



# **BUSINESS ANALYSIS WITH STRUCTURED DATA: Do dietary preferences effect price?**

**ADEJUMO EBUNOLUWA**

**Business Analysis with Structured Data  
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**Professor Chase Kusterer**

Over the years the problems of healthy living and dietary preference has been a common problem that an adequate solution is yet to be provided to. In recent findings, in 2015–2018, 17.1% of U.S. adults aged 20 and over were on a special diet on a given day. More women were on a special diet than men, and more adults aged 40–59 and 60 and over were on a special diet than adults aged 20–39. The rising persistent levels of diet related chronic disease rate causing a major health concern. The unrestrictive opinions that people express concerning foods are regarded to as food preferences. The qualitative assessment of foods as well as how much people like and dislike them are included in food preferences.

In the process of solving the issues of dietary preference, the effect of price on dietary preferences are connected to so many factors from past finding. However, the analysis done with the wholefoods soma branch data gave some relevant insight on how price affect dietary preferences. From the analysis, not all nutritional factors affect price as they depend more on the product subcategory and there are some nutritional factors that are not correlated or are inversely correlated to price.

From the primary data, some factors need to be considered to meet the standard food acceptance in the society. Consumers are now becoming more aware of the consciousness of their health and are greatly concerned about the quality of their food supply. Generally, the ideal consumption of low sodium is 2,300mg limit and 1,500 mg per day for most adults which is recommended by the American heart Association. On average, Americans eat more than 3,400 milligrams of low sodium each day, which is more than the recommended milligrams. According to the American Heart Association more than 70% of the low sodium content Americans eat come from packaged, prepared and restaurant foods and not the salt used during cooking. From the wholefoods primary data, prepared foods do not contain low sodium, and this does not meet the recommended standard of the America Heart Association. The wholefoods Soma branch needs to stock up more low sodium foods in the Soma branch and wholefoods in general to meet up with the American Heart Association recommendations.

From research, consumers are willing to buy organic food. organic food is the fastest growing segment of the American food industry. Between 1997 and 2010, US sales of organic food increased from \$3.6 billion to \$26.7 billion, an extraordinary rate of growth. By 2011, organic

foods earned over \$31 billion in the United States and accounted for about \$450 million in exports in 2012. There are now over 17,750 USDA certified organic food producers and processors in the United States, and over 25,000 worldwide that meet USDA standards.

However, from the primary data, wholefoods soma branch has products that contains the organic nutrient, but more investments can be made towards organic products been in stock because of its visible increase in revenue from past data trends.

According to NPD group, 11 percent of households in America follow a gluten-free diet while about 25 percent of American consumers believe that a gluten-free diet is good for everyone. The global gluten free food market grew from \$5.6 billion in 2021 to \$5.84 billion in 2022 at a compound annual growth rate (CAGR) of 4.2%. However, from the wholefoods Soma branch analysis conducted, the gluten free market can be invested into although there is already investment in gluten free products, but more investments could be made in the products in this branch and other wholefoods branch(es).

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