



# Analysis of Launching New Greek Yogurt Flavors

*2020.02.03*

# Recommendation: *Launch Black cherry and Lemon Flavors*

## ➤ Data Source:

- **Stores sales data** (11/2010-10/2011\*)

\* The sales data from 11/2009-10/2010 only includes 7 flavors which could cause bias

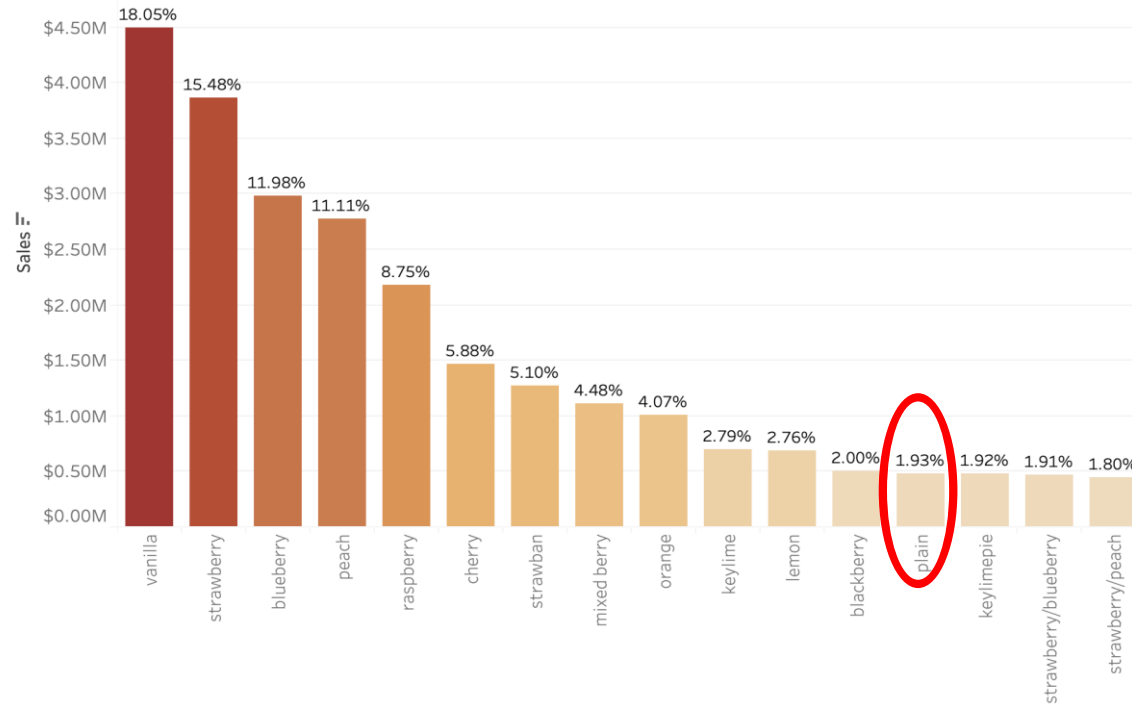
- **Survey data** (5/2011)

## ➤ Methodologies & Insights:

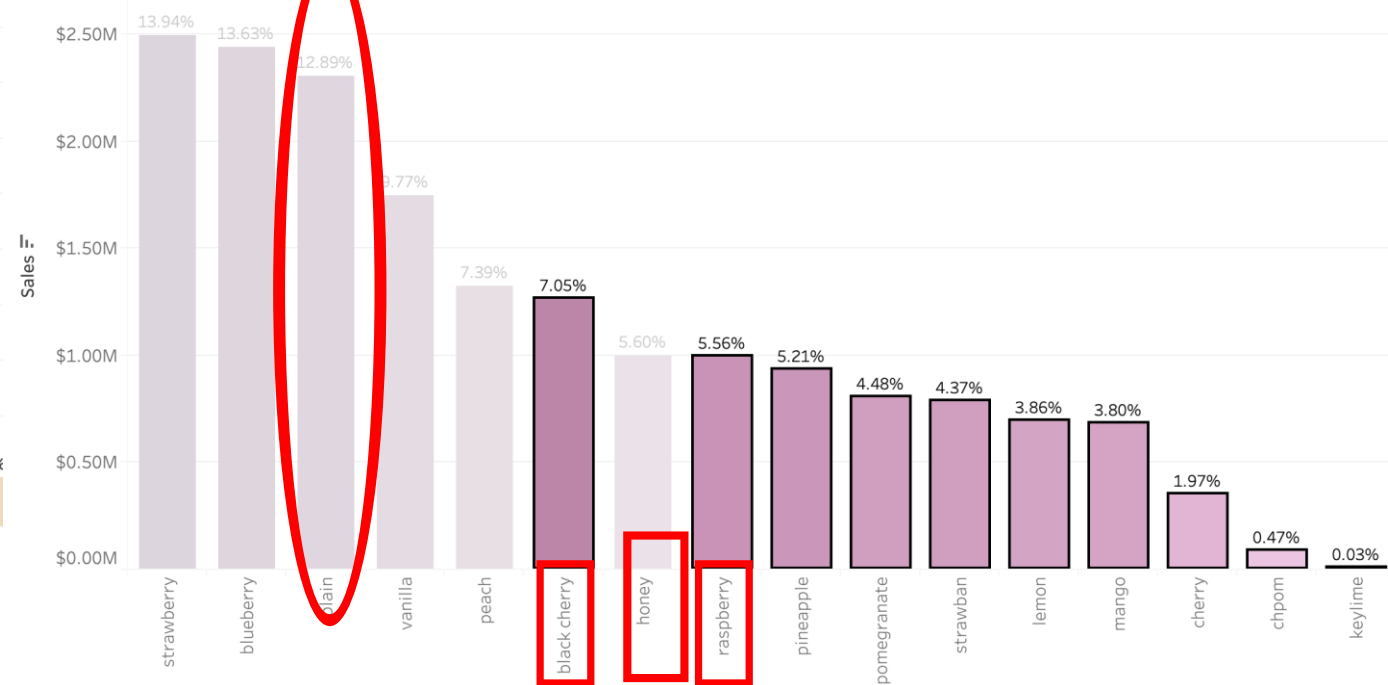
- **Descriptive Analysis** – Market share of the current flavors & consumers preferences
- **Insight:** Flavor preferences are different for Regular Yogurt customers compared to Greek Yogurt customers
- **Predictive Analysis(TURF)** - Predict the scenario that get the highest reach
- **Insight:** Black Cherry and Lemon are the only flavor launches that will increase our reach of regular buyers by 1% and 0.7% respectively

# Market Share Analysis

2010-2011 Regular Yogurt Sales Market Share



2010-2011 Greek Yogurt Sales Market Share



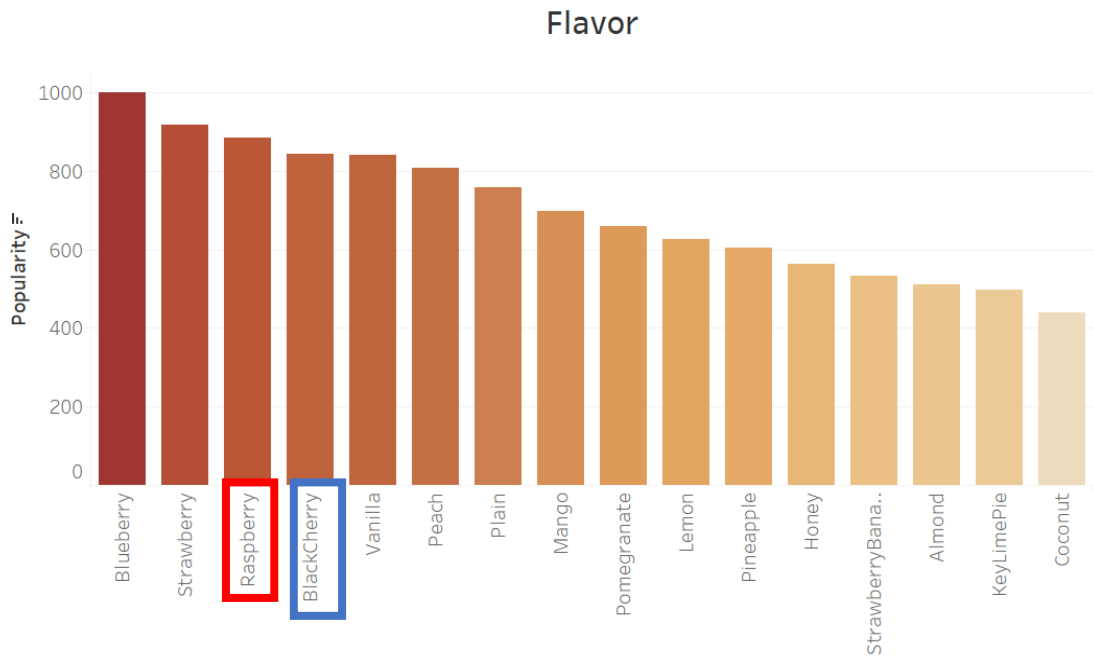
- The order of customers' preferences for Regular Yogurt and Greek Yogurt are *different*.
  - e.g. Plain flavor is *3rd* most popular in Greek Yogurt while it's *13th* most popular in Regular Yogurt.
  - e.g. Honey flavor is *7th* most popular in Greek Yogurt but not in Top 16 of Regular Yogurt.
- In the analysis of Greek Yogurt sales, the 6 flavors we have launched are ranked high in the market.
- Besides the flavors that we have currently, *Black Cherry* and *Raspberry* flavors are also ranked high in Greek Yogurt market.

➔ Only look at the Greek Yogurt Analysis

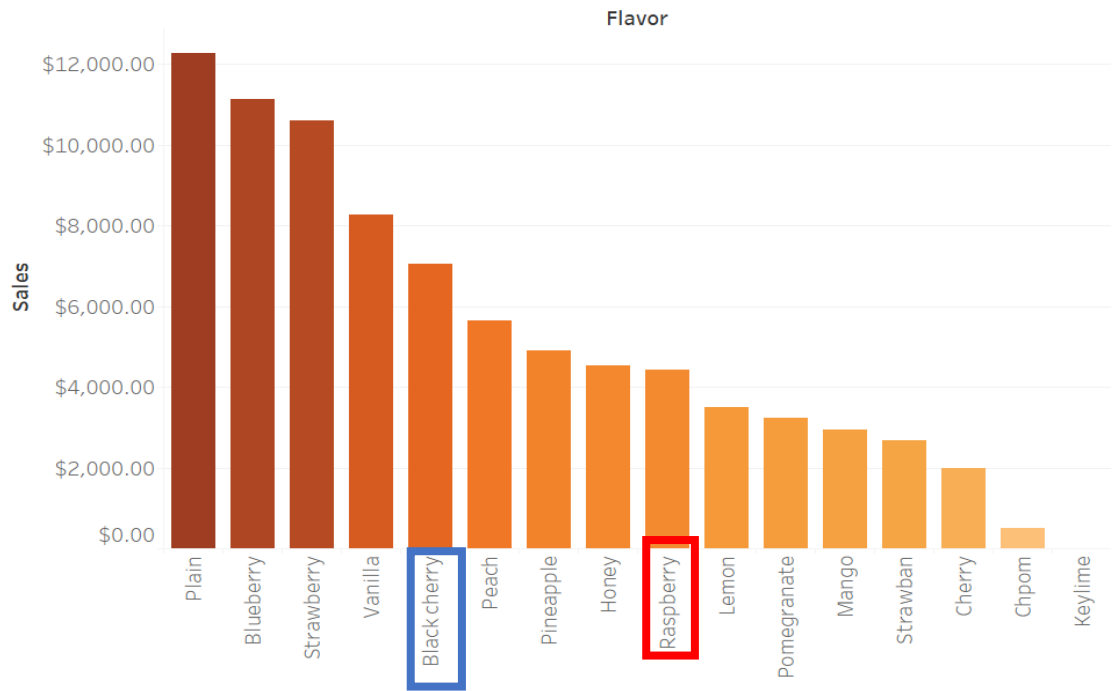
# Survey Analysis

- *Launch Black cherry? Yes!*
- *Launch Raspberry? No!*

Respondents' preferences for Greek Yogurt Flavors



Sales for Greek Yogurt Flavors After 2010-11-01



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- Setting Scores of Flavors According to Q12: 2(Regularly), 1(Occasionally), 0(Never/NA)  
*Popularity* = Total Scores of Flavors

- Why are the actual sales of Raspberry not reflect its popularity?

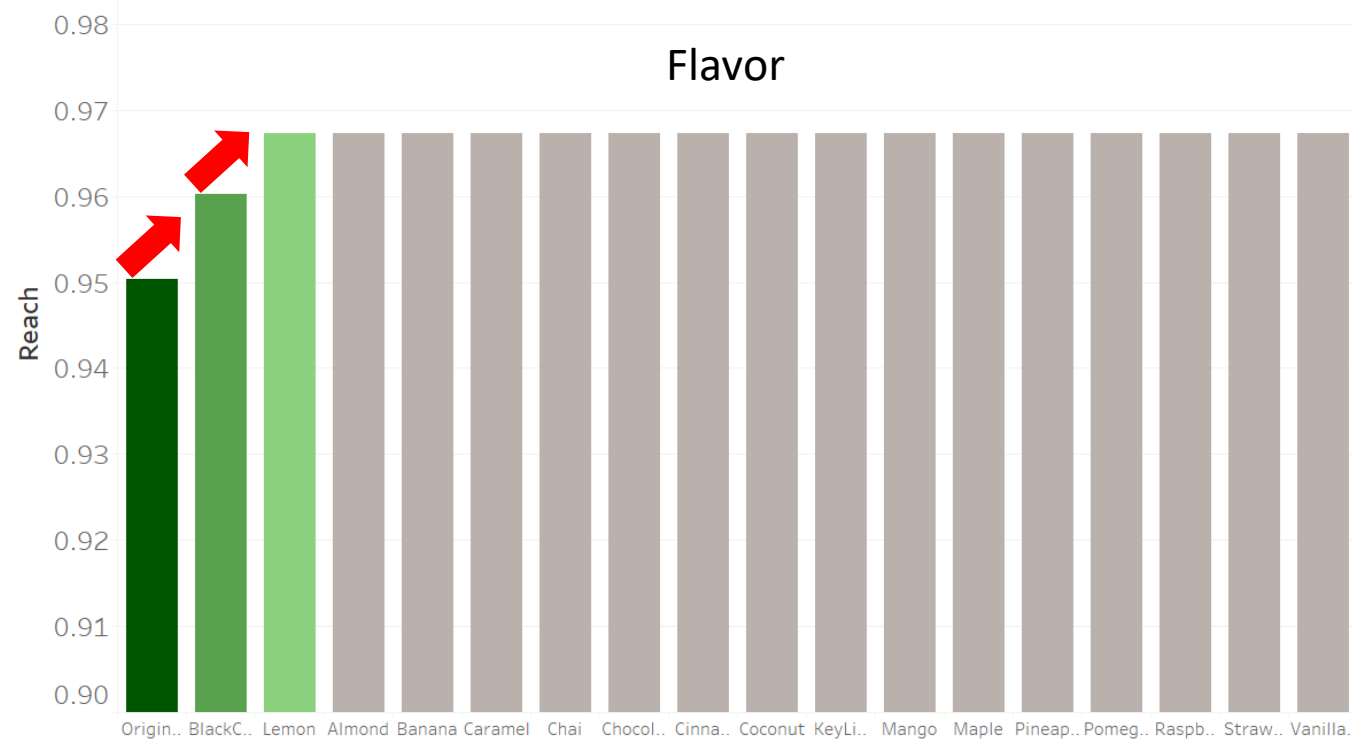
Theory: People like to give it 1 or 2 points during the survey, but when they're facing more other choices, they prefer their top choices. Therefor, we suggest launching other flavors.

# TURF Analysis

Flavor	Reach
Original Set	95.0%
BlackCherry	96.0%
Lemon	96.7%
Almond	96.7%
Banana	96.7%
Caramel	96.7%
Chai	96.7%
Chocolate	96.7%
Cinnamon	96.7%
Coconut	96.7%
KeyLimePie	96.7%
Mango	96.7%
Maple	96.7%
Pineapple	96.7%
Pomegranate	96.7%
Raspberry	96.7%
StrawberryBanana	96.7%
VanillaBanana	96.7%

## ➤ Reach Increases from New Flavors:

- **Black Cherry : 95% to 96%**
- **Lemon: 96% to 96.7%**



## ➤ Considerations:

- Reach of Respondents who would purchase **“Regularly”**
- No response counted as **“Never”** purchase
- Only surveyed **Greek Yogurt buyers**
- Excluded surveys that took **longer than 30 min** to complete

# Demographic Analysis ➤ *Launching lemon is the right choice.*

## ➤ Data:

- Families that buy more than 100 units of yogurt from 11/2010 to 10/2011
- More kids: >3 / Less kids: <=3
- Percentages of money spent on Greek and Regular

Household	Greek	Regular	Percentage of Greek
More than 3 kids	\$518.21	\$2276.47	18.54%
Less than 3 kids	\$50497.22	\$112776.09	30.92%

➤ Families with *more kids spend less money* on Greek Yogurt.

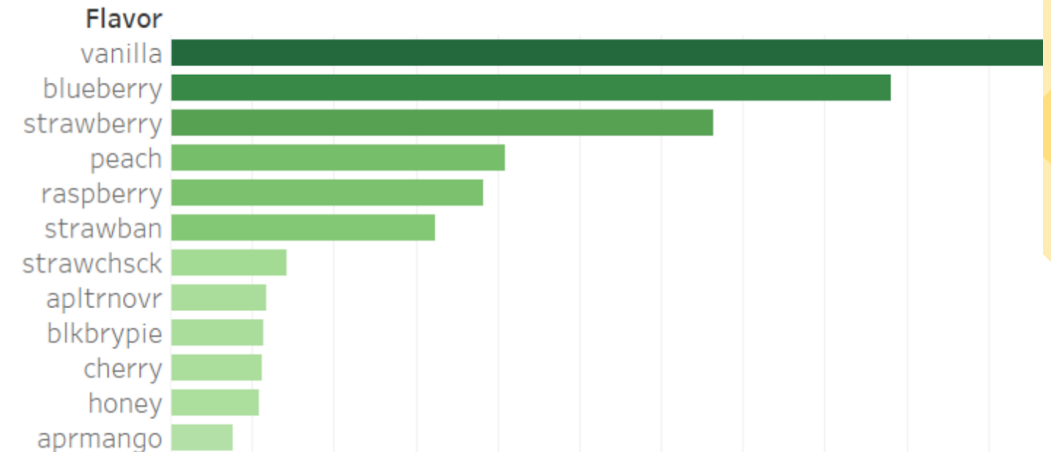
➤ Kids have *different flavor preferences* than adults:

- Lemon:** Ranked 10<sup>th</sup> among families with less kids, while not in the top 12 among families with more kids.

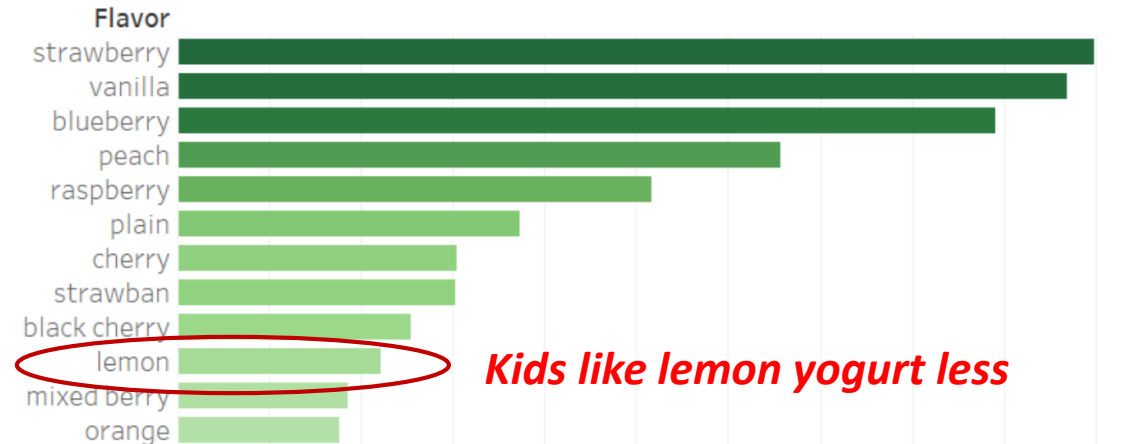
➤ **Sales:** Why market share differs in Greek and Regular.

➤ **Turf:** Why launching lemon enables us to reach more "regularly buying" customers.

## More than 3 kids



## Less than 3 kids



*Kids like lemon yogurt less*





**Greek Yogurt**

## Q & A

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*2020.02.03*

# Appendix

Flavor Sales Over Time

