ANALYSIS OF FOOD AND BEVERAGE INDUSTRY USING TABLEAU

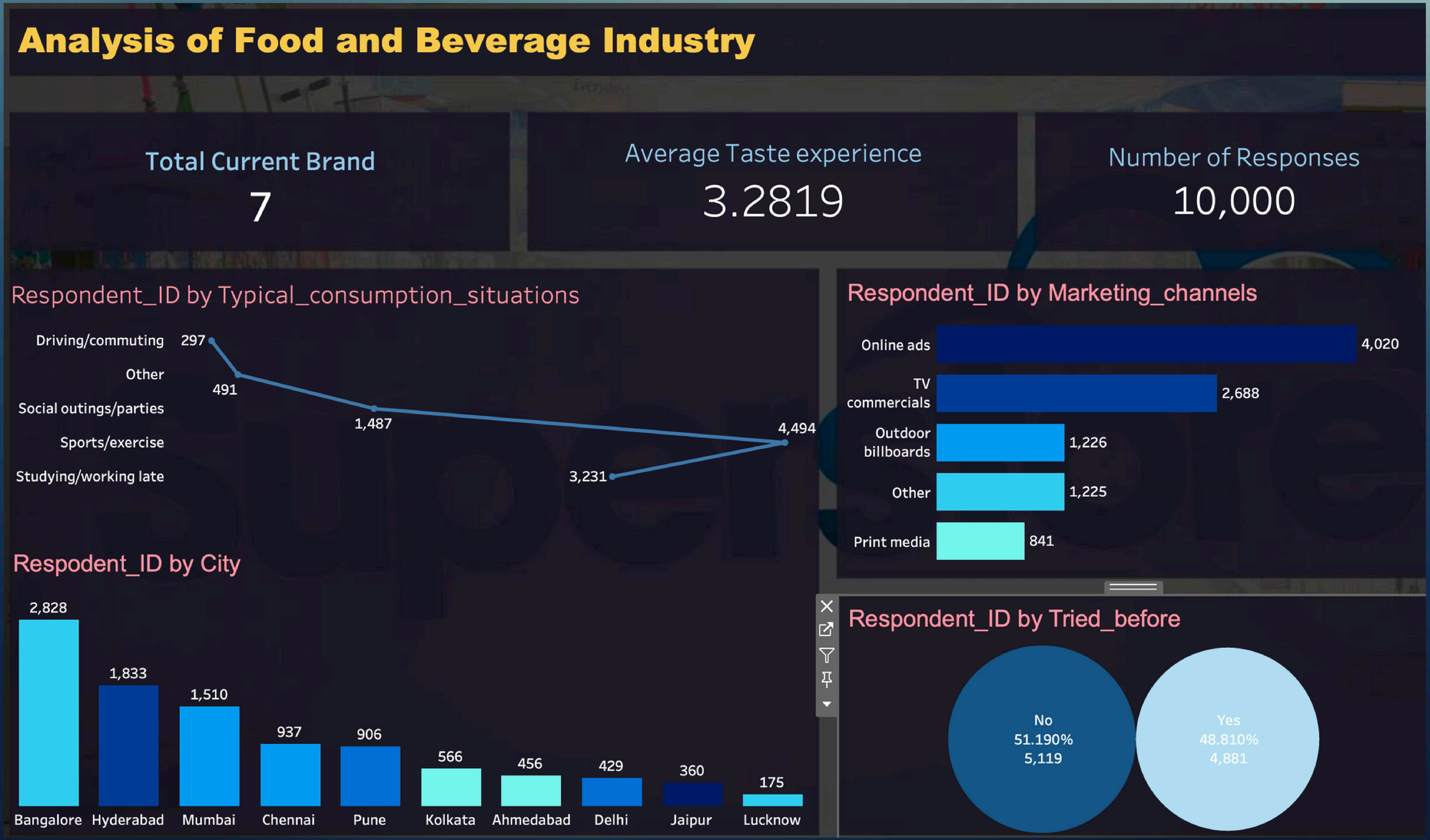
Present by Adarsh K Ramesh
Batch-MIP-DA_13

Datasets

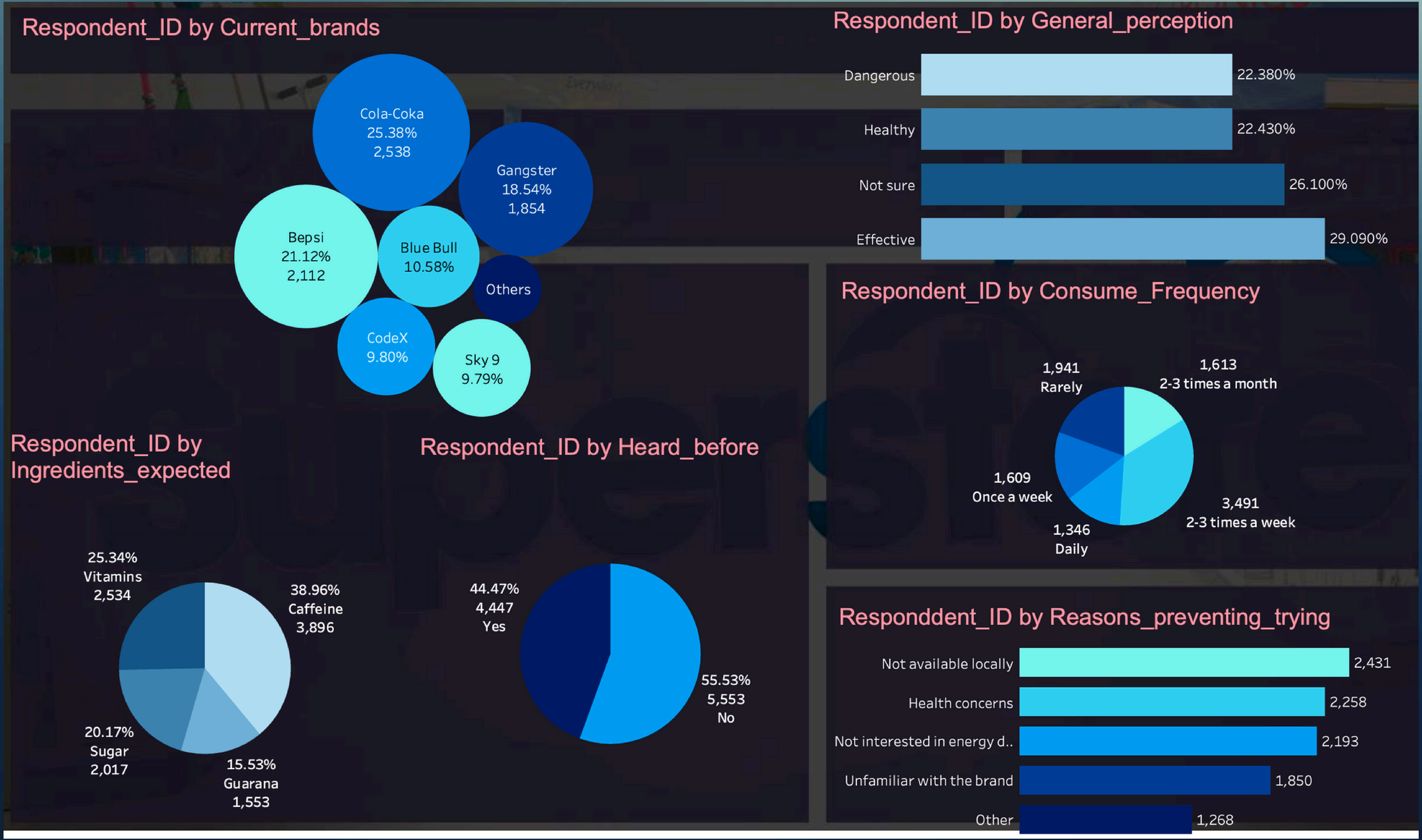
- City_id
- City
- Tier
- Respondent_ID
- Name
- Age
- GenderResponse_ID
- Consume_frequency
- Consume_time
- Consume_reason
- Heard_before
- Brand_perception
- General_perception
- Tried_before
- Taste_experience
- Reason_preventing_tying
- Current_brands
- Reasons_for_choosing_brands
- Improvements_desired
- Ingredients_expected
- Healthj_concerns
- Interest_in_natural_or_organic
- Marketing_channels
- Packaging_preference
- Limited_edition _packaging
- Price_range
- Purchase_location
- Typical_consuption_situation

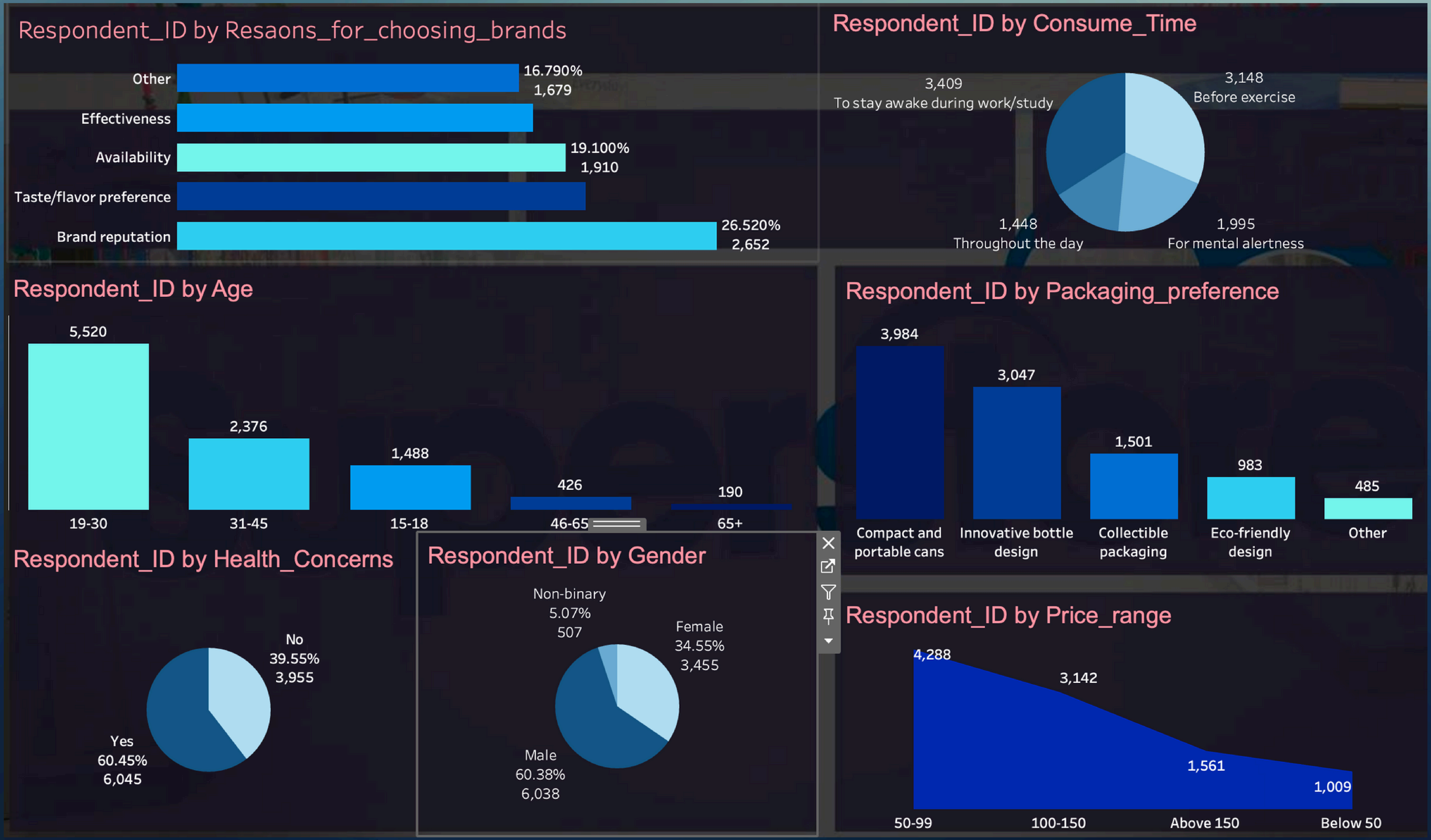
Steps involved in Data Transformation

1. **Remove Dulicates**
2. **Remove Errors**
3. **Change type**
4. **Promoted Headers**


Analysis of Food and Beverage Industry
Total Current Brand
7
Average Taste experience
3.2819
Number of Responses
10,000
Respondent_ID by Typical_consumption_situations
Driving/commuting 297
Other 491
Social outings/parties 1,487
Sports/exercise 4,494
Studying/working late 3,231
Respondent_ID by Marketing_channels
Online ads 4,020
TV commercials 2,688
Outdoor billboards 1,226
Other 1,225
Print media 841
Respodent_ID by City
Bangalore 2,828
Hyderabad 1,833
Mumbai 1,510
Chennai 937
Pune 906
Kolkata 566
Ahmedabad 456
Delhi 429
Jaipur 360
Lucknow 175
Respondent_ID by Tried_before
No
51.190%
5,119
Yes
48.810%
4,881


Respondent_ID by improvements_desired
Wider range of flavors
More natural ingredients
Reduced sugar content 29.95%
Other
Taste_experience by Respondent_ID
2.595 8,871 2,957
3.46 9,916 2,479
4.325 9,930 1,986
1.73 3,048 1,524
0.865 1,054 1,054
Respondent_ID by Limited_edition_packaging
39.46% 3,946 Yes
40.23% 4,023 No
20.31% 2,031 Not Sure
Respondent_ID by Brand_Perception
Brand perception
Neutral 59.74% 5,974
Negative 17.69% 1,769
Positive 22.57% 2,257
Negative
Neutral
Positive
Respondent_ID by Consume_reason
To enhance sports performance 16.04% 1,604
Increased energy and focus 35.74% 3,574
To boost performance 15.14% 1,514
Other 8.80% 880
Respondent_ID by Purchase_Location
Supermarkets 4,494
Online retailers 2,550
Gyms and fitness centers 1,464
Local stores 813
Other 679
Respondent_ID by Interest_in_naturtal_or_organic
30.62% 3,062 No
19.55% 1,955 Not Sure
49.83% 4,983 Yes


Respondent_ID by Current_brands
Cola-Coka 25.38% 2,538
Gangster 18.54% 1,854
Bepsi 21.12% 2,112
Blue Bull 10.58%
Others
CodeX 9.80%
Sky 9 9.79%
Respondent_ID by General_perception
Dangerous 22.380%
Healthy 22.430%
Not sure 26.100%
Effective 29.090%
Respondent_ID by Consume_Frequency
1,941 Rarely
1,613 2-3 times a month
1,609 Once a week
3,491 2-3 times a week
1,346 Daily
Respondent_ID by Ingredients_expected
25.34% Vitamins 2,534
38.96% Caffeine 3,896
20.17% Sugar 2,017
15.53% Guarana 1,553
Respondent_ID by Heard_before
44.47% 4,447 Yes
55.53% 5,553 No
Responddent_ID by Reasons_preventing_trying
Not available locally 2,431
Health concerns 2,258
Not interested in energy d.. 2,193
Unfamiliar with the brand 1,850
Other 1,268



Respondent_ID by Resaons_for_choosing_brands
Other
16.790%
1,679
Effectiveness
Availability
19.100%
1,910
Taste/flavor preference
Brand reputation
26.520%
2,652
Respondent_ID by Consume_Time
3,409
To stay awake during work/study
3,148
Before exercise
1,448
Throughout the day
1,995
For mental alertness
Respondent_ID by Age
5,520
19-30
2,376
31-45
1,488
15-18
426
46-65
190
65+
Respondent_ID by Packaging_preference
3,984
Compact and portable cans
3,047
Innovative bottle design
1,501
Collectible packaging
983
Eco-friendly design
485
Other
Respondent_ID by Health_Concerns
No
39.55%
3,955
Yes
60.45%
6,045
Respondent_ID by Gender
Non-binary
5.07%
507
Female
34.55%
3,455
Male
60.38%
6,038
Respondent_ID by Price_range
4,288
3,142
1,561
1,009
50-99
100-150
Above 150
Below 50

Insights

- Most umbers of respondents are from Banglalore and lowest are from Lucknow.
- 49.83% of respondents are interested in natural or organic products are 30.62% are not interested in natural or organic productrs and 19 .55 are not sure about.
- Most respondents improvement desired is to reduce suger content.
- Most number of respondents are between age of 19-30 and lowest are of 65+.
- Most respondents wants Compact and portable cans as packaging preference.
- Respondenrts mostly use products at the time of sports/exercise.
- 40.23% of respondents don't want limited edition packaging and 39.46 ofrespondents wants limited edition packaging and 20.31% respondents are not sure about it.
- Products are consumed mostly 2-3 times a week by respondents.
- Caffeine ingredient expected is mostly by the respondents.
- Most number ofreason for choosing brand by respondents is Taste/Flavour
- 55.53% of respondents have heared before about our brands and 44.47% respondents haven't
- heard anout our BRands before (Gangster brand is most heard before brand amoung all brands).

- Most number of respondents purchase for supermarkets.
- online ads is mostly choosen by the respondents.
- 51.19% of respndents have tried brfore our brands and 48.81% of respondents haven’t tried our brand before(cola coka brands is most tried brand before by respondentsamong all brands.
- Most respondengts wants products between price range of 50-99.
- Most respondentscon sumes reason is increase energy and focus.
- Cola-coka is the most choosen brand by respondents.
- Most number of reasons selected by respoondents for preventing tying for brands is not avilable locally.
- Consume time for most respondents is to stay awake during work/study.
- average taste experience is rwespiondents is 3.28.
- 60.45% of responden ts are health concern.and 39.555 of respondents are not Heslth concern
- 59.74% respondents have mnatural brand perception and 22.57 have positive band 17.69% hav e negative brand perceptions.
- 29.09% have effective general perception and 26.1% are not sure about it and 22.43% have healthy general perception and 2.238% have danferious perception.

THANK YOU