



CRACK THE CASE ROUND 3

TEAM NAME- TCS (TELIARGANJ CONSULTANCY SERVICE)

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PROBLEM STATEMENT

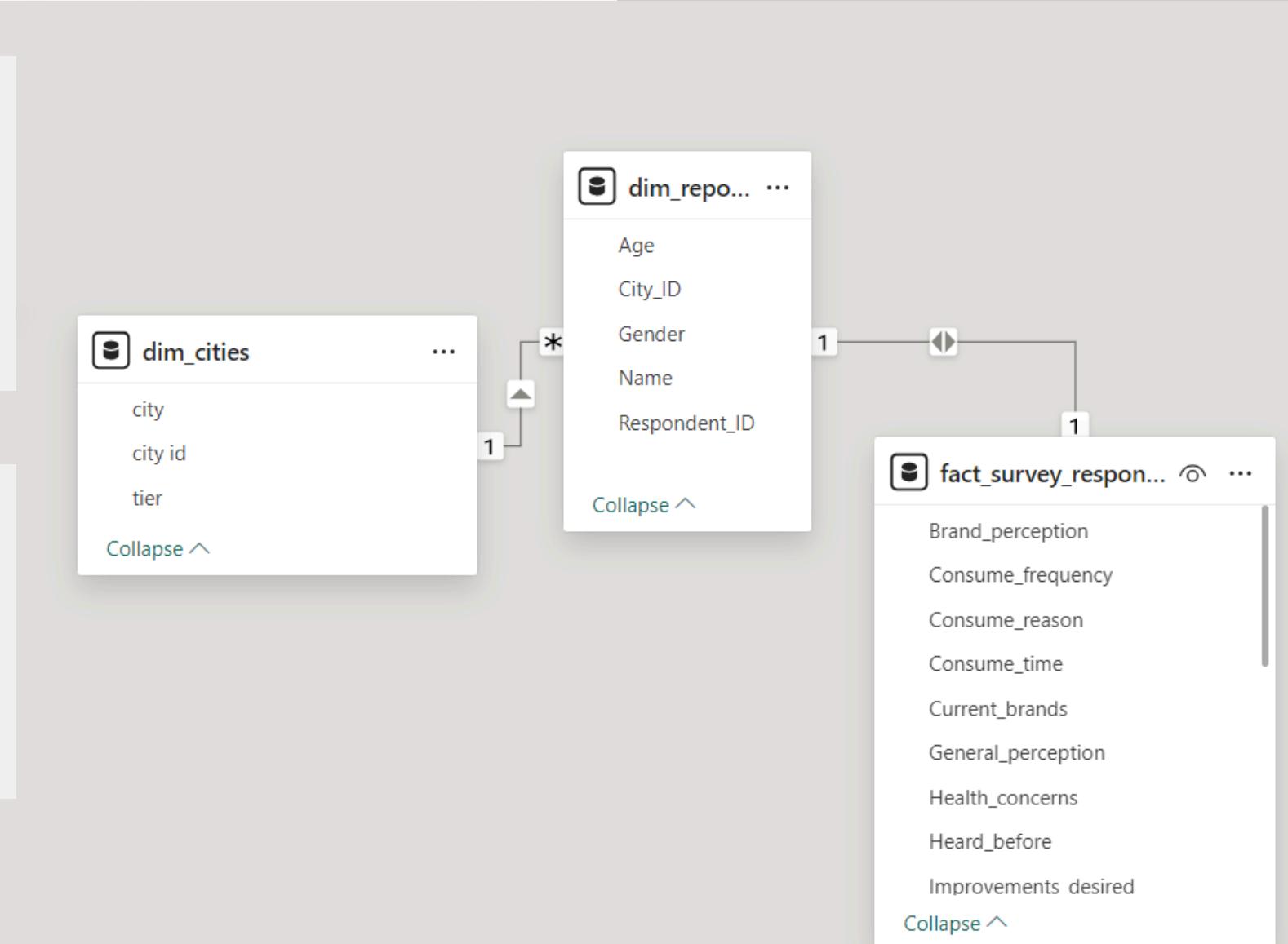
The objective of this Power BI project is to analyze survey responses from the food and beverage industry to gain insights into consumer behavior, preferences, and perceptions. The analysis will help identify key trends, understand brand perception, and explore potential areas for improvement in product offerings and marketing strategies.

Datasets:

1. Fact Table: fact_survey_responses
2. Dimension Table: dim_respondent
3. Dimension Table: dim_cities

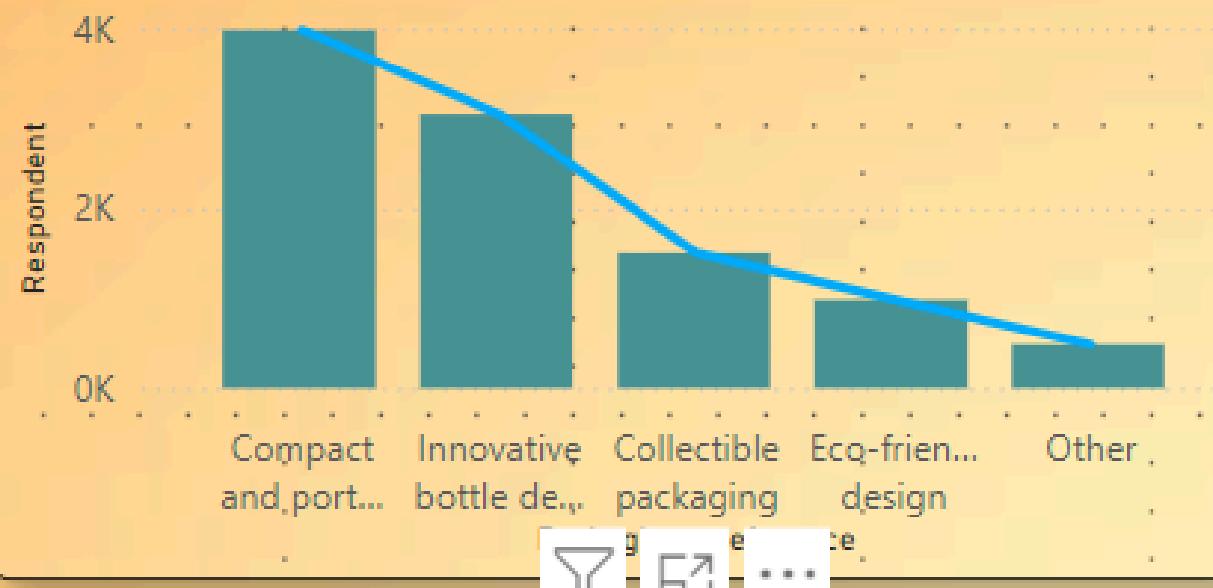
DATA CLEANING

1. CSV file to excel workbook conversion.
2. Load Data and Transform.
3. Join tables on Power-BI.
4. Main dashboard.



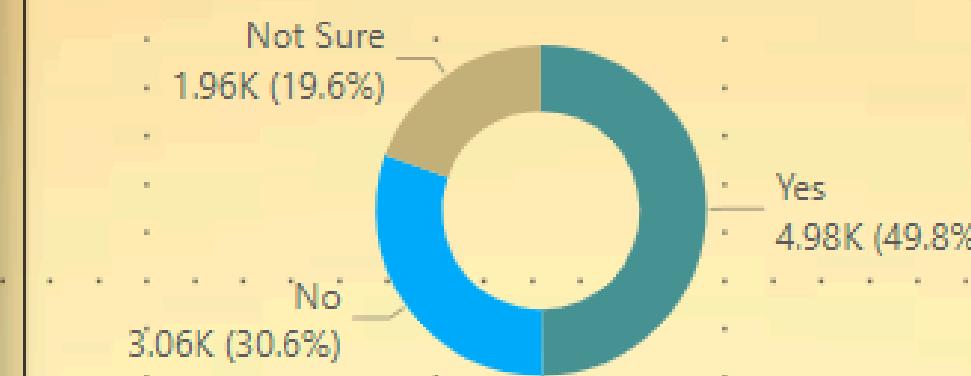
Respondent and Price_range by Packaging preference

● Count of Respondent_ID ● Count of Price_range



TRENDS ANALYSIS OF CUSTOMER BEHAVIOUR WITH VARIOUS FACTORS

Interest of Customers in Natural or Organic



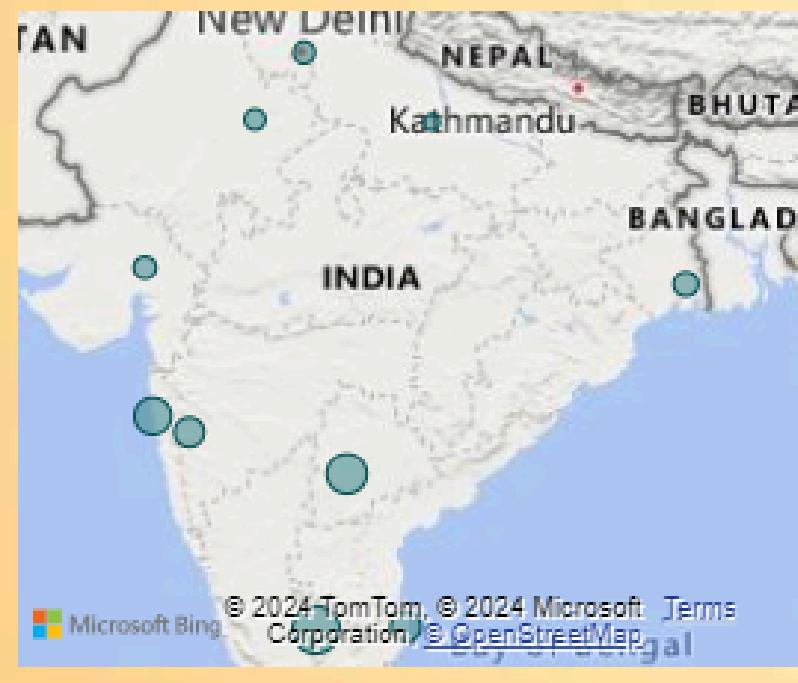
Customer Trends with Reason of Consuming



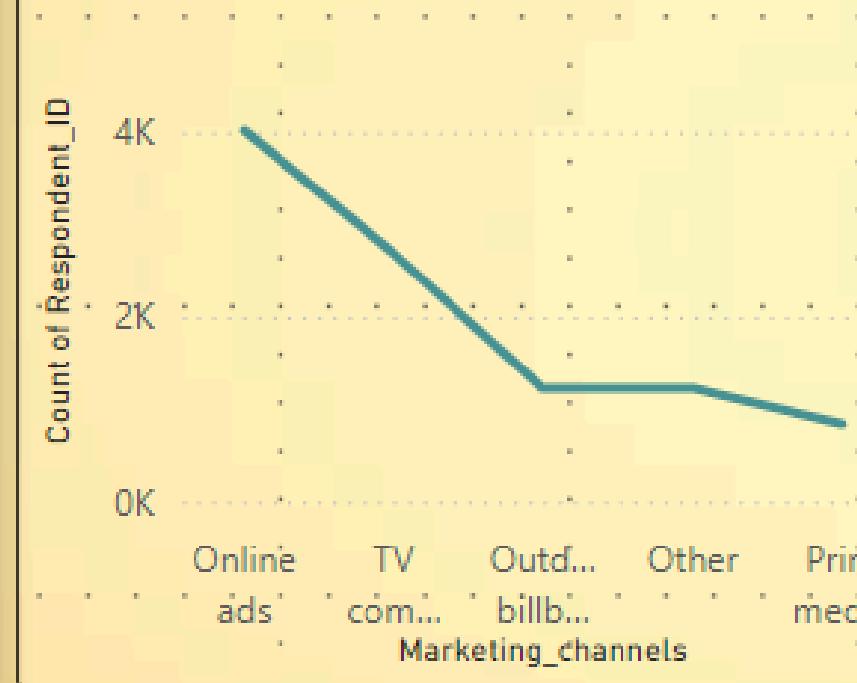
Select City

- All
- Ah...
- Ban...
- Che...
- Delhi
- Hyd...
- Jaipur
- Kolk...

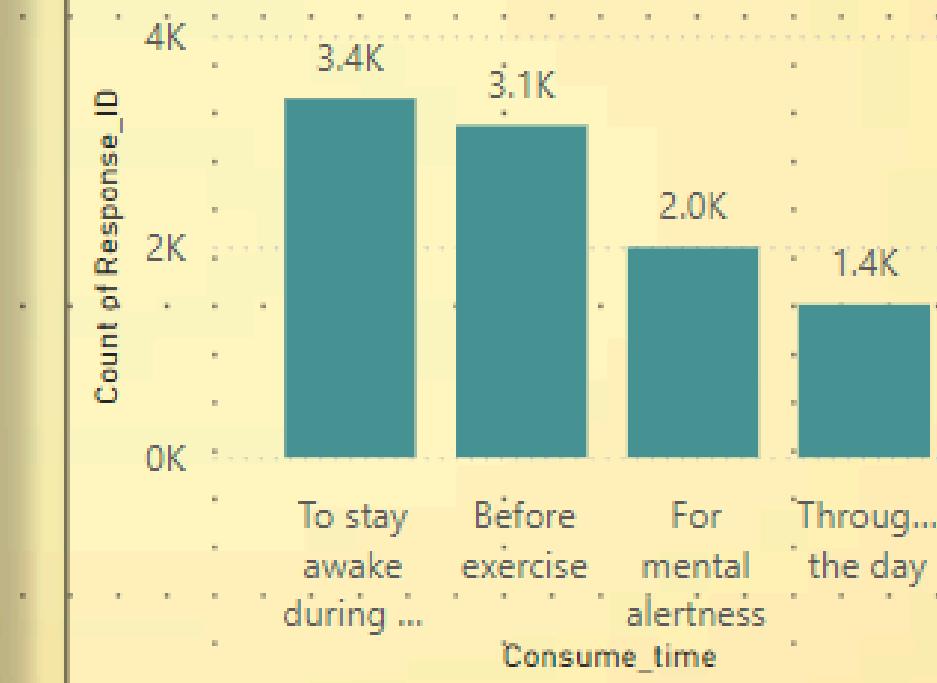
Count of Customers by city



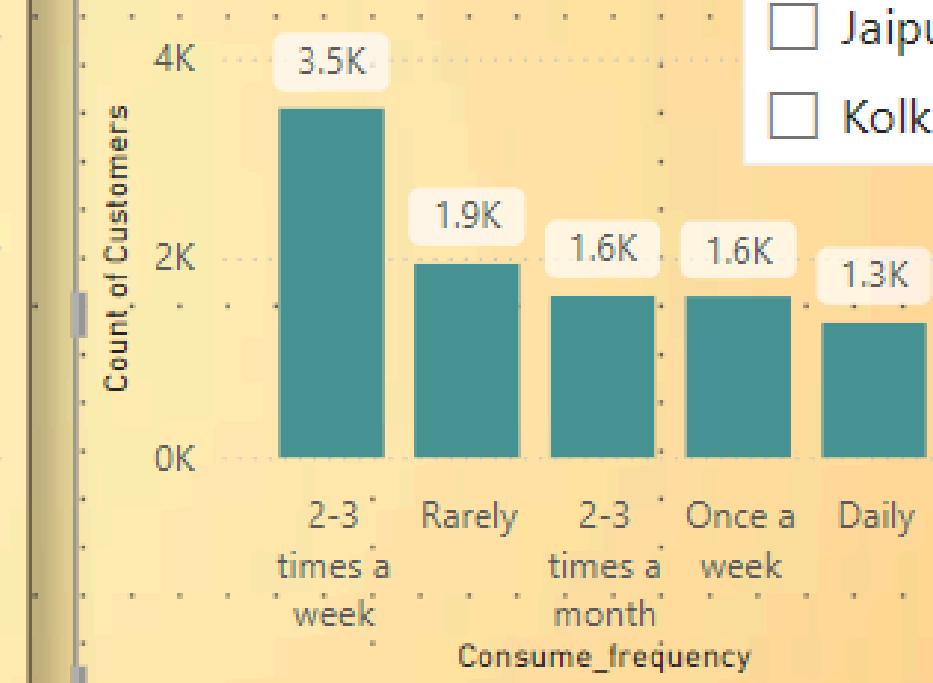
Trends with Marketing Channels



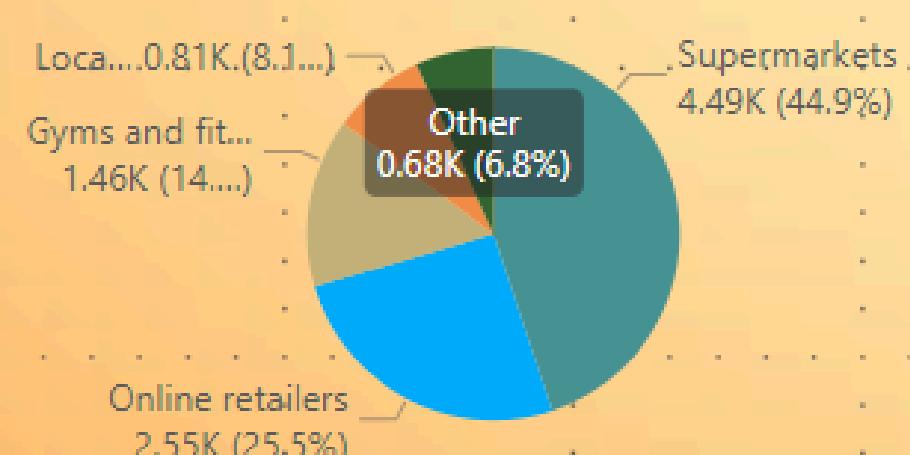
On the basis of Time Of Consumption



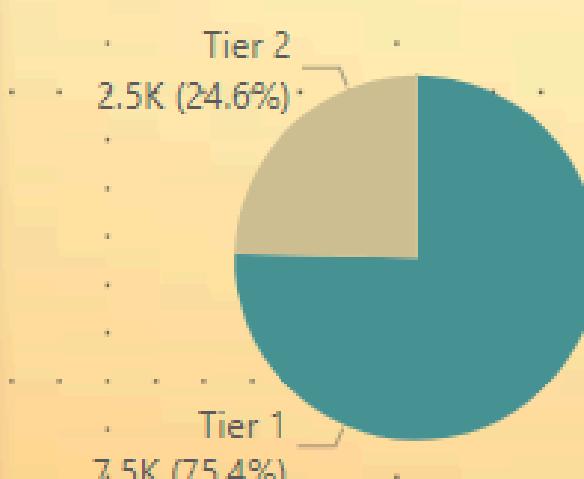
Trend by Consume Frequency



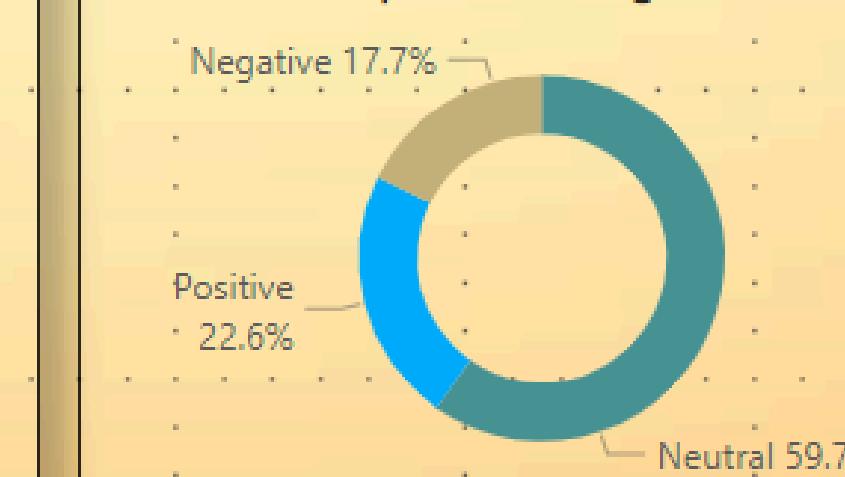
Count of Heard_before by Purchase_location



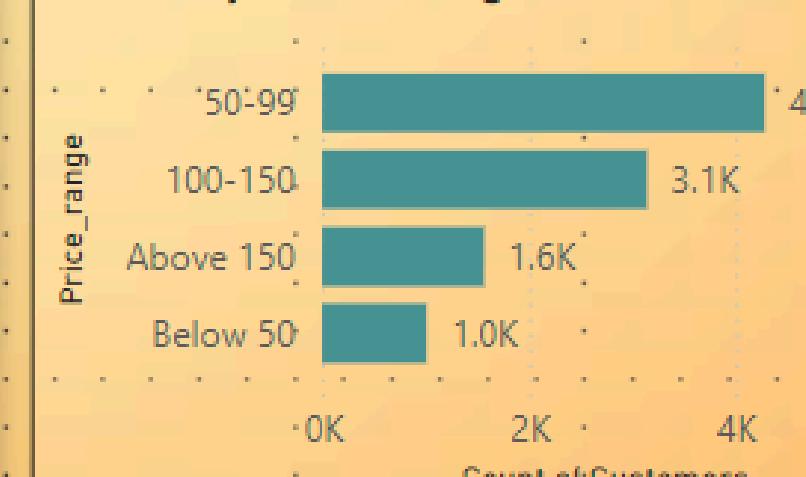
City of Customers



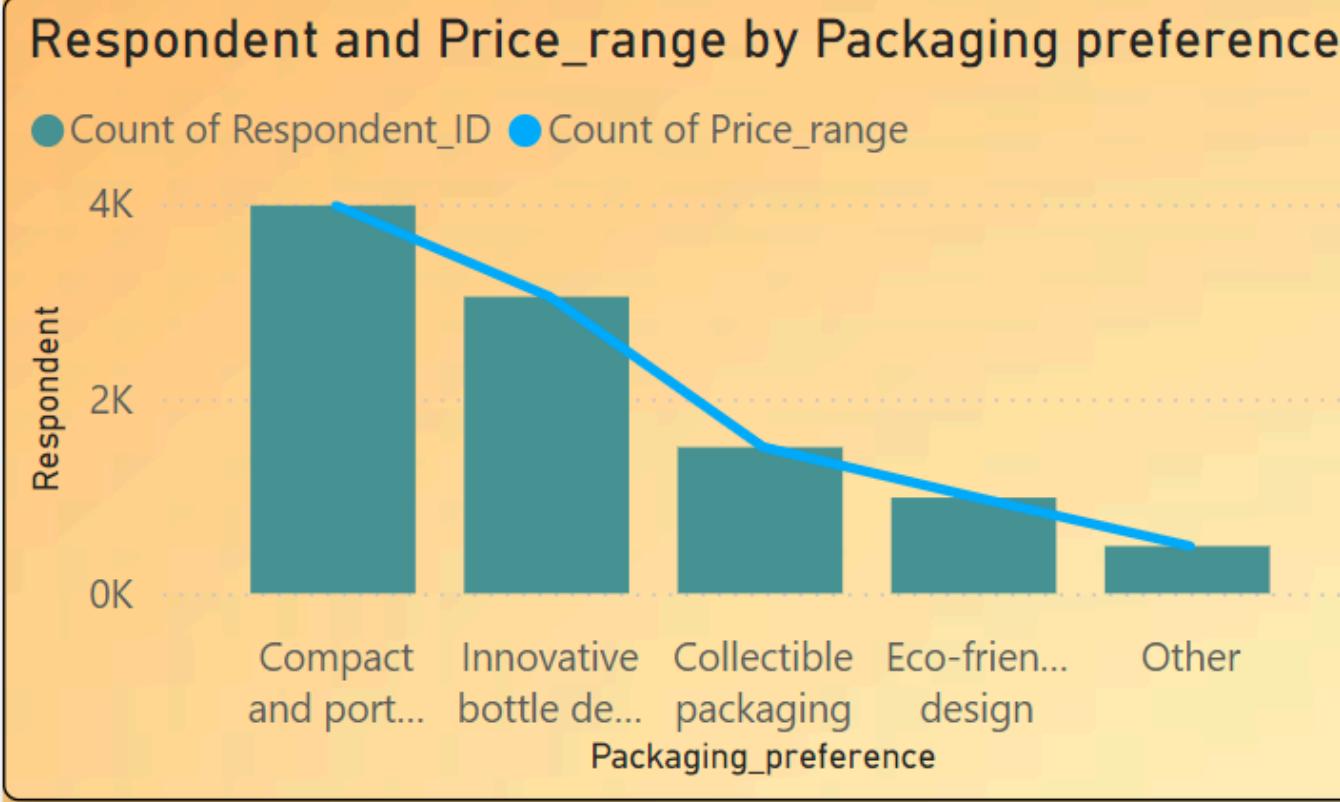
Brand Perception among Customers



Trend by Price Range

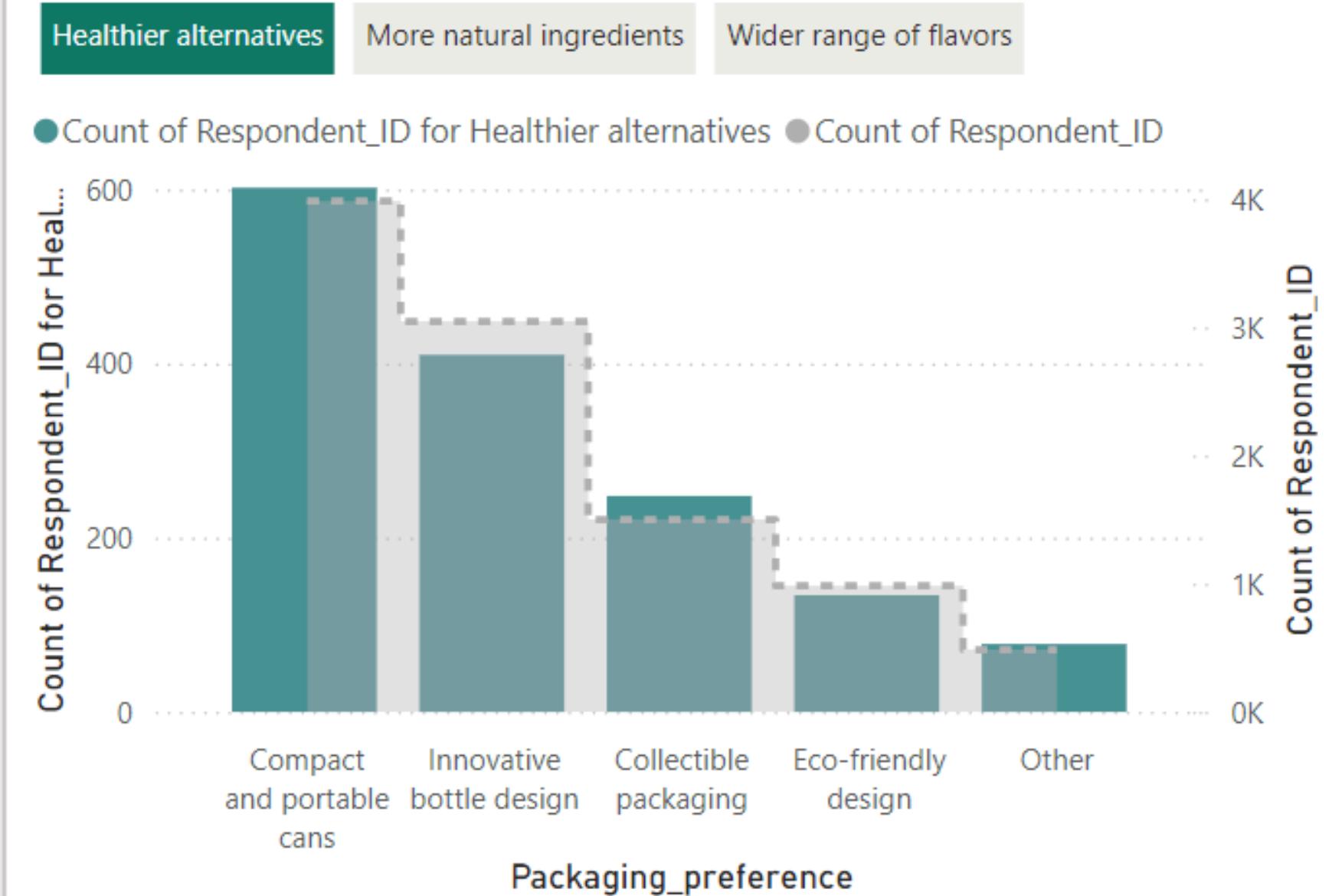


ANALYSIS

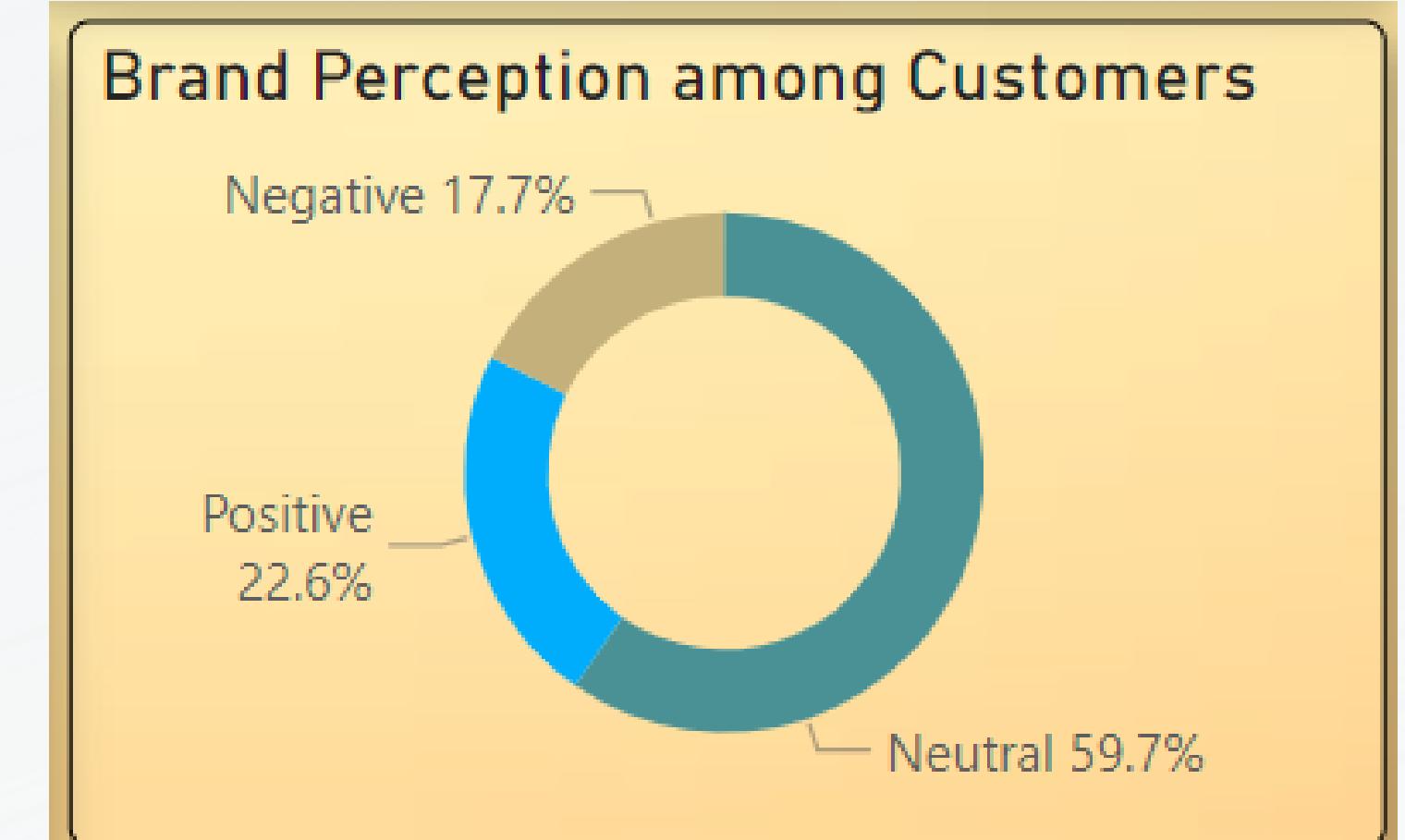
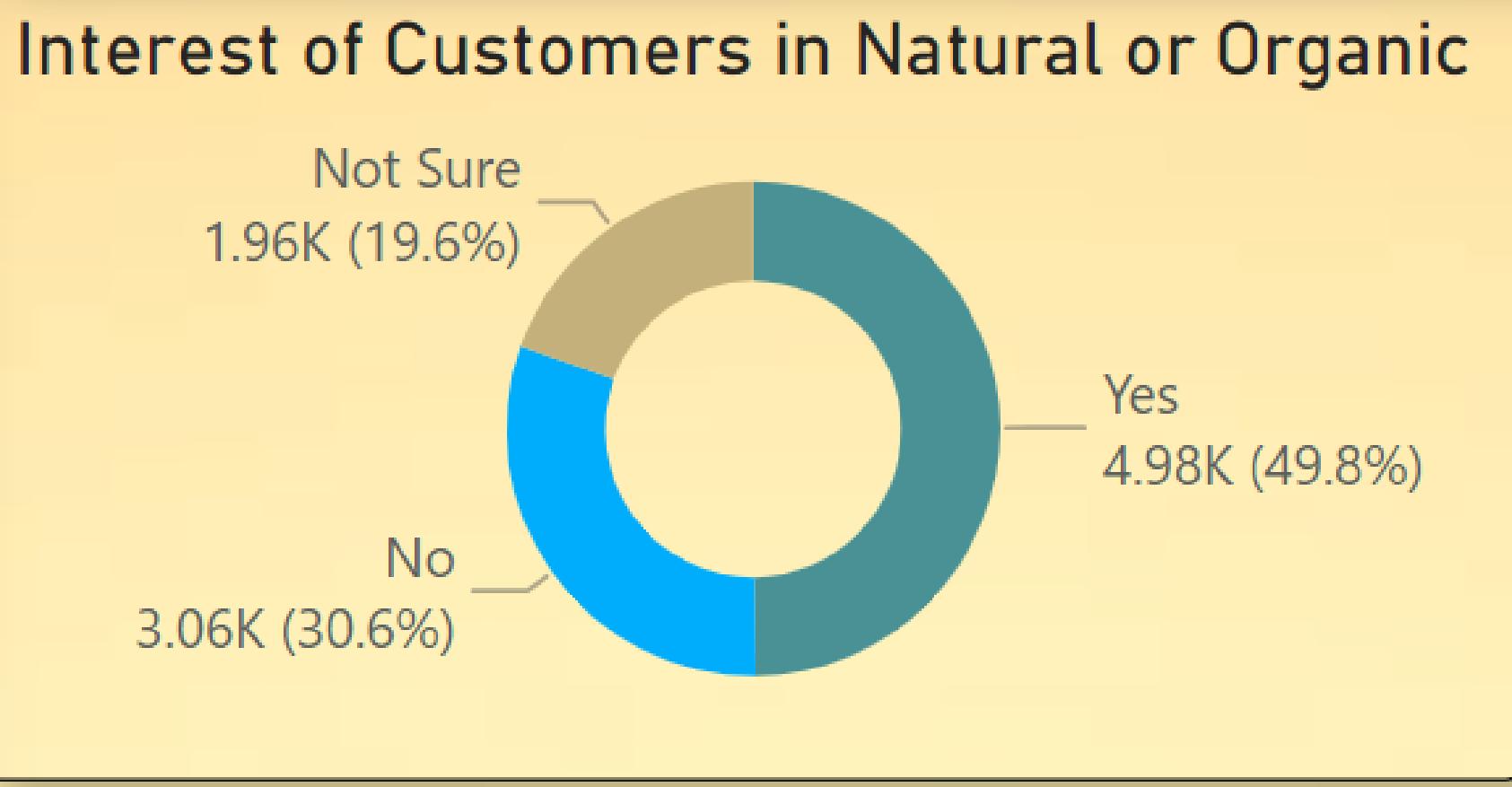


IMPROVEMENTS_DESIRED

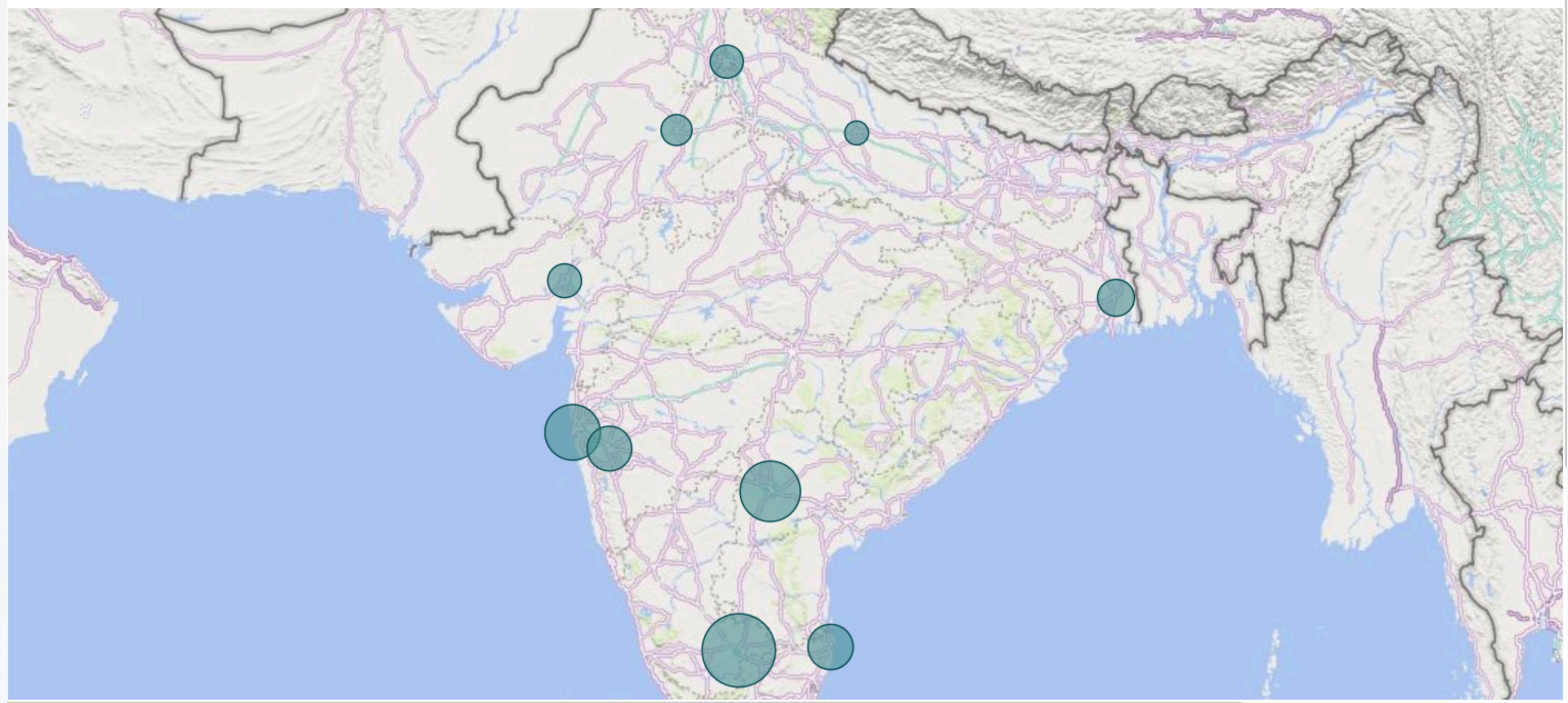
'Healthier alternatives', with 14.7% of records; 'More natural ingredients', with 25% of records; and 'Wider range of flavors', with 20.4% of records, among others, most affect the distribution.



ANALYSIS

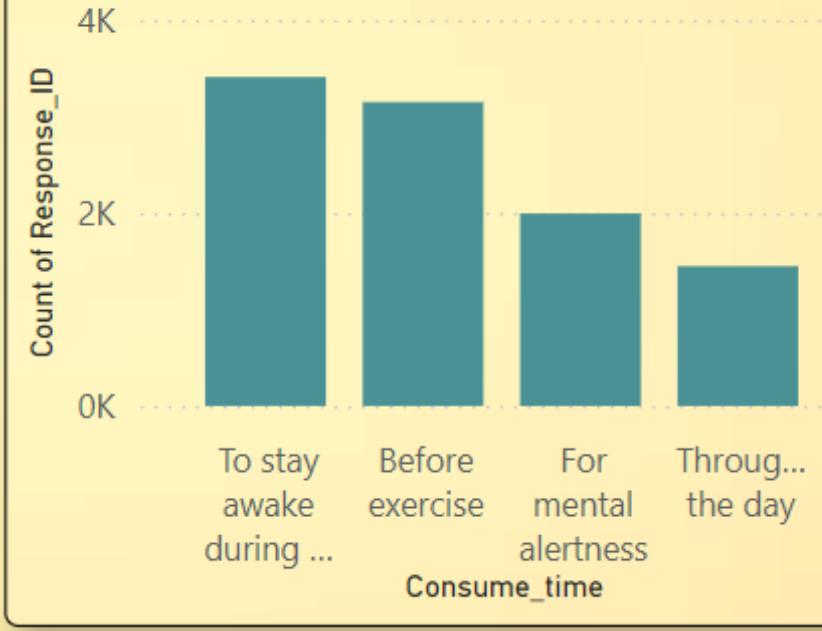


ANALYSIS



ANALYSIS

On the basis of Time Of Consumption



CITY ID

'CT113', with 28.3% of records; 'CT118', with 9.1% of records; and 'CT116', with 18.3% of records, among others, most affect the distribution.


[CT113](#)
[CT118](#)
[CT116](#)

● Count of Response_ID for CT113 ● Count of Response_ID

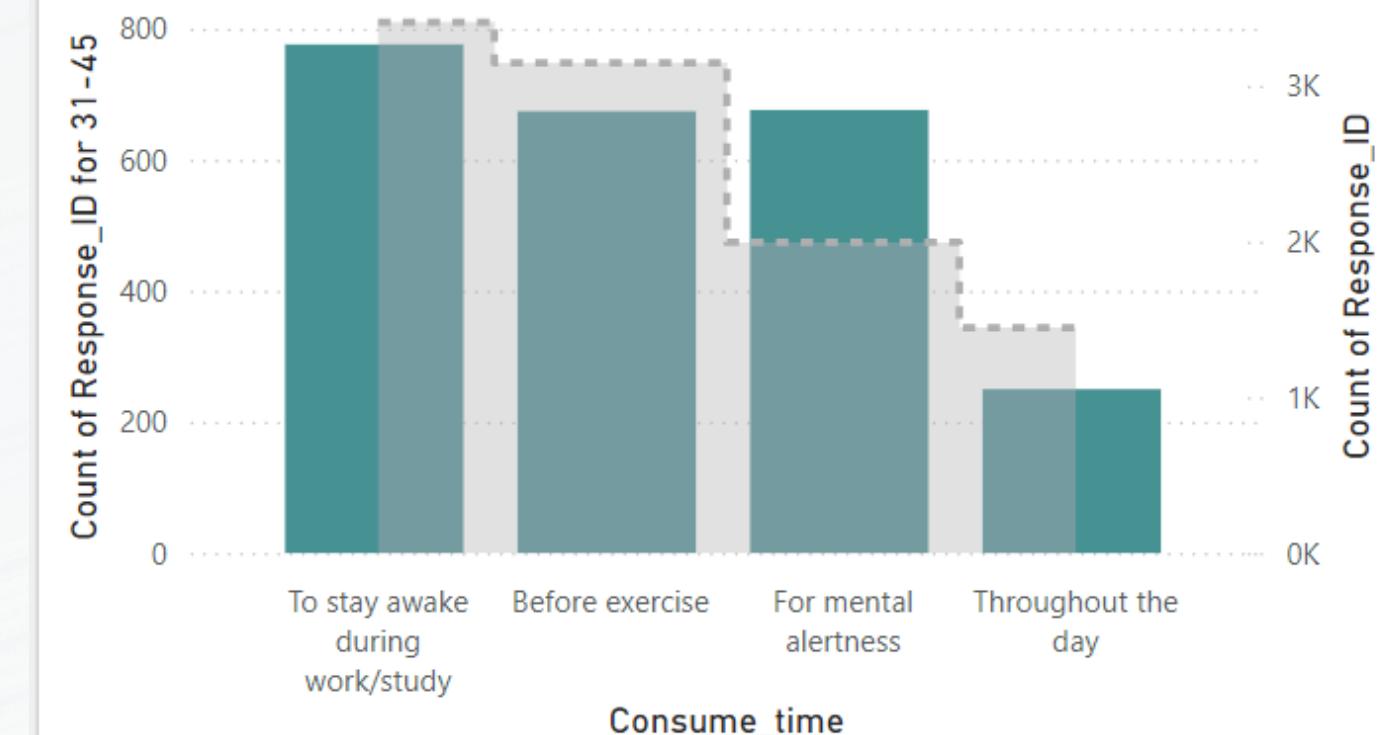


AGE

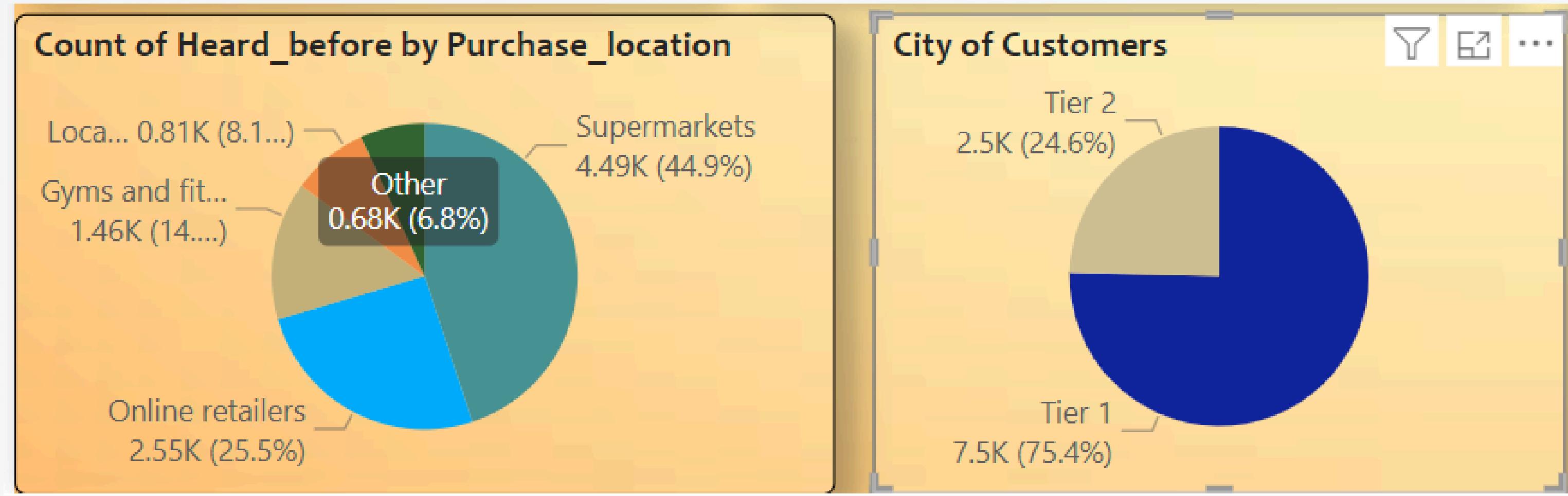
'31-45', with 23.8% of records; '19-30', with 55.2% of records; and '46-65', with 4.3% of records, among others, most affect the distribution.


[31-45](#)
[19-30](#)
[46-65](#)

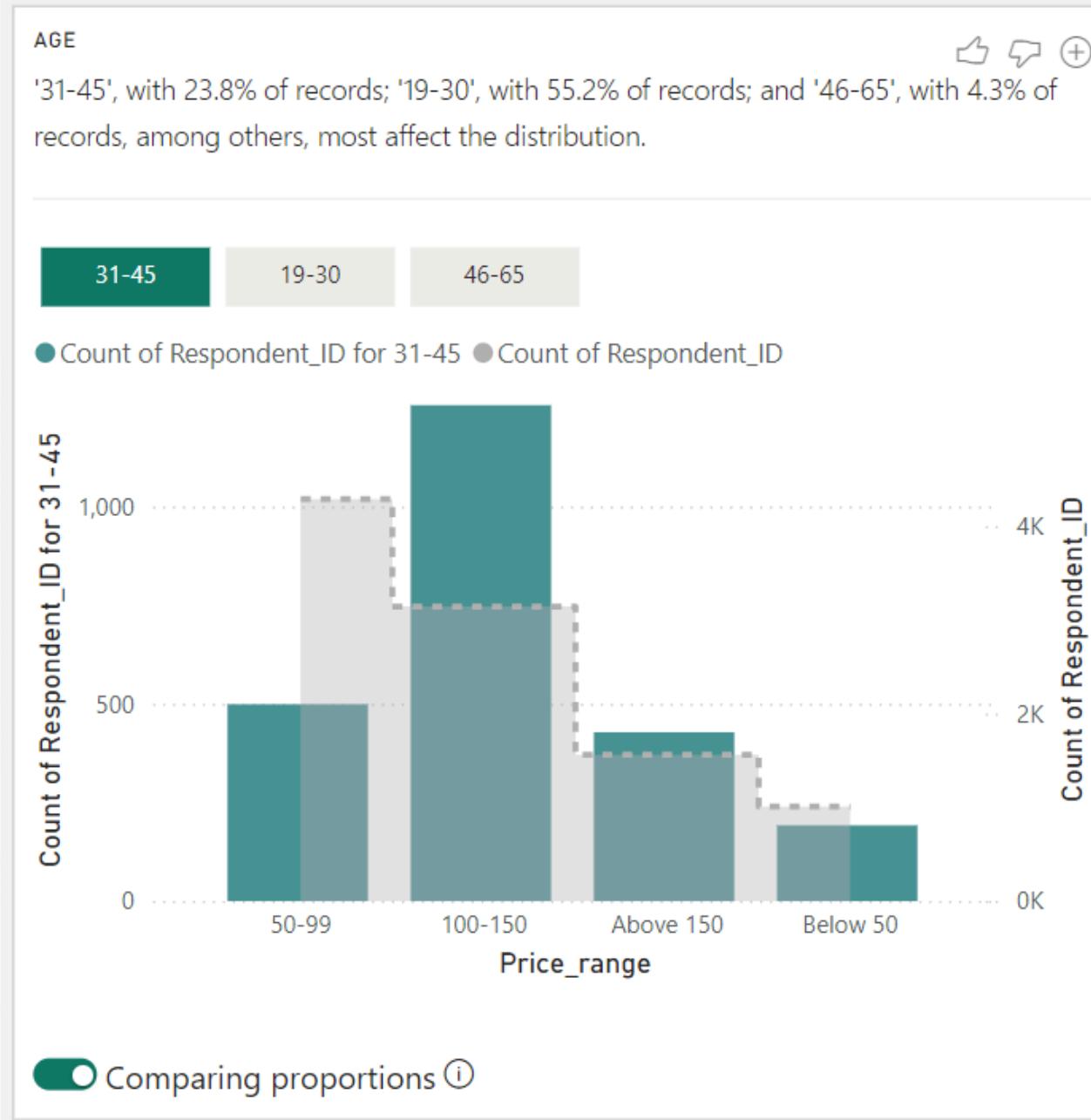
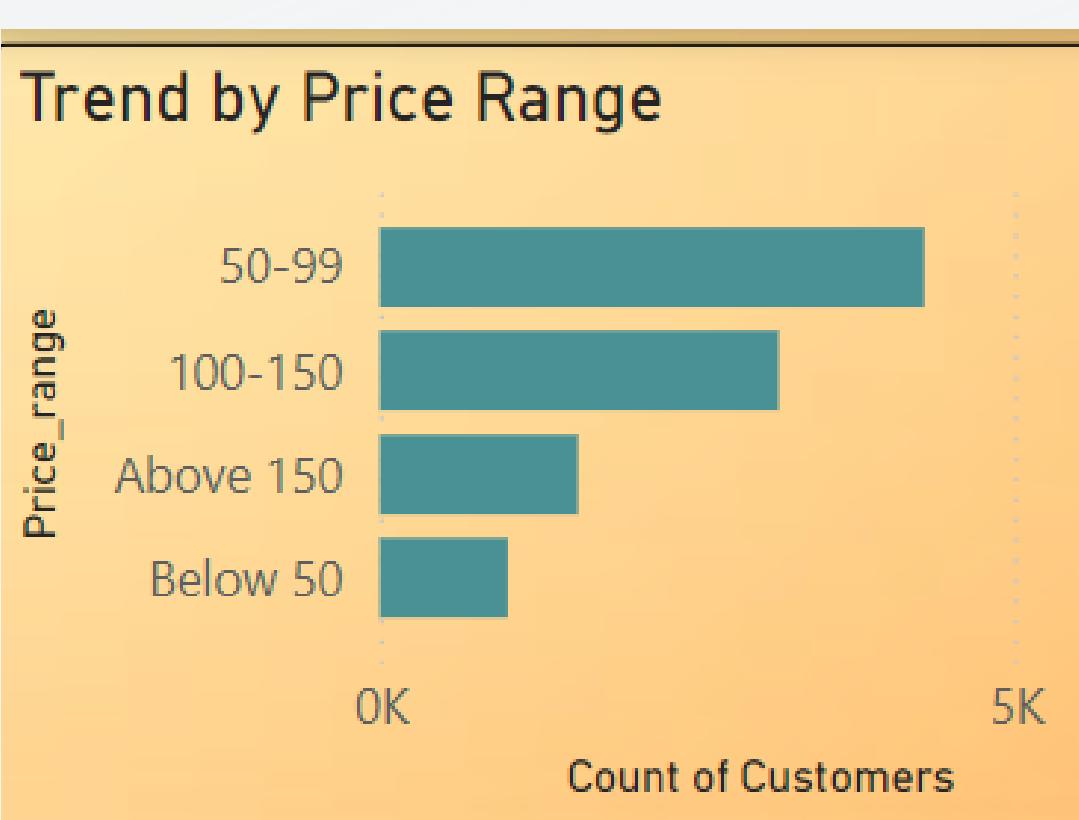
● Count of Response_ID for 31-45 ● Count of Response_ID



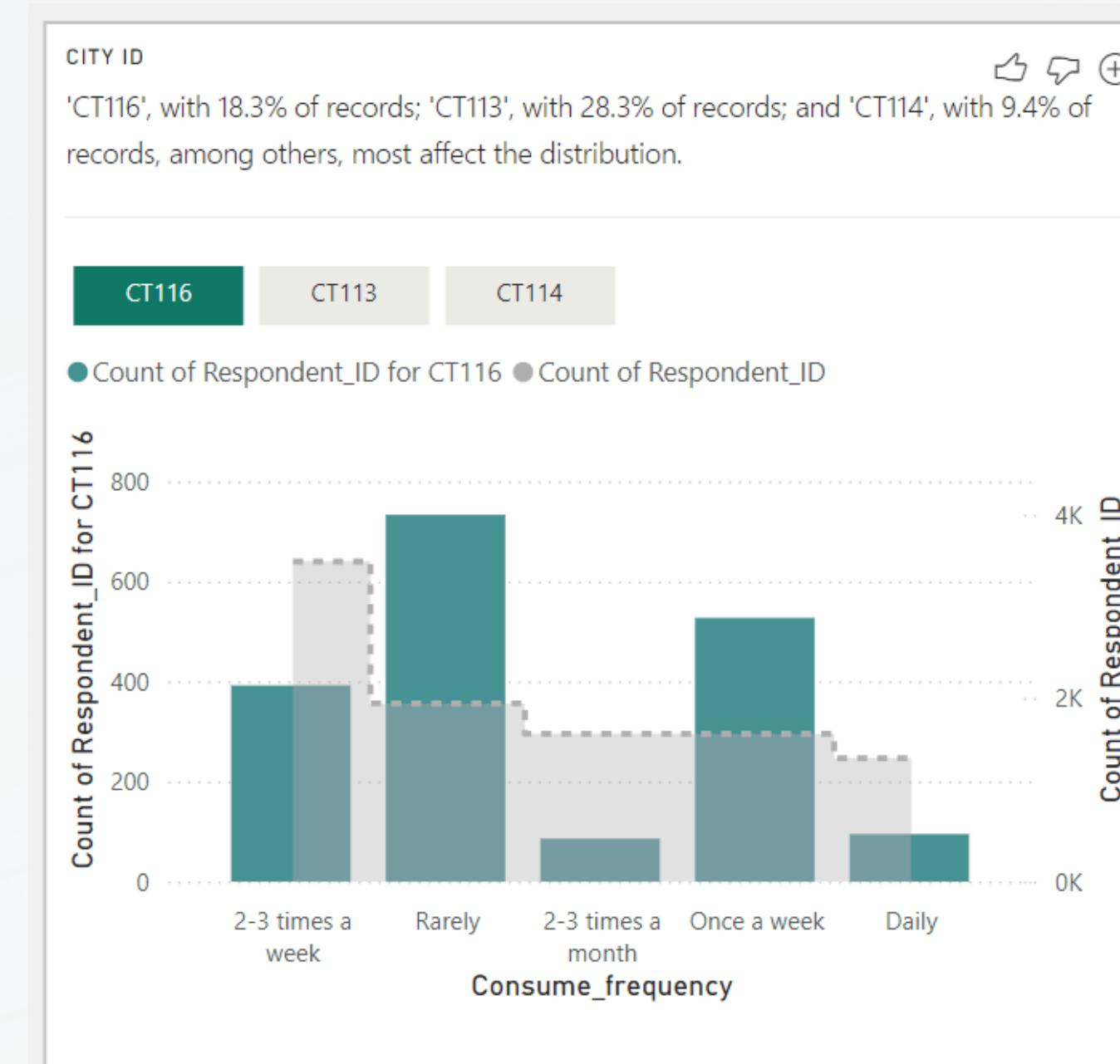
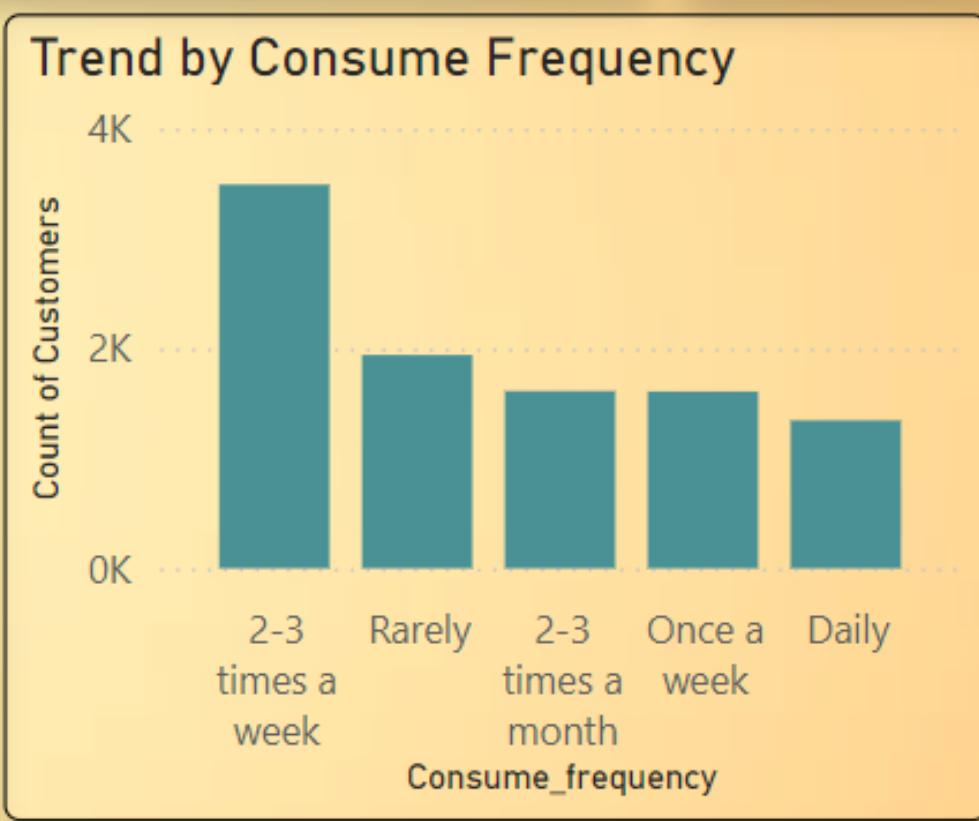
ANALYSIS



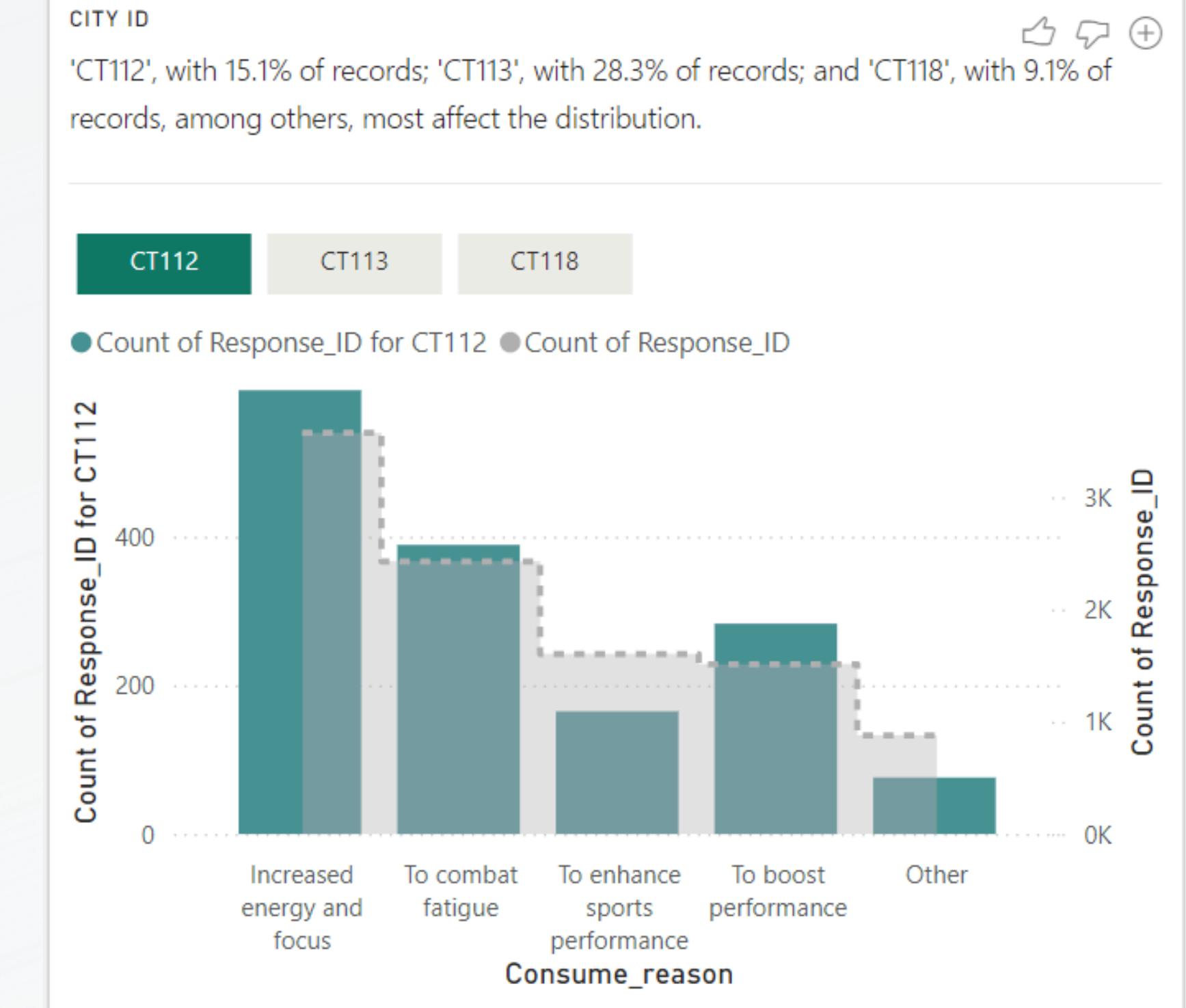
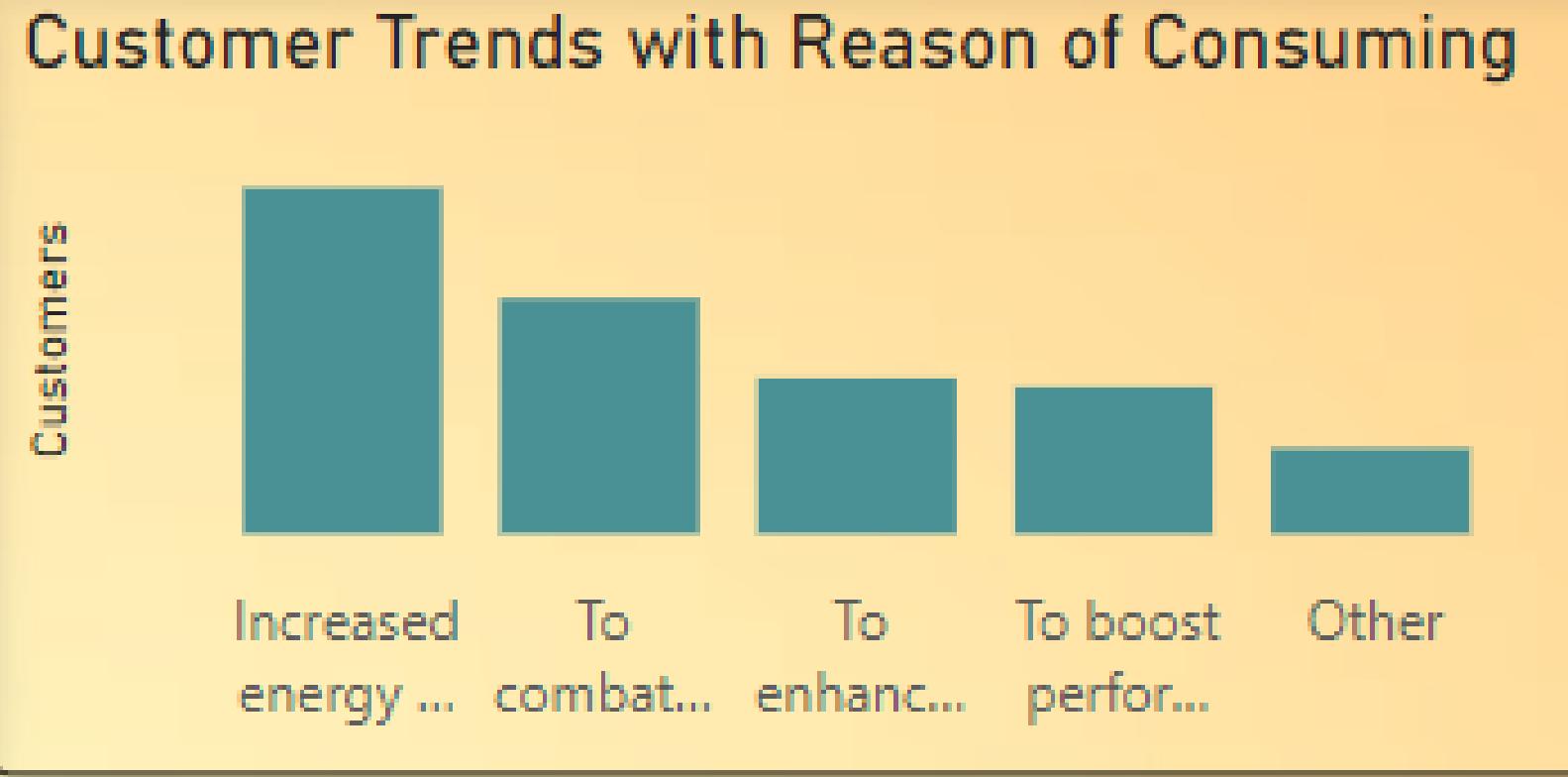
ANALYSIS



ANALYSIS



ANALYSIS



ANALYSIS



THANK YOU!

Aritra

Vedang

Siddhi

