



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

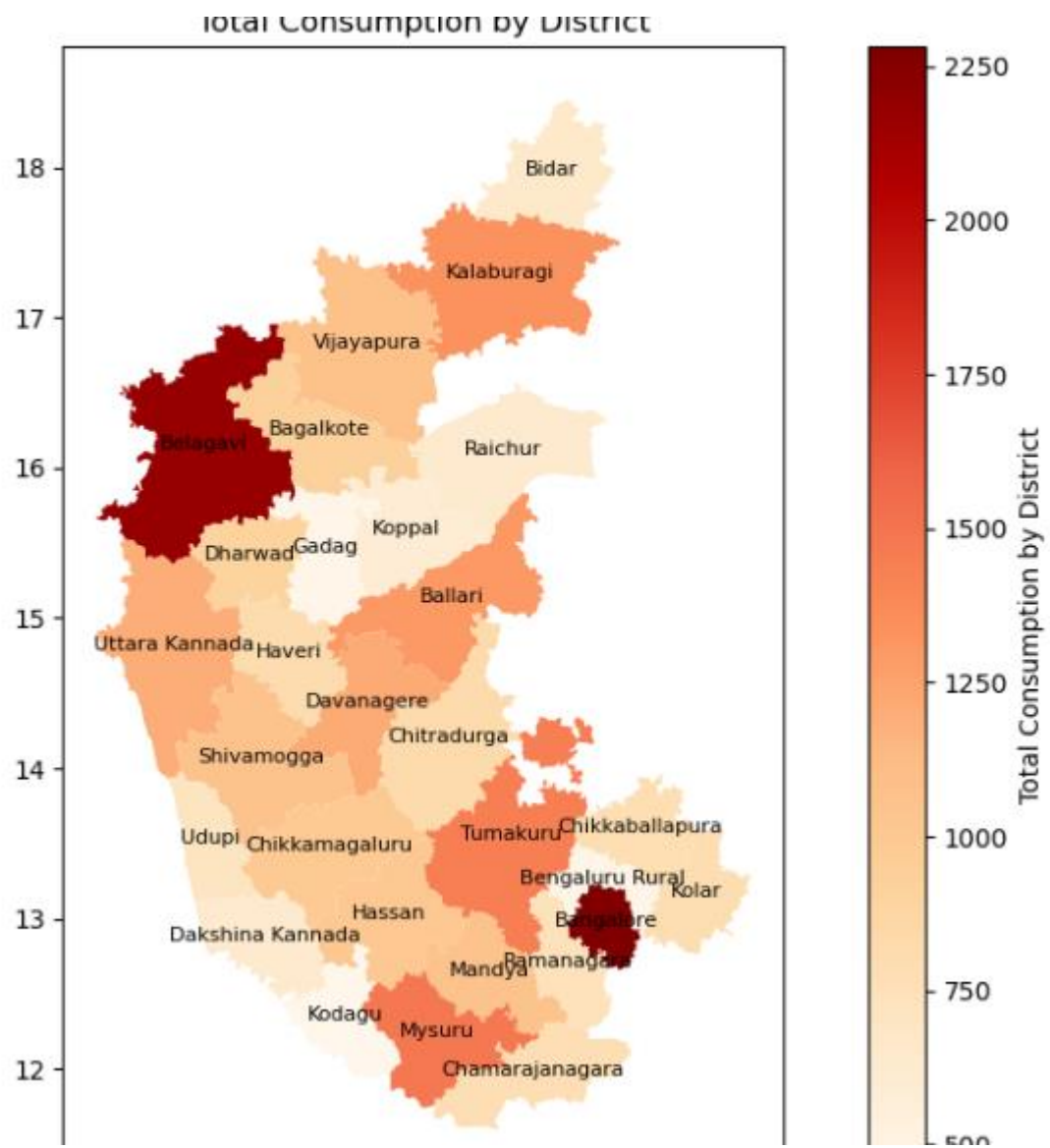
- Visualize Meat Consumption
- Identify Regional Consumption Pattern

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 can identify areas with high demand and adjust supply chains accordingly, ensuring efficient 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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