

# **SQL Analysis Assessment**

Brenda Gutiérrez

Hult International Business School

Business Analysis with Structured Data - DAT-7470 - FMBAN1

Prof. Chase Kusterer

12/9/2022

### Do healthier foods cost less?

The aim of the following analysis is to find out if the current offer of healthier foods cost less in the Whole Foods supermarket and to provide insights to guide any future business decision.

According to the Dietary Guidelines for Americans, a healthy diet consists of food that helps you keep good health, “reduce risk of chronic disease, and meet nutrient needs” [1]. Such needs “should be met primarily from nutrient-dense foods and beverages” [2] so the fundamental components of a healthy meal are vegetables of all types, fruits, grains, dairy, protein foods and oils. On this basis, I considered as healthy the foods that have been labeled with the sugar conscious, low fat, and low sodium labels since “a healthy dietary pattern doesn’t have much room for extra added sugars, saturated fat, or sodium”. [3]

To understand this analysis, it’s important to consider that cost is “the amount or equivalent paid or charged for something” [4]. This can be translated into price and with that perspective it’s easier to consider what encompasses it to make a clearer comparison between diets and foods.

### Do healthier foods cost less?

Considering the criteria stated above, the average cost of healthier products with either of those labels was less when calculated by cost per serving. However, when calculating the average cost per serving for products with all the labels selected for this analysis, healthier foods cost more.

	diet	avg_price	COUNT(*)
►	Healthy	0.15	23
	Unhealthy	0.5	259

**All the labels considered for this analysis**

	diet	avg_price	COUNT(*)
►	Healthy	0.19	173
	Unhealthy	0.87	109

**Either one of the labels**

Overall healthier foods cost more, however, taking into account that the serving sizes suggested to follow a healthy eating pattern are usually bigger than the ones suggested for unhealthy foods, we can deduct that a customer will spend more on healthy products and will potentially conclude that following a healthy pattern cost more. This applies to Whole Foods as well since it implies that is necessary to buy more healthy products to be prepared for the demand. However, it would be important to study the demand of the products in order to be conclusive.

### Actionable insights

1. There are categories that are more expensive than others such as Beverages when considering products with all the labels selected for this analysis. Healthy products in this case are not as broad as for the unhealthy options so adding more healthy items for this category could help customers make more targeted decisions to comply with their eating patterns.

“Soft drink consumption in the United States dipped again for the 13th straight year in 2018 to 38.87 gallons per person. Since the peak of 53 gallons in 2000, per capita consumption has declined by 25 percent.” [5] By adding a wider array of healthy beverages to its inventory, Whole Foods would be able to create a marketing strategy aimed at promoting itself as an ally to its customers and their health.

	category	diet	avg_price	COUNT(*)
	Beer	Unhealthy	0.17	10
	Beverages	Healthy	1.07	3
	Beverages	Unhealthy	0.98	19

2. Since Desserts are often limited for people that try to follow any kind of healthy diet, it would also be great to include more desserts with any of the low sodium, low fat, and sugar conscious labels. “American adults consume an average of 77 grams of sugar per day, more than 3 times the recommended amount for women. This adds up to around 60 pounds of added sugar annually.” [6] Since American society is used to include sugar in their diet, another way to position Whole Foods as an ally would be to promote healthy desserts to achieve good health with their products. This can result in increased sales of that category and a quicker adoption of a healthy diet promoted by Whole Foods.

	category	diet	avg_price	COUNT(*)
	Desserts	Healthy	0.07	8
	Desserts	Unhealthy	0.02	16

3. Exploit the Prepared Foods category. “48% of Americans have tried a meal kit service at least once this past year.” [7] With such high demand, Whole Foods can expand it’s offering so people can mix and match their purchases based on the options available. A good justification for the cost is already contained in the category: “prepared” so it should be easy to promote to customers. Exploring the cost of production can be a good first step before considering the promotion.

	category	diet	avg_price	COUNT(*)
	Meat	Unhealthy	0	8
	NULL	Healthy	0	22
	NULL	Unhealthy	0	7
	Prepared Foods	Healthy	1.69	6
	Prepared Foods	Unhealthy	0.03	8

## SOURCES

[1][2][3] U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020-2025.

[4] cost. (2022b). In The Merriam-Webster.com Dictionary. <https://www.merriam-webster.com/dictionary/cost>

[5] Statista. (2022, January 13). U.S. per capita consumption of soft drinks 2010-2018.

<https://www.statista.com/statistics/306836/us-per-capita-consumption-of-soft-drinks/>

[6] How much sugar is too much? (2022, June 2). www.heart.org. <https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/sugar/how-much-sugar-is-too-much>

[7] Zboraj, M. (2021, August 3). Almost Half of Americans Have Tried Meal Kits. Progressive Grocer.

<https://progressivegrocer.com/almost-half-americans-have-tried-meal-kits>