

DATA ANALYTICS

PROJECT NUMBER : 02

PROJECT DATA FILE : FOOD SERVICES

PROJECT TASK : OPPORTUNITY ANALYSIS

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Client - Summary - Data Set - **Food Service**

Shaun is a Sales Director, Food Services Division at a major Food & Beverages Manufacturer and promoted to topnotch sales Performance. Provided spreadsheet has 3 tabs to With which Shaun would like to use this to perform an Opportunities Analysis. He has an annual conference coming up in less than a week to prepare for, but wanted to get this started without delay.

TAB1 - Restaurants Spend And % Share

Analyze Opportunity - What is the Total spend of his c customers (restaurants) across various F&B categories, along with % share of purchases from Shaun's company.

TAB 2 - Non Commercial

Adjacent Opportunities - What are adjacent opportunities from the non-commercial establishments such as hospitals, schools across different geographic areas.

TAB3 - Retail store

Retailers is a different business division and out of scope for Shaun, but some of his customers could be buying from these retailers so getting a view of retailer presence adjacent to his customers help understand opportunities are being met / unmet.

Steps that I choose to Perform to Proceed the FOOD SERVICE Project:

Step 1: Understand the Data

Familiarized with the column names and the information they represent in each tab.

Step 2: Import and Clean the Data

- Imported the data from each tab into a data analysis tool Python.
- Checked for any missing, error, duplicate or inconsistent data and cleaned where necessary.
- And Format the data where needed
- Ensure that the data types of each column are appropriate for analysis and deleted columns that are not required.

Step 3: Explore the data

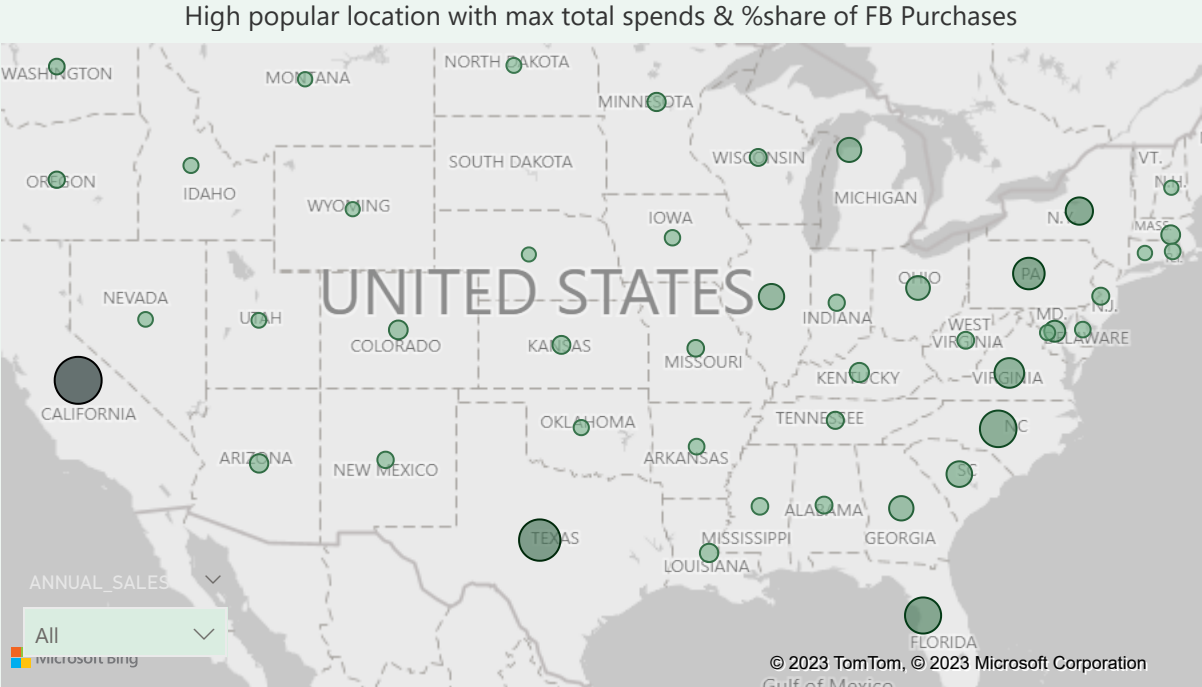
Step 4: Visualize the data

- Import cleaned data file to visualization tool Power BI
- Used required bar graphs and charts to visualize the data

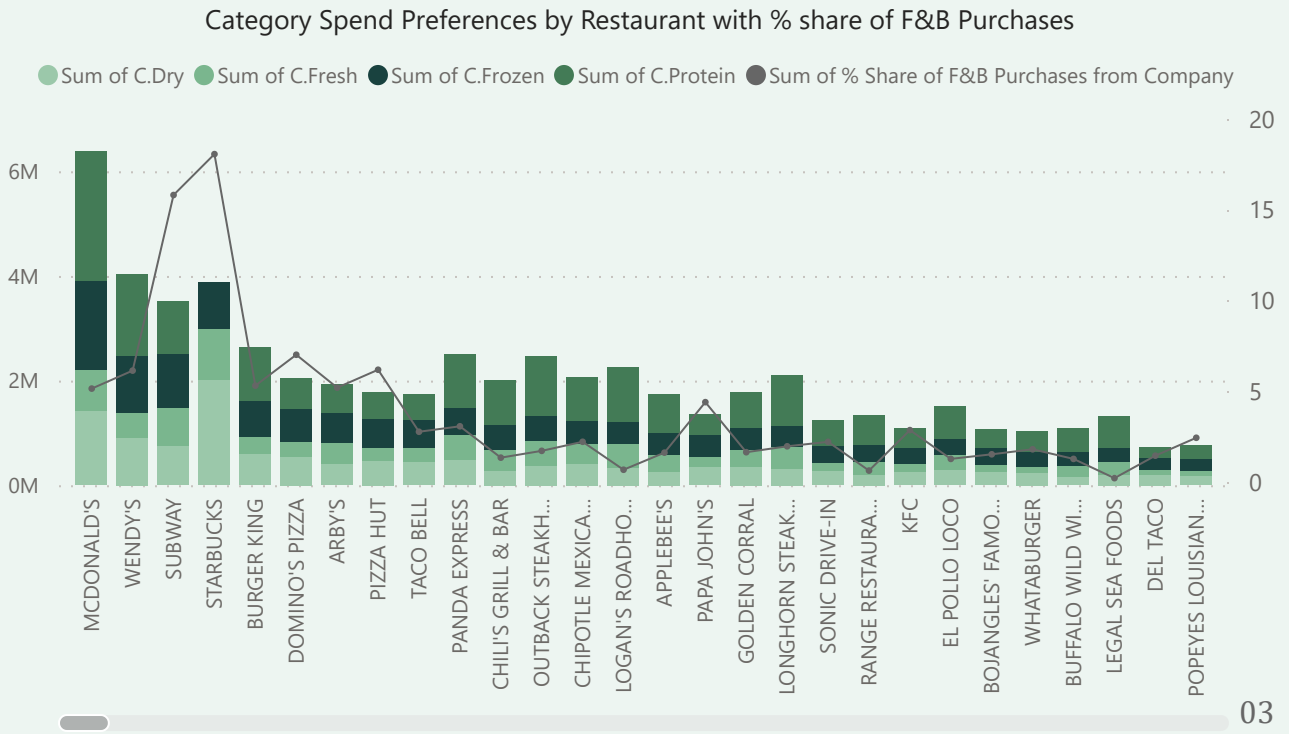
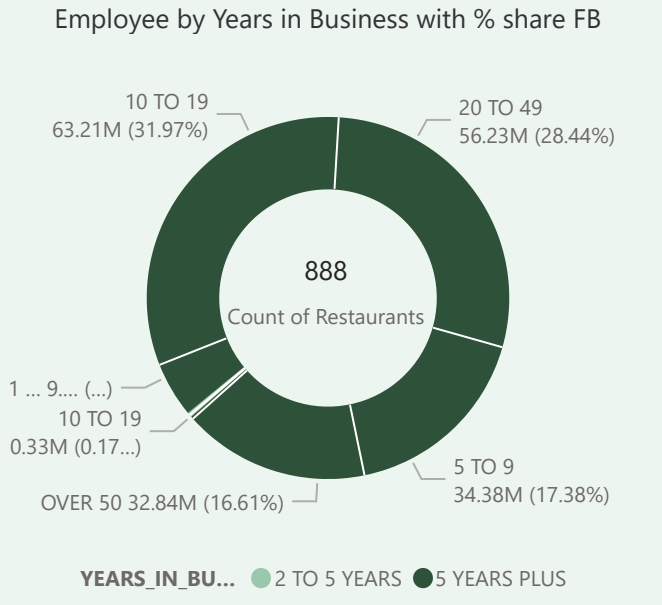
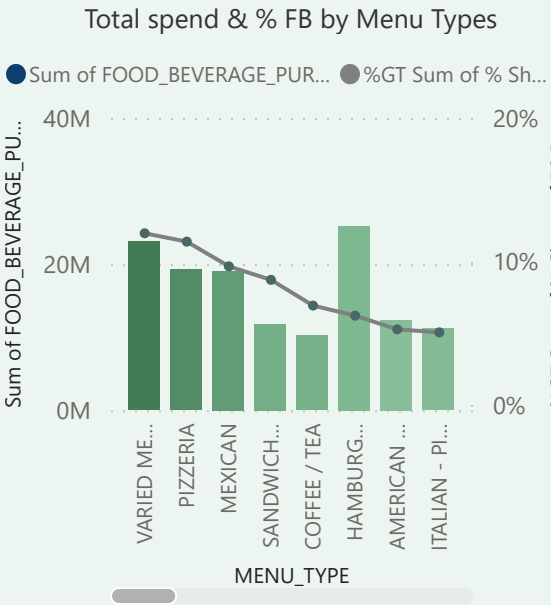
Slide 6: Opportunities Matrix

Slide 7: Conclusion

Opportunity Analysis - Restaurant Spends and % Share

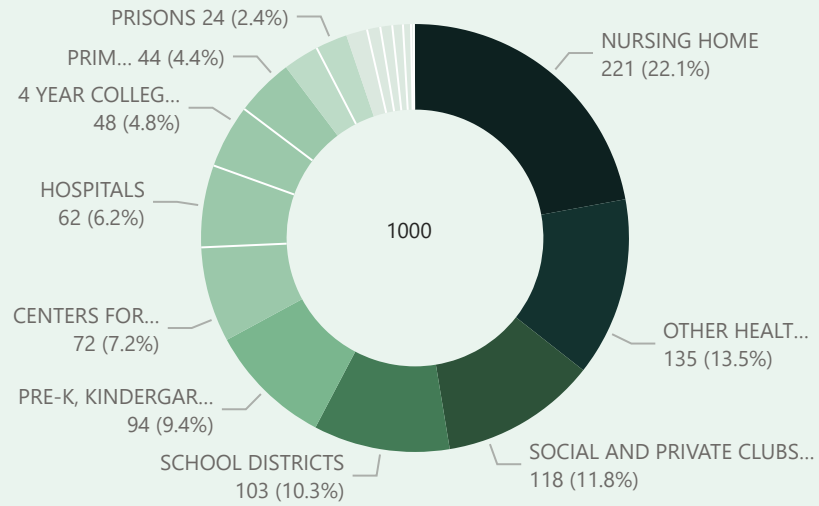


| MARKET_SEGMENT | Sum of FOOD_BEVERAGE_PURCHASE |
|--|-------------------------------|
| FSR - TRADITIONAL RESTAURANTS, CASUAL DINING | 68.23M |
| LSR - QUICK SERVICE RESTAURANTS, FAST FOOD, SNACKS | 59.86M |
| LSR - QUICK CASUAL | 31.63M |
| FSR - CAFÉ RESTAURANTS, FAMILY-STYLE, DINER | 10.88M |
| LSR - COFFEE SHOPS, TEA HOUSES | 10.21M |
| FSR - UPGRADE CASUAL DINING RESTAURANTS | 6.06M |
| FSR - FINE DINING RESTAURANTS | 4.21M |
| LSR - BUFFET RESTAURANTS | 2.72M |
| LSR - DELIVERY AND TAKE AWAY ONLY | 1.81M |
| LSR - ICE CREAM PARLORS, FROZEN DESSERTS | 1.48M |
| LSR - SMOOTHIE, JUICE | 0.56M |
| LSR - SELF SERVICE RESTAURANTS | 0.09M |
| Total | 197.74M |

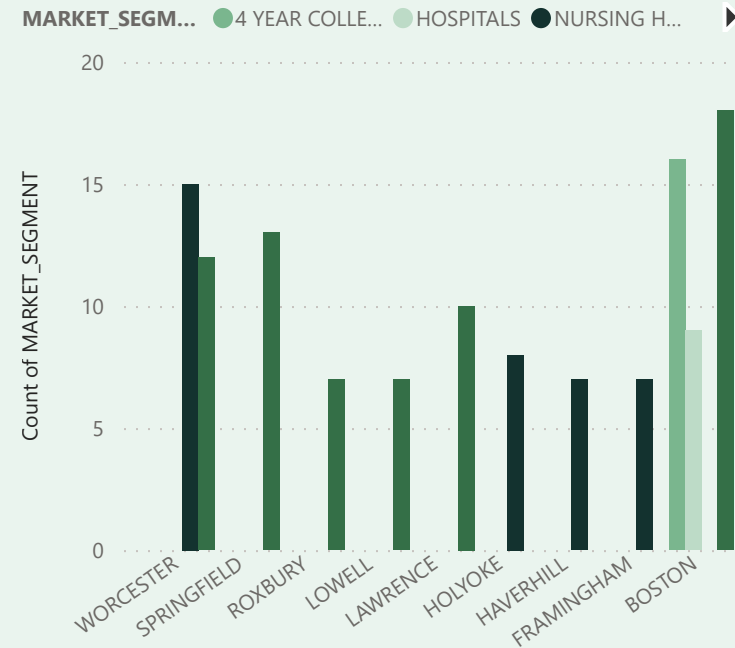


Adjacent Opportunity - Non Commercial

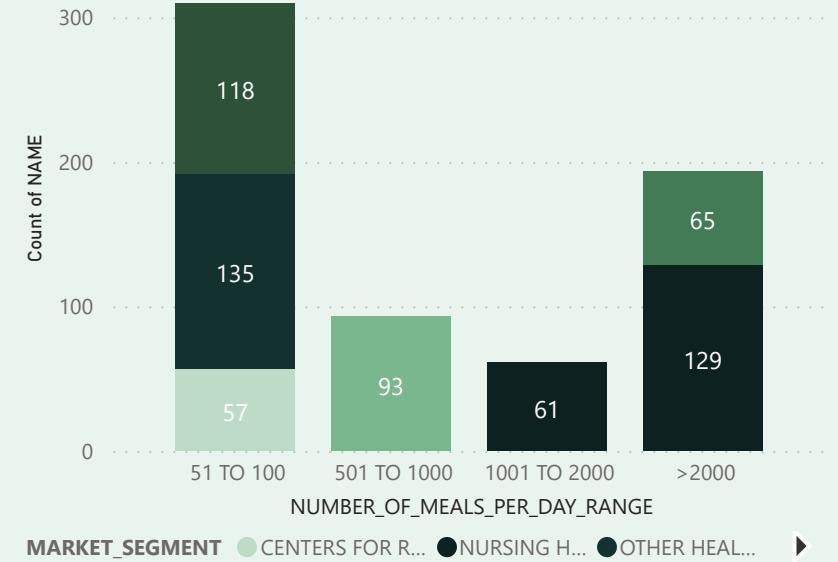
Popular By Market Segment



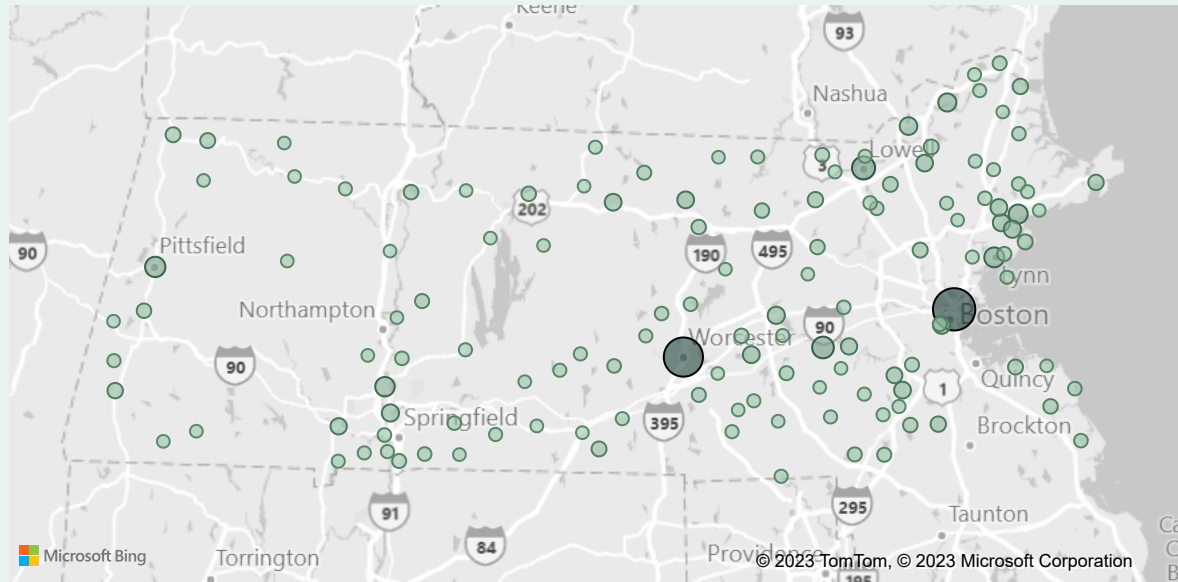
Highly Preferred Location By Market Segment



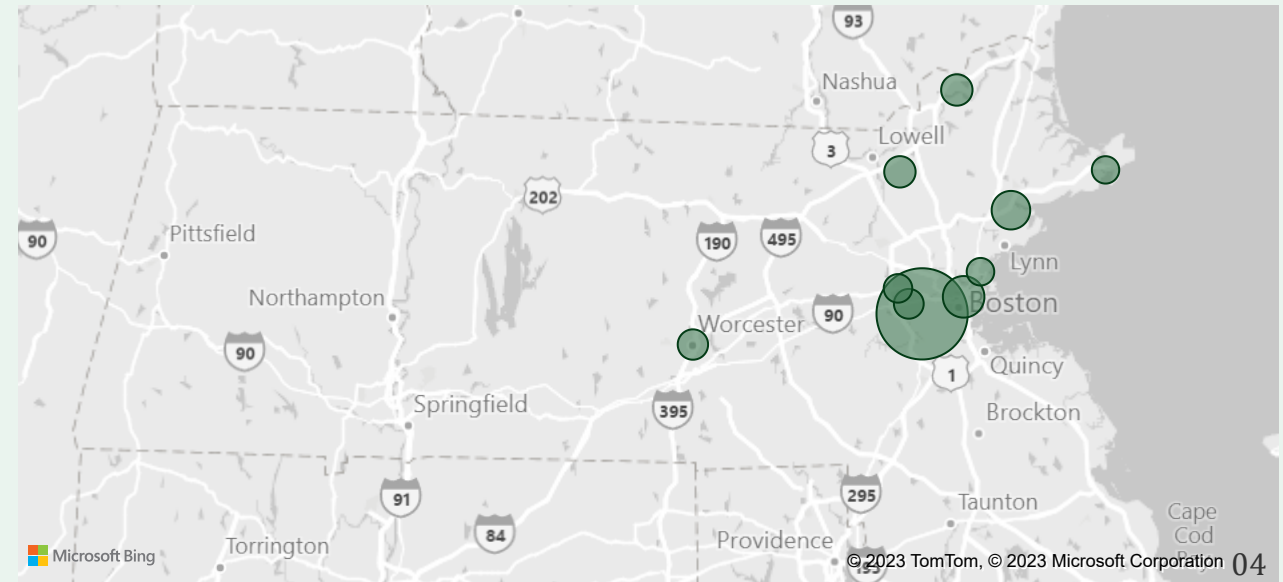
Non Commercial Count by Meals per day with Market Segment



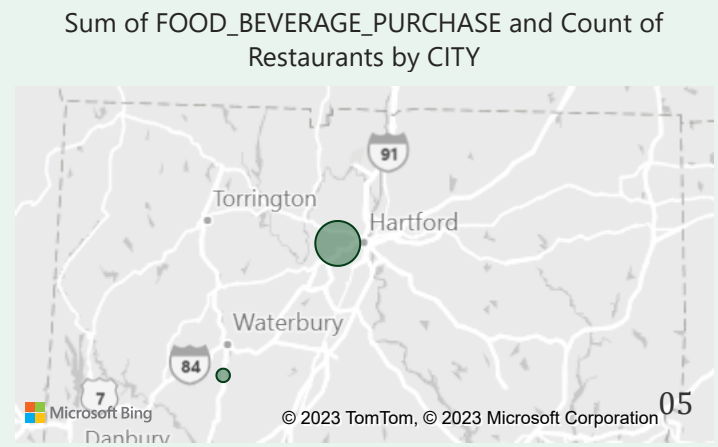
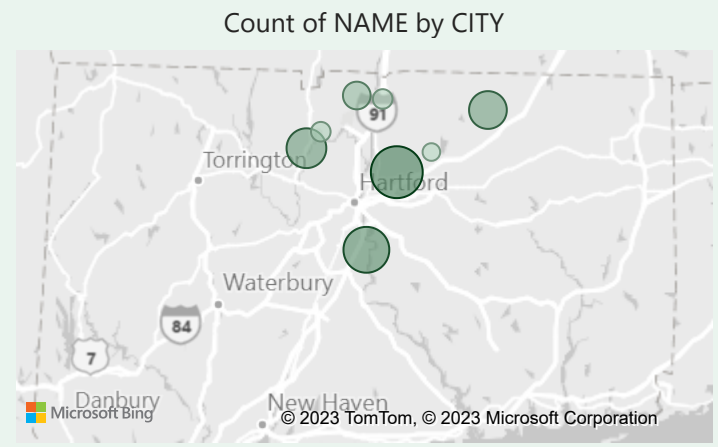
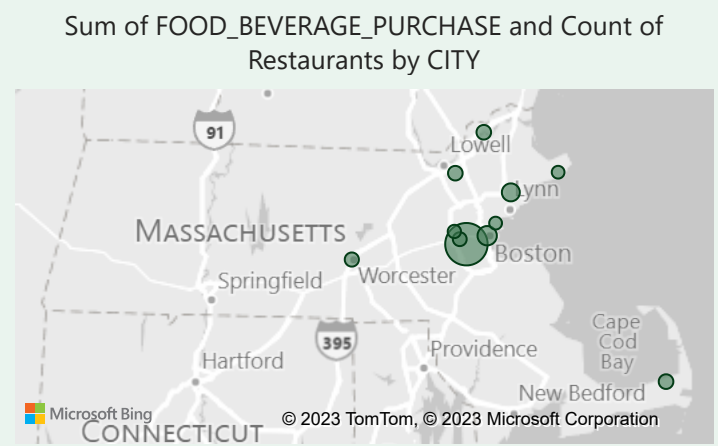
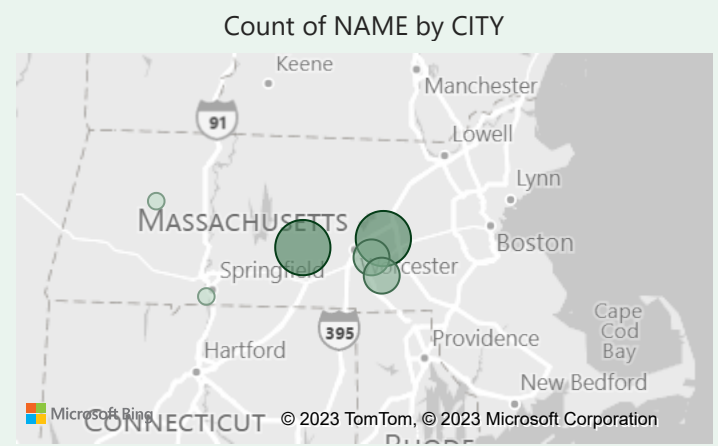
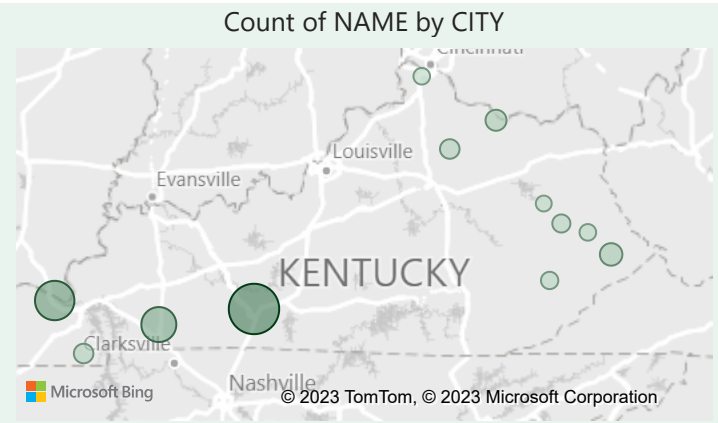
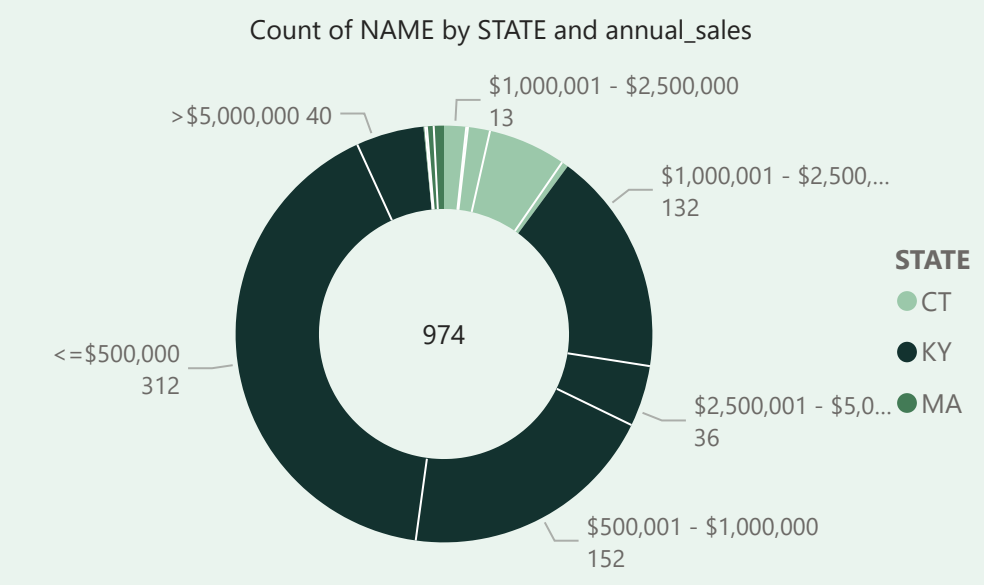
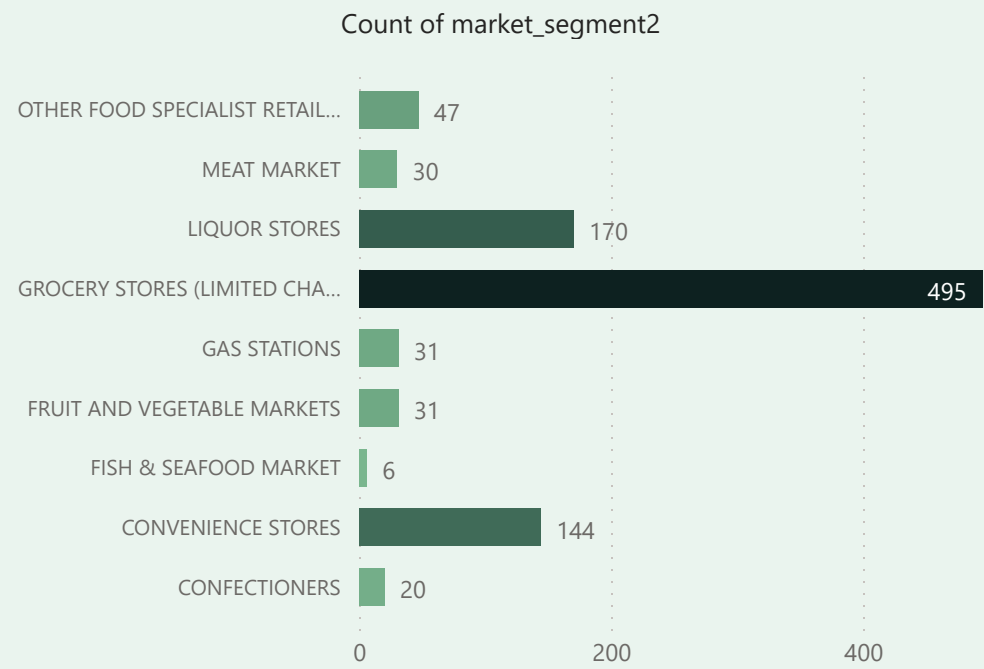
Non-Comercial-Count of Name by CITY



Food Beverage Purchase and Sum of % Share of F&B Purchases by CITY In Massachusetts State



Adjacent Opportunity - Retail Stores/ Restaurants



Conclusion

Opportunity Analysis - Restaurant Spends and % Share

California state is high potential target areas for expanding sales efforts or establishing new partnerships.

FSR - TRADITIONAL RESTAURANTS, CASUAL DINING is the Identified market segment with the highest total spend as potential areas for growth and opportunities.

Hamburgers and Varied Menu are popular menu type with the highest potential To develop targeted promotions, or expand product offerings to meet specific restaurant needs.

5 years in business with 10-20 employee have high opportunities to engage with newly established restaurants or target larger establishments that have the potential for higher-volume orders.

Restaurant McDonald's, Starbucks have high % share with different food categories total spend where Shaun's company offers products or services within these categories and explore opportunities for increased sales or market penetration.

Adjacent Opportunity - Non Commercial / Restaurant

Nursing home is the most popular market segment with good opportunity in given Non commercial state MA

BY location first Boston City and second Worcester is the highly Preferred areas

Other Health care, Nursing Home are Higher By size of meals It gives insights into the volume or demand for food services.

Shaun Company _food beverage Manufacturers adjacent opportunities in Non commercial by location Boston is highly preferred in Restaurants with high total spend is 1. Legal Sea foods , 2. El PAISSA Restaurant . And Noncommercial Market segment Healthcare, Nursing Home is highly populated.

Adjacent Opportunity - Retail Stores/ Restaurants

Grocery Store is the highly preferred Market segment

Kentucky state has most annual sales with highly count of Retail stores

Shaun Company _food beverage Manufacturers adjacent opportunities in Retail store by location Kentucky is highly preferred .

Thank you