

Cereals Analysis

CognoRise InfoTech Internship

Objective:

Analyze the nutritional facts for 80 different cereals in the market to realize which ones are the consumer's favorites and if it has a relation to the sugar content for example.

Steps:

Data Cleaning:

- Drop unnecessary columns
- Change Column Names
- Change Data Types
- Replace values for better data understanding
- Calculate all nutritional facts for each cup, instead of serving to have a fair comparison

DAX:

- Total Cereals
- Total Manufacturers
- AVG Rating
- AVG per cup of every nutritional fact

Data Visualization:

- Menu: Cereal Analysis Overview, Nutritional Facts vs Rating
- KPI'S: Total Manufacturers, Total Cereals, AVG Calories, AVG Sugars, AVG Rating

Key Insights:

- Nabisco is the highest-rated manufacturer.
- The favorite cereal is Kellogg's All Bran with Extra Fiber, with 0% sugar and 100 calories.
- In general, cereals with fiber or wheat are the best ranked.
- Most cereals have 25% of vitamins and minerals recommended by the FDA, but cereals with 100% vitamins and minerals are low-rated (38/100 points).
- The manufacturers with higher calories for their cereals have ratings below the average, except for Kellogg's.
- The manufacturers with lower sodium, sugar, and fat for their cereals have higher ratings.
- The manufacturers with higher potassium for their cereals have higher ratings.

Conclusion:

- Even though it seems that people prefer more 'healthy' cereals, is important to remember that nutritional facts are analyzed per cup, which means that the real serving portion can be much higher, resulting in higher sugar and calorie levels, and without considering milk.
- No more than 10% of calories should be consumed from simple carbohydrates (sugars), but if we consume 2 cups of cereal we most likely surpass the sugar limit for most of the cereals.