TO: Mark Twain, CEO, Deonna’s Pizza

FROM: William Shakspeare, Data Science Graduate Student

DATE: February 21, 2023

SUBJECT: Pizza Study Design

As the awareness of having a healthy diet that leads to a healthy body and a healthy life is on the rise, the mission of Deonna’s Pizza is to meet that need and target by providing high quality ingredients and side dishes. We believe that simple and yet healthy pizza will attract more people to give it a try and ultimately to adjust their diet choices to be healthier and more fulfilling. With that vision brings forth the study design to solidify our effort towards our goal. By using boxplots and histogram to tell the story from our survey data, we wil consolidate the insight to shape, to position, and to better market our products among our competitors, such as Pizza King!

**Healthy Diet Is the Trend**

Deonna’s Pizza needs to focus advertising on healthy ingredients compared to others in the market so that people will become aware of the fact that Deonna’s mission is in line with people’s pursuit by using top quality ingredients in our making. According to the survey design of this study, we are to collect whether the sample identify with the trend. And if so, in what degree of the correlation we can perceive and thus be confident of in our claims. Questions related to healthy choices in the questionnaire are extracted in the following:

* Q4. “Why such and such is your favorite pizza place?”
* Q6. “How important is it to you to have healthy ingredient in pizza?”
* Q7. “For you, what is considered as a healthy pizza?”

Enhancing our strength of friendly customer service with high quality of ingredients is to affirm our reputation and expand our market share in the long run as everyone would like to live a better quality ife. Young adults are spending more and more money on healthy food and less on fast food as to boost their energy resulting in better lives. As the trend for food is to be healthy, so must our priority.

**Data Summary**

Numerical:

By using describe() method to obtain a brief summary of our data, we can gain an overarching view of what the sample represents and also can understand where the competitors might fall short of the healthy ingredients in pizza.

Graphical:

With boxplots arranged side by side along with histogram, we can verify the numerical data summary and see the trending clearly between Deonna’s Pizza and Pizza King. With the same approach applied to the bar chart illustration in which is to use in the marketing advertisement. Consequently, numerical and graphical info are to knit a coherent and insightful tapestry – a proposal to rebranding the Deonna’s pizza.

By refocusing our efforts on healthy ingredients through the marketing advertisement, we are to maximize the exposure of our mission and vision in this rebranding strategy to our target market with the hope to increase our sales. Tapping into the trends of having healthy diets will help us gain market share and sales through effective advertising.

Attachments: Pizza Study Design Questionnaire February 2023

This is a Pizza Study Design assignment. Facts and names used are fictional.