Special Work Perfomance

The purpose of this special work performance is to describe and give an overview of the survey data that was collected on different chocolates bars on the market in Germany.

The data is collected from 50 people which answered questions about different qualities of the products:

There was also data collected about the habits of the customers – where they shop, how often they eat some of the products, as well as preferences towards some of the products.

Demographics of the participants

The age of the respondents varies between 18 and 31 with a mean of 25.56. Regarding the occupation, most of them are student (52%) and employees(42%). The vast majority of respondents live in cities (92%).

Interesting is to see where the participants come from as they could be differences between the chocolate bars markets in different states in Germany. The following plot (Plot 1) shows residents of which states in Germany take part in the survey.

**# here we can put the plot with the 3 biggest states and the category “Others”**

The survey reports data also about the marital status, sport habits and number of kids of the participants.

General consumption data

Information about the consumption habits of the respondents was also collected. The most frequently answer given about the place where the consumers buy chocolate bars is supermarket (40 out of fifty people gave this answer). Other often given answers are cafeteria (20), kiosk (17) and vending machine (16).

Other important information about the survey is if the customers have ever tried the tested products as they could play a role in the distribution of the missing values. Most of the customers have tried all of the products, but there are exceptions. The results can be reviewed in the following plot (Plot 2)

Plot 2 (Which of the following Chocolate Bars have you ever consumed? 

Useful for the survey is the frequency of consumption of chocolate bars: Most of the respondents eat this kind of products once a week (22). Other answers include “2-4 times a week” (14) and “once a month” (7). Only one person answered this question with “never”.