

## VIRGINIA COMMONWEALTH UNIVERSITY

# Statistical analysis and modelling (SCMA 632)

A5b: Visualisation – Perceptual Mapping for Business(Karnataka)

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#### INTRODUCTION

The focus of this study is on visualizing meat consumption patterns across the state of Karnataka using data from the National Sample Survey Office (NSSO). We aim to plot the variable 'nontotal\_v,' which indicates total meat consumption, on the Karnataka state map using the NSSO68 dataset. This visualization will help illustrate the distribution and intensity of meat consumption across different districts in Karnataka.

The NSSO68 dataset provides comprehensive data on various consumption-related aspects for both rural and urban sectors. By mapping the 'nontotal\_v' variable, we aim to identify and highlight areas with high and low meat consumption. This analysis will provide valuable insights for policymakers and stakeholders, enabling them to understand regional consumption patterns better and make informed decisions for targeted interventions and resource allocation in Karnataka.

#### **OBJECTIVES**

Plotting the variable 'nontotal\_v' on Karnataka state map Identify Distinct Respondent Groups

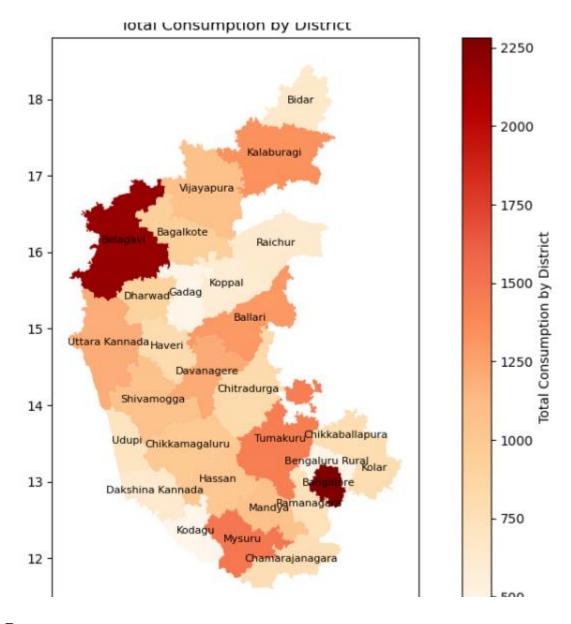
- Visualize Meat Consumption
- Identify Regional Consumption Pattern

#### **BUSINESS SIGNIFICANCE**

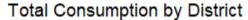
This carries substantial business significance. It provides valuable insights into regional consumption patterns, aiding businesses in strategic decision-making and resource allocation. By visualizing meat consumption on a map, businesses canidentify areas with high demand and adjust supply chains accordingly, ensuringefficient distribution and minimizing logistical costs. This data also supports market segmentation efforts, enabling businesses to tailor marketing strategies and product offerings based on district-specific preferences. Moreover, the map helps policymakers assess dietary trends and health implications, guiding initiatives to promote balanced nutrition and public health awareness. Overall, the geo map task facilitates informed business strategies, enhances market competitiveness, and supports efforts towards sustainable development and consumer welfare in Karnataka. Multidimensional Scaling.

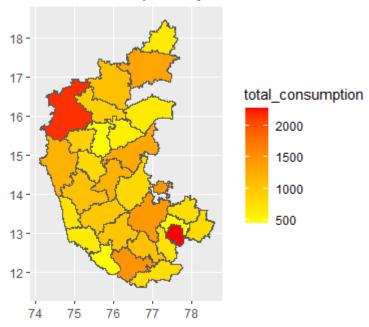
#### RESULTS AND INTERPRETATIONS

Python

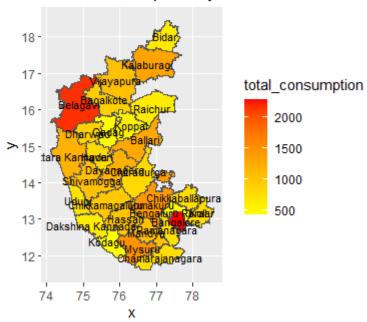


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## Total Consumption by District



#### **Interpretation**

The map of Karnataka illustrates varying levels of meat consumption ('nontotal\_v') across its districts based on the NSSO68 dataset. Districts such as Bangalore, Hassan, and Kolar appear as regions with higher meat consumption, indicated by deeper shades on the map. These districts likely reflect urban centers and regions with higher population densities and economic activities, contributing to increased meat consumption. Conversely, districts like Dakshina Kannada and Kodagu exhibit lighter shades, indicating lower levels of meat consumption.