Special Work Perfomance 1

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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. This includes if the product can be characterized as: crunchy, creamy, sweet, chocolaty, healthful, calorie, rich, addictive, accessible , handy, wrapping and to evaluate their image and commercial.

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)



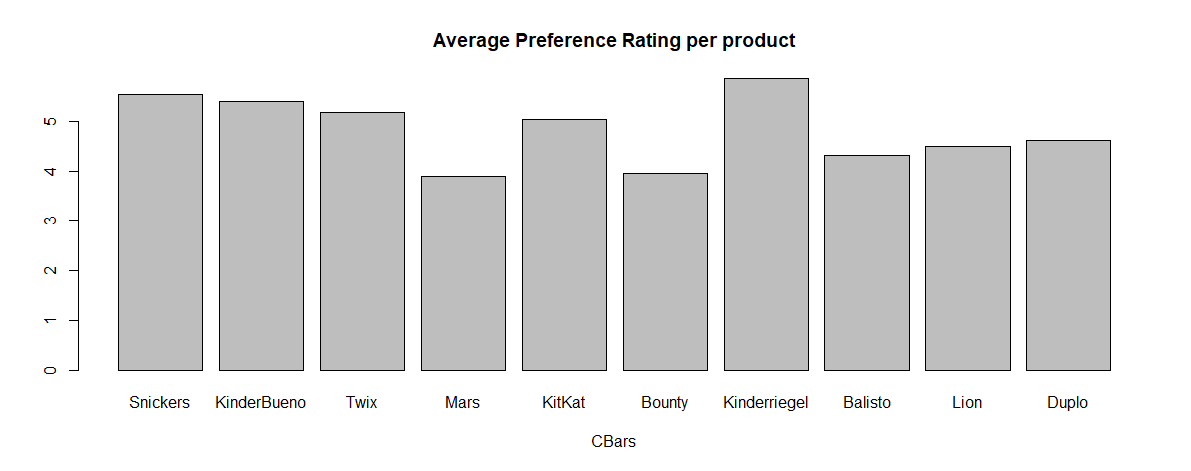
Plot 2 (Which of the following Chocolate Bars have you ever consumed?

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”.

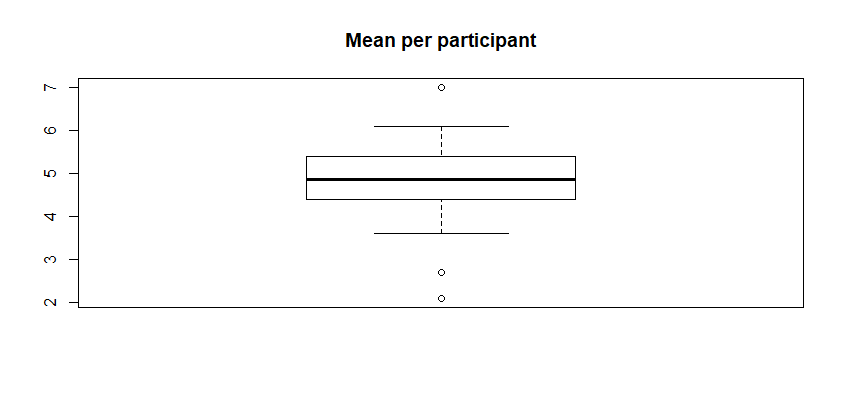
**Preference Ratings**

The survey tried not only to evaluate the qualities of the different products, but also measure which of them are more preferred by customers. For this person there was a question to the participants to give preference rating to each of the products. This was made with a scale from 1 to 7 (1 – not preferred at all, 7 – greatly preferred).

Using this data, we can conclude that the Kinderriegel is on the top of the table with an average preference rating of 5.86. On the hand, Mars scored only 3.9. A general comparison could be made with the following barplot (Plot 3)

Plot 3

It is worth it to note that participants give ratings in different ways – some of them are more critical towards the notes and others give them much easier. The preference ratings data for example shows there is one person who gave an average rating of 7 (maximum in this scale) and there is a person whose average amounts to only 2.10. To understand better the difference between participants the following boxplot (Plot 4) could be useful.



Plot 4