Special Work Perfomance 1

Giorgi Modebadze (StudentID:602191 ), Radoslav Evtimov (StudentID: 570341)

**Summary**

The purpose of this report is to describe and give an overview of the survey data that was collected regarding different chocolate bars on German Market from 50 people.

It analyzes the consumption habits: why and how often participants eat chocolate and where they buy it. Social Demographics: Age, Marital Status, living place and whether they follow sport. Respondents perception toward chocolates with 13 different variables (l creamy, crunchy, sweet and so on) and which bar they prefer over other.

**Demographics of the participants**

The participants represent 10 out of 16 states of Germany, with majority from Berlin and Sachsen-Anhalt, 38% and 22% respectively. The vast majority of respondents live in cities (92%). The female/male ratio is 58% to 42%, while the age varies between 18 and 31 with a mean of 25.56. Regarding the occupation, most of them are student (52%) and employees(42%).

58% of the respondents do sport 1-3 times per week, followed by 4-7 times per week with 24%. As the data reveals there is no significant relation between marital status and consumption reasons and people tend to enjoy chocolate same way.

Most of the participants were willing to reveal answers to all question about their Social-Demographics. Least answered question was regarding number of children, with 8 missing values.

**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)



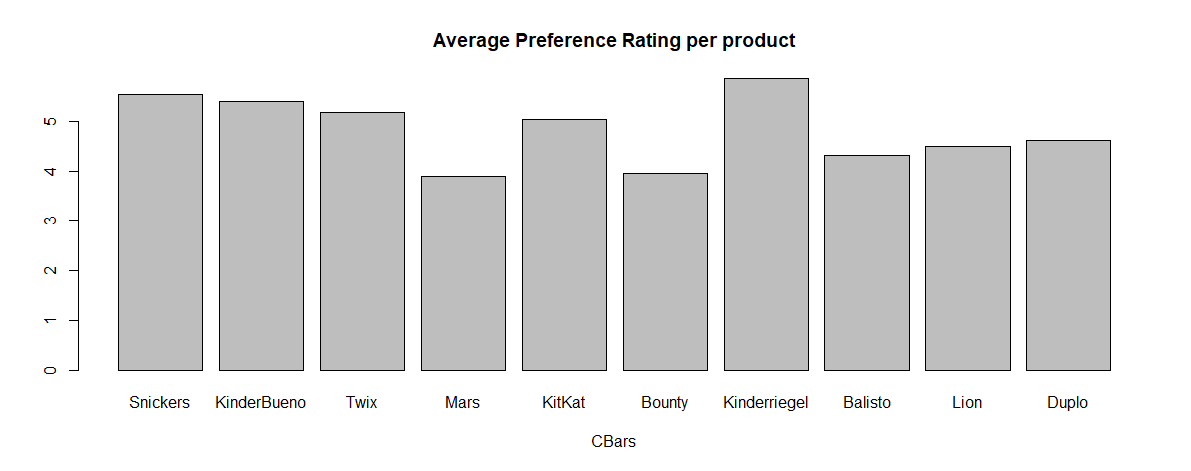
Plot 2 (Which of the following Chocolate Bars have you ever consumed?

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”.

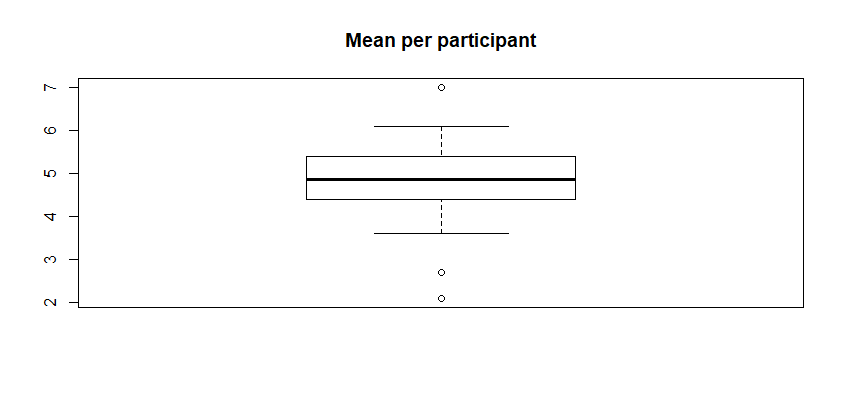
**Preference Ratings**

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