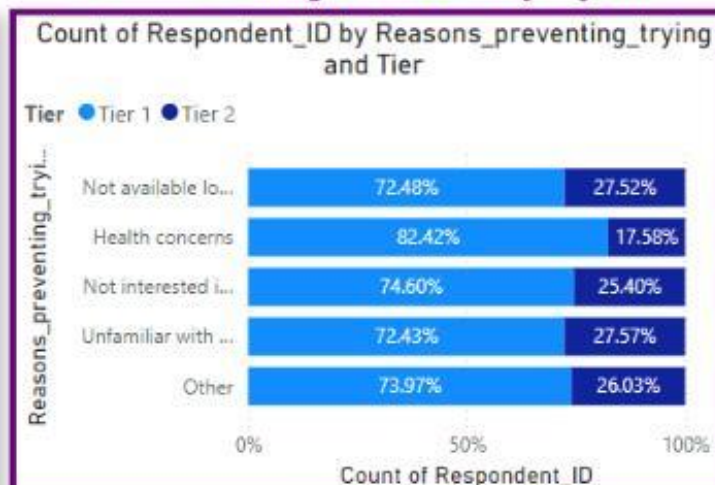
Interest in Natural/Organic Products



Marketing Channels Preferences by Age Group



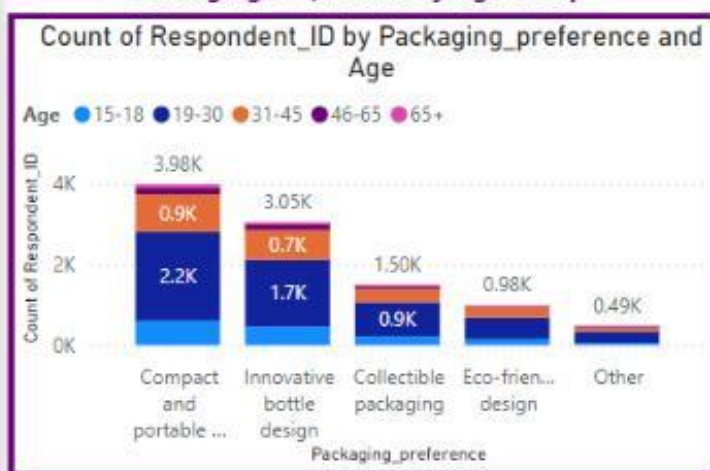
Reasons Preventing Product Trials by City Tier



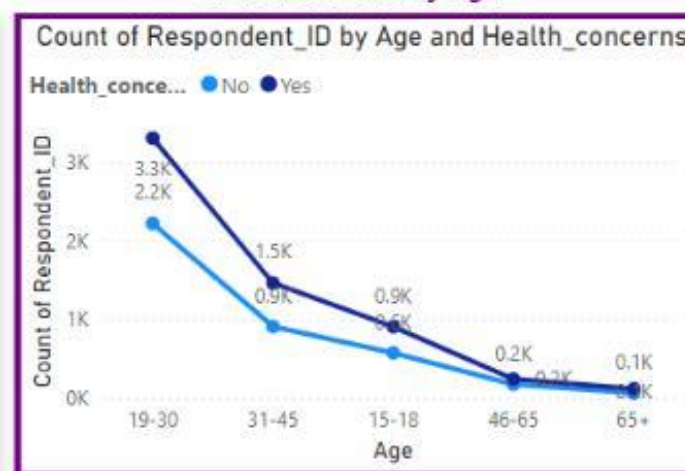
Price Range Preferences by City



Packaging Preferences by Age Group



Health Concerns by Age



- **Key Insights :**
- **Consumption Patterns:** 34% of respondents consume products throughout the day, with mental alertness being a key reason.
- **Brand Choice:** Brand reputation, availability, and taste drive consumer decisions.
- **Brand Perception by Gender:** Females are more neutral, while males report higher positive perceptions.
- **City Tier Consumption:** Tier 1 cities have higher consumption frequencies; growth opportunities exist in Tier 2 cities.
- **Geographic Focus:** Most respondents are from Tier 1 cities, signaling room for expansion in smaller areas.
- **Natural/Organic Demand:** Strong interest in healthier, natural products.
- **Marketing Preferences:** Younger consumers prefer online ads, while older groups favor TV commercials.
- **Barriers to Product Trials:** Health concerns and availability prevent trials in both city tiers.
- **Price Sensitivity:** Premium pricing works in Delhi, while other cities prefer budget options.
- **Packaging Preferences:** Younger groups want portability; older consumers prefer eco-friendly designs.
- **Health Concerns:** Health concerns are highest among those aged 31-45.
- **Opportunities:** Health-focused, natural products and targeted marketing can drive growth across demographics.

- **Conclusion:**
- **The survey data reveals valuable insights into consumer preferences and behaviors in the food and beverage industry. Consumers prioritize brand reputation, availability, and taste when selecting products, with a strong demand for natural and organic options. Consumption patterns vary across city tiers, with Tier 1 cities exhibiting higher consumption rates, though growth potential exists in Tier 2 cities. Marketing strategies need to be tailored, as younger audiences favor digital channels, while older groups prefer traditional media. Addressing health concerns and enhancing product accessibility are crucial for encouraging product trials, especially in untapped markets. To succeed, brands should focus on health-conscious, innovative offerings, varied packaging designs, and flexible pricing to meet diverse consumer needs.**

THANK YOU