
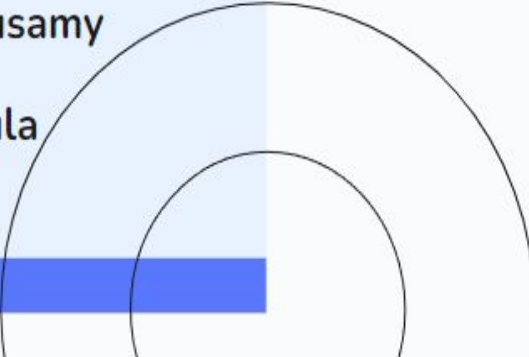




Analysis of Food Options on CSUEB Campus



By

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CONTENTS



1. Introduction

2. Research Question

3. Data Collection

4. Data Analysis

5. Conclusions



Introduction



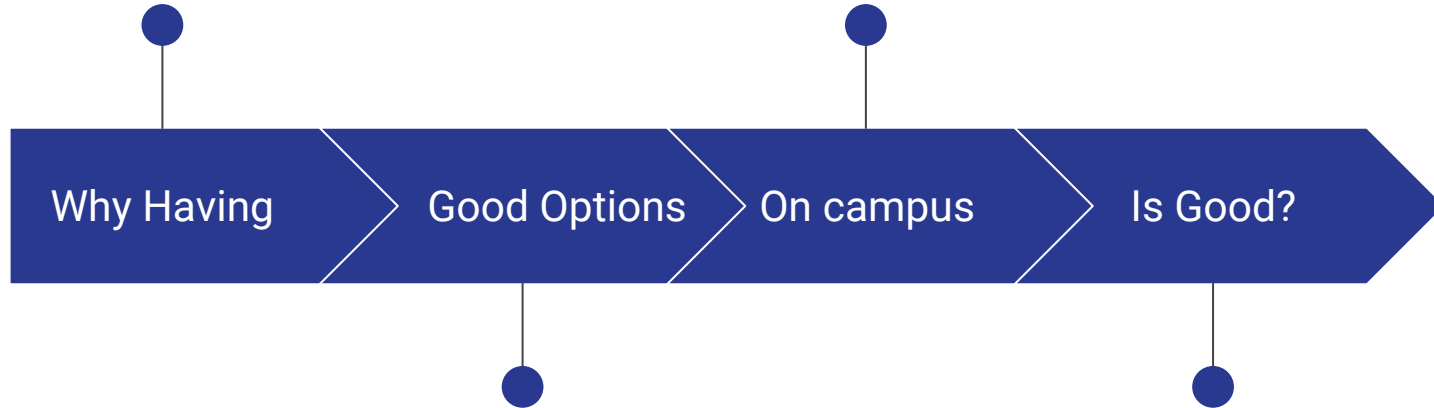
- California State University, East Bay (CSUEB) is a diverse university with students from various cultural and ethnic backgrounds. With such a diverse population, it is essential to have a wide range of food options that cater to different dietary needs and preferences.
- The Analysis of Food Options on CSUEB Campus aims to evaluate the variety and quality of food options available to students, faculty, and staff on the CSUEB campus.
- The analysis includes an examination of the types of food available, the pricing, the availability of healthy options, and the overall satisfaction of the campus community with the food offerings.

Research Questions

- What are the most effective marketing strategies for promoting campus dining options to CSUEB students?
 - How can the campus dining program partner with local vendors and businesses to enhance the overall dining experience for CSUEB students?
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**Attracting and
Retaining Students**

Enhancing Campus Culture



Generating Revenue

**Supporting Student
Health and Wellness**



Data Collection

- To gather the necessary data for our project, we developed a survey and distributed it to the student, faculty, and staff populations at California State University East Bay. In total, we received 120 responses, providing us with a sizable dataset to analyze.
- Additionally, we conducted in-depth interviews with selected individuals to further supplement and enrich our understanding of the topic. The combination of survey responses and personal interviews provides us with a more comprehensive and holistic view of the situation at hand.



Buyer personas of CSUEB dining options



Name: Koki Yamate



Background

- Age: 22 years old
- Occupation: Undergraduate student
- Nationality: Japan
- Has classes in the morning and afternoon

Dining experience

- Goes to dining commons everyday and spends 150 USD per week (meal plan and drinks)
- Not satisfied with the food quality in Pioneer Kitchen
- Slightly dissatisfied with the food options on campus
- He is only satisfied with dietary needs sometimes (rarely)

Preferences

- Most favorite type of food/drink: Chinese (Panda Express)/Coke zero
- Prefers Non-Vegetarian food
- Prefers hours of operation in lunch time

Pain point

- Food options in Pioneer kitchen should be more diverse, fresh and, tasty: Pizza was cold one time
- He thinks food options are not cheaper than off campus
- Pioneer Kitchen doesn't make authentic food in other cultures

Suggestion

- Food options on campus should be cheaper considering that students are the main customers
- Dining commons should offer more diverse food, such as Japanese food
- They should improve the quality and authenticity because some Asian food seems not real

Name: Chinmay Hiray



Background

- Age: 23 years old
- Occupation: graduate student
- Nationality: India
- Has classes in the evening

Dining experience

- Goes to dining commons everyday and spends 180 USD per week(meal plan and drinks)
- In general, he has neutral attitude with the food quality in the food options on campus
- very dissatisfied with the food options on campus
- He is mostly dissatisfied with dietary needs

Preferences

- Most favorite type of food/drink: Indian and Korean food/chocolate milk
- Prefers Non-Vegetarian and Vegetarian food
- Prefers hours of operation from morning to evening(as long as possible)

Pain point

- Pioneer Kitchen has offered the same type of food basically everyday
- He thinks food options are more expensive than off campus
- Operation time of dining commons should be longer considering graduate students have classes from 6pm-9pm

Suggestion

- Operation time should be extended to 11pm considering that graduate students finish classes late
- Dining commons should offer more diverse food on daily basis not just on special events
- They should change the meal options in Pioneer Kitchen from time to time

Name: Yuka Naemura



Dining experience

- Goes to dining commons everyday and spends 150 USD per week(meal plan))
- In general, she is okay with the food quality in the dining options on campus
- satisfied with the food options but needs to improve
- She is satisfied with dietary needs

Pain point

- She thinks the food options on campus are too expensive
- There are limited options of food
- Meal plans in Pioneer Kitchen is expensive

Background

- Age: 21 years old
- Occupation: undergraduate student
- Nationality: USA
- Has classes from morning to afternoon

Preferences

- Most favorite type of food/drink: Asian food:rice and chicken /lemonade
- Prefers Non-Vegetarian
- Prefers hours of operation in lunch and dinner time

Suggestion

- They should offer more diverse options of food in stores and Pioneer Kitchen
- Meal plans for students should be cheaper
- They should work on the quality of the pop-up stores to make to food more delicious

Name: Chun-Hao, Shen



Background

- Age: 24 years old
- Occupation: graduate student
- Nationality: Taiwan
- Has classes in the evening

Dining experience

- Goes to dining commons everyday and spends 150 USD per week(meal plan)
- He is very dissatisfied with the food quality in Pioneer Kitchen
- satisfied with the food options but needs to improve
- He is not too satisfied but not dissatisfied with the dietary needs

Preferences

- Most favorite type of food/drink: Asian food:Panda Express/Coke
- Prefers Non-Vegetarian
- Prefers hours of operation from afternoon to evening(as long as possible)

Pain point

- Food options in Pioneer kitchen are not tasty and fresh sometimes: Chicken is too salty
- There are limited options for food, and they are expensive
- Food stores and Pioneer Kitchen close too early

Suggestion

- They should offer more diverse options of food in dining commons, such as Asian food
- They should offer more diverse options of food on regular basis on only on special events
- They should work on the quality of the pop-up stores to make to food more delicious

Name: Siddhant Jain



Background

- Age: 23 years old
- Occupation: graduate student
- Nationality: India
- Has classes in the evening

Dining experience

- Goes to dining commons everyday and spends 150 USD per week (meal plan)
- He is not satisfied with the food quality in Pioneer Kitchen
- Not satisfied with the food options
- He is not too satisfied but not dissatisfied with the dietary needs

Preferences

- Most favorite type of food/drink: Mexican food: Tacos, Nachos/Chai
- Prefers Vegetarian food
- Prefers hours of operation in dinner time

Pain point

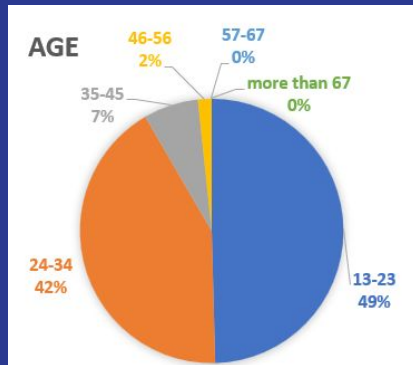
- There are not enough food options for Vegetarian food
- There are limited options for food, and they are expensive
- The food quality in Pioneer Kitchen is not stable: Sometimes it is too salty, but sometimes it is less salty

Suggestion

- They should offer more diversity of food and more Vegetarian food
- They should open more types of pop-up store, such as Indian store
- They should work on the quality of the pop-up stores to make the food more delicious

Survey Questionnaire Responses

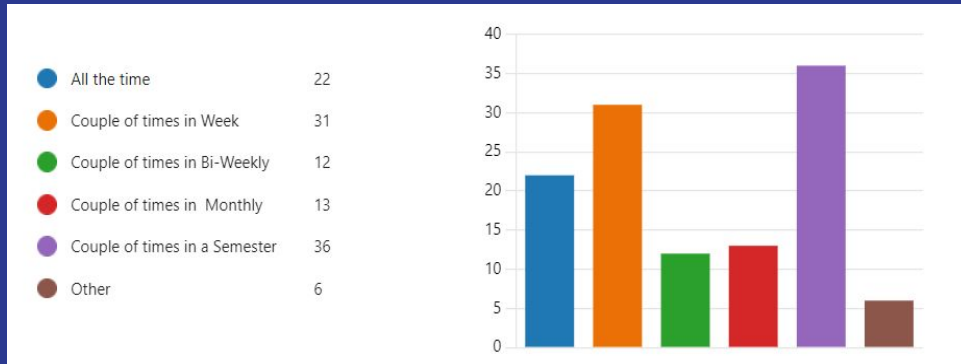
Demographic



49% : 13-23 age
(mostly undergrad students)

42% : 24-34 age
(mostly graduate students)

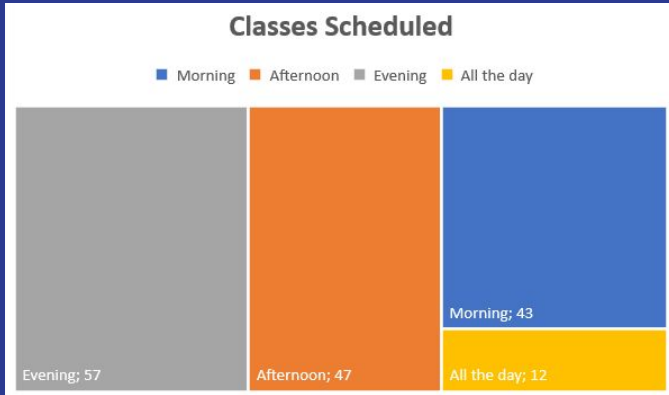
Frequency of Eating meals on campus



Most of responders ate couple of times in week and semester

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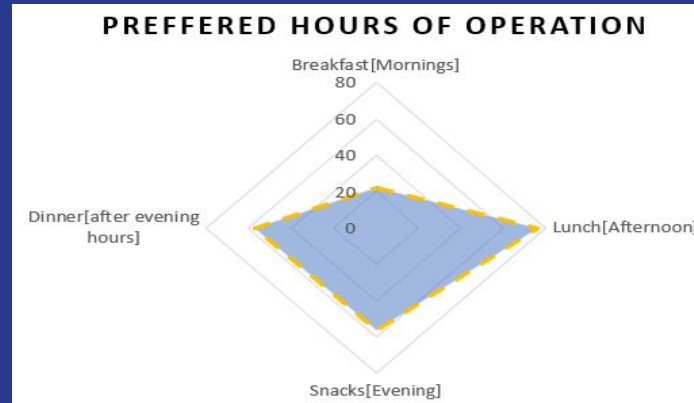
Classes Scheduled



Responses are higher in Afternoon + Morning
(mostly undergrad students)

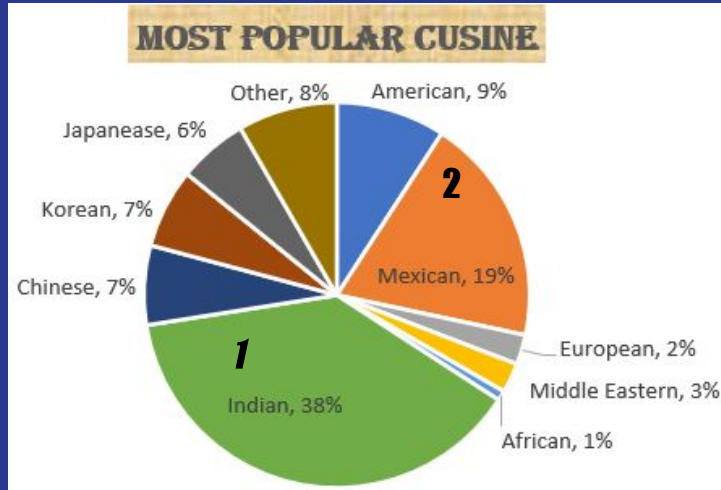
Also, higher in evening
(mostly graduate students)

Preferred hours of Operation

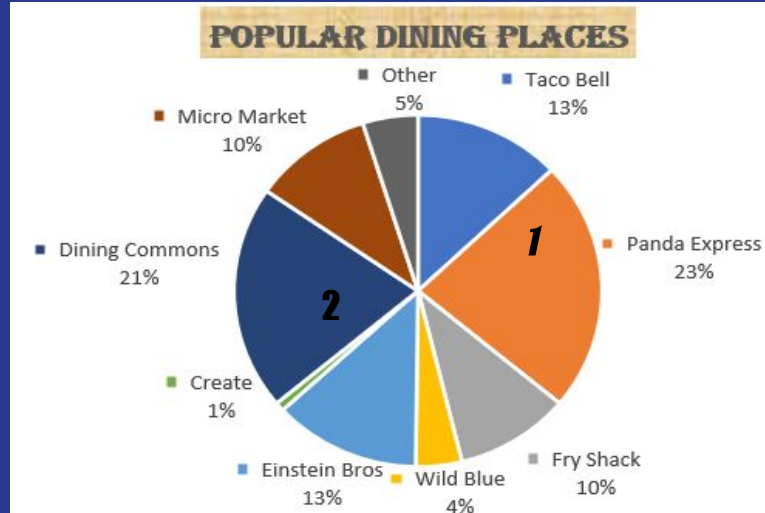


The area covers in between lunch, evening and dinner hours.
Lesser towards breakfast. Suggesting lunch, Dinner, Evening snacks
are preferred hours of operation

Analyses Based on Responses



Most Popular Cuisine:
Indian Cuisine

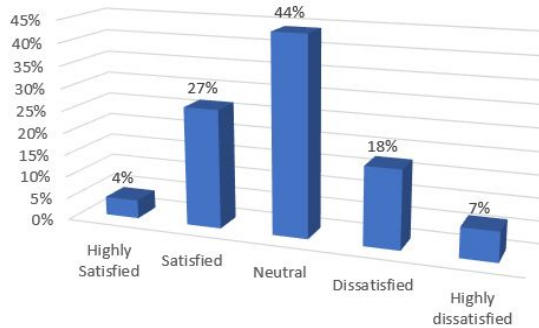


Most Popular Dining Place:
Panda Express

Satisfaction Levels

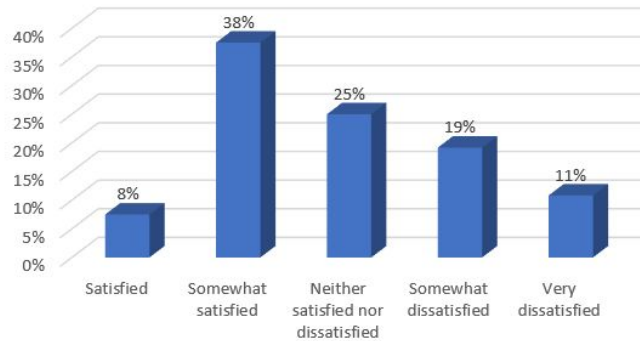
Quality

Quality of food options satisfaction



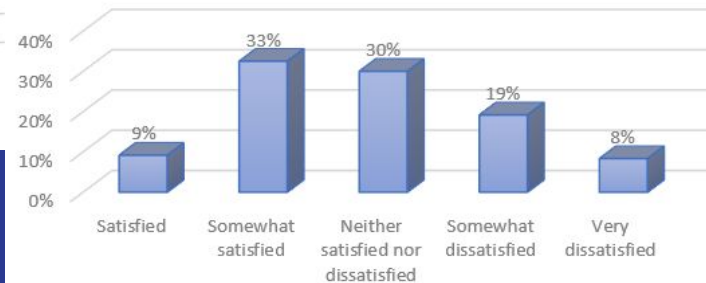
Variety

Variety of food options satisfaction



Pricing

Pricing of food options Satisfaction



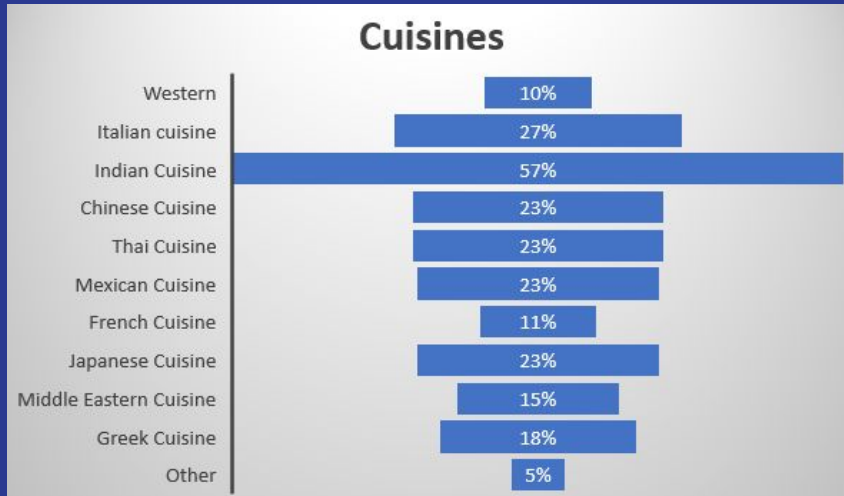
Somewhat Satisfied

Somewhat Satisfied

Neutral

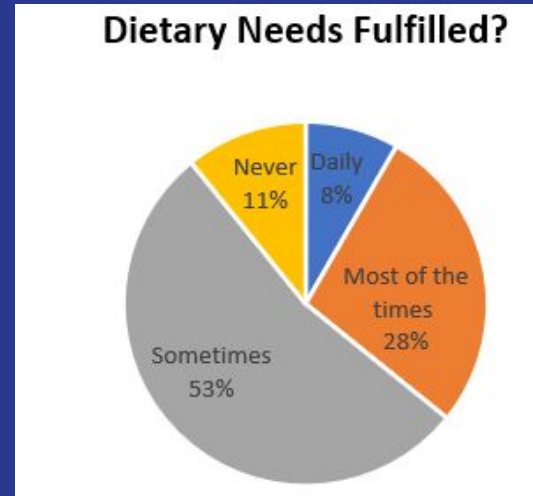
More on survey analysis...

Cuisines would you like to see offered on campus that are currently not available?



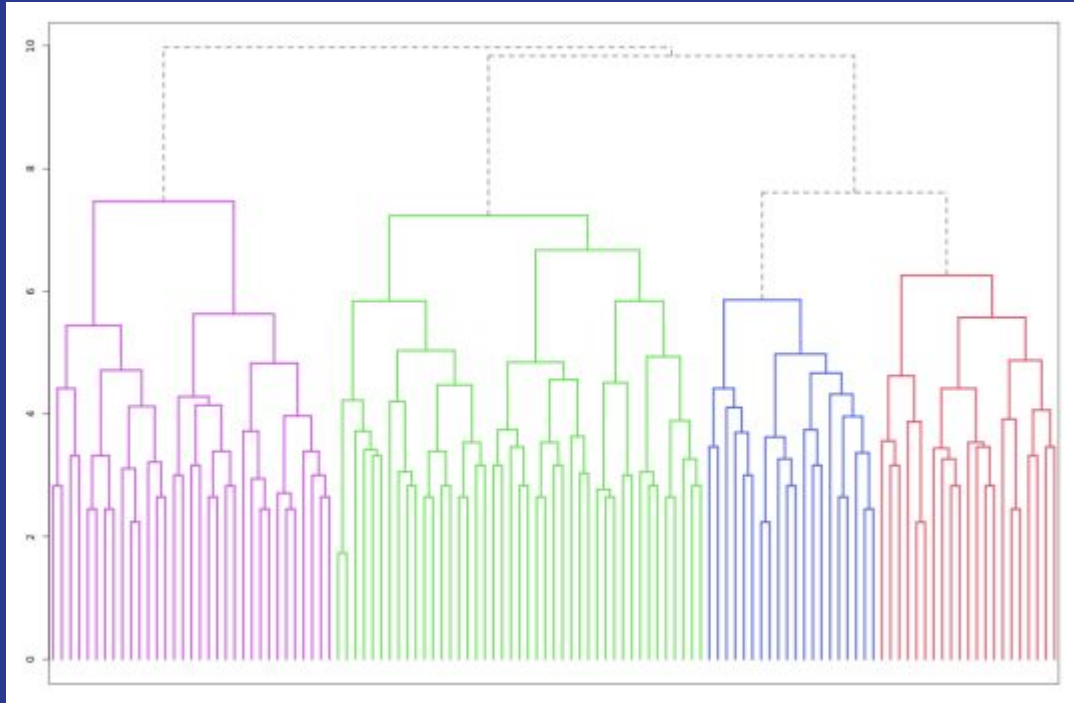
Indian Cuisine

Are the dietary needs fulfilled?



Sometimes

Segmentation Analysis



Dendrogram

4 segments based on data collected

	Population	Segment 1	Segment 2	Segment 3	Segment 4
Size	117	21	20	43	33
Relative size	100%	18%	17%	37%	28%

Segment size.

- Data collected from survey was transformed and cleaned to load in Enginius Software.
- Using Enginius Software, segmentation analysis was done

SEGMENTATION ANALYSIS

- **Segment 1:**
 - **Eat all the time at campus**
 - **Dissatisfied** with quality , dietary and price (High)
 - Having classes in the morning
 - Each time **money spend** range - High (\$20-40)
 - **18%** of total respondents
- **Segment 2:**
 - **Eats couple of times in the week**
 - Afternoon Class
 - **Satisfied** Diet and Price (High to Average)
 - Prefers **pescatarian** and **flexitarian**
 - **Regularly** having meals and drinks.
 - Each time **money spend** - \$0-\$20
 - 17% of the respondents

- **Segment 3:**

- **Eats couple of times in a weekly and bi-weekly**
- Over all **Satisfactory** (price, quality)- **Average**
- Each time **money Spend** range - \$21- 40 (High)
- **Evening Classes**
- 37%

- **Segment 4:**

- **Couple of times in semester**
- Satisfactory (price and quality) – **Neutral**
- Each time money Spend = 0\$-20\$
- **Evening Classes**
- Sometimes having drink
- 28%

SENTIMENT ANALYSIS

Text Analysis on Favorite Dish on Campus

21 respondents (18%) answered **Chicken** for this question.



A word cloud showing various chicken dishes and related terms. The most prominent word is 'Chicken'. Other visible words include: Chicken Lime, Walnut Chicken, Chicken Burger, pao chicken, Chicken tenderd, Orange chicken, Chicken tenders, Chicken salad, Taco Bell, Chicken Thigh, chicken and honey, chicken bowl, Chicken quesadilla, Panda express, Chicken sandwich, Roasted chicken, chicken nuggets, Fry Shack, and Vegan chicken.

Text Analysis on Favorite Drink on Campus

18 respondents (15%) answered **Starbucks** for this question.



A word cloud showing various beverages. The most prominent words are 'Starbucks', 'Coke', and 'Water'. Other visible words include: Chocolate milk, Diet Coke, Hot chocolate, chocolate shake, mocha, lemonade, Jamba Juice, cold brew, drink, Sprite, chocolate, juice, Starbucks coffee, Brown, Orange juice, Starbucks Frappuccino, and Vitamin Water.

Word Cloud on Suggestions

9 respondents (8%) answered **food options** for this question.




A word cloud showing suggestions for improvement. The most prominent words are 'food options' and 'Indian cuisine'. Other visible words include: food is terrible, fresh food, delicious food, type of foods, vegetarian options, food varieties, food campus, beverages options, quality of food, options can be better, new foods, options available, set of food foods that are available, price of the food, commons food, food outlets, and option of food.

- Chicken appears to be the most popular food choice, followed by options available at Panda Express.
- Starbucks, Coke, and water are among the most popular beverage choices among many people.
- The most common suggestion for improvement pertains to the available food options. Specifically, there was a desire expressed to introduce Indian cuisine to the campus dining offerings.

Suggested Marketing Strategies

- Social Media Campaigns.
- Discounts and promotions.
- Food and Drink Tasting.

CONCLUSIONS

- After careful observation and analysis of the data and personal interviews, we have identified that the high spenders are dissatisfied with the quality, price and options which is Seg 1.
 - Targeting seg 1 and seg 3 by using the suggested marketing strategies to promote campus dining options to CSUEB students can help to retain and generate improved revenue.
 - Sentiment analysis says that with introducing more diverse cuisines and food options, expanding hours of operation in evenings, adjusting prices to make them more affordable or quality food as per current prices for all students, and expanding businesses that are currently more popular to generate additional revenue.
 - By implementing these strategies, we aim to improve the overall dining experience for students and increase revenue for on-campus dining establishments.
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Thank You!!!

Any Questions?

