

Business Analysis with Structured Data

Wholefoods SQL Analysis

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Preventive measures for curbing chronic diseases are challenges currently being faced in today's world. Records show that more than half of the adult population in the United States have at least one diet-related chronic ailment. Knowledge and Choice of the right diet are other problems. Dietary preferences are interpretative attitude people express towards diet. These include qualitative evaluation of diets, and how much they are liked and adhered to. The debate about how the prices of food items influence diet quality and contribute to the social imbalance in health has been ongoing, with assumptions that poor health results from the purchase of cheaper foods with low protective nutrients. This trend of social imbalance in diet quality and health is still being observed in developed countries (Darmon & Drewnowski, 2015).

The relationship between Dietary preference and price has been a topic of discussion in research journals. In research using primary sample data collected through a cross-sectional online survey of Wholefoods Soma stores, some trends were observed linking the presence or absence of nutrients to changes in prices. The Data showed that specific nutrient types had a strong correlation to products with high prices within various subcategories.

It can be inferred from the findings of this dataset that dietary preferences affect the prices of some products.

Data from Organic Trade Association's (OTA) latest survey in August 2022 show that organic sales surpassed \$63 billion between 2020 and 2021, with \$1.4 billion total growth representing 2% over the year. Organic food which makes up about 90% of total organic products, saw a 2% growth in sales resulting in revenue of \$57.5 billion, and non-food sales recorded a 7% growth. OTA CEO Tom Chapman noted that Organic products significantly increased its market footprint in the US market as residents are now gravitating towards healthier options. Organic fruits and vegetables accounted for 15% of total market products and accounted for \$21 billion dollars in revenue in 2021, an increase of 4.5% from the previous year. The awareness of organic products and the growth of its products clearly shows that more organic products need to be in stock. However, from the sample data collected, Wholefoods do not have a stock of organic food items in the prepared food subcategory at their Soma branch. They also need to increase the number of organic products in stock generally as there is a trend toward customers buying more organic products.

Excessive Sodium consumption is an important preventable risk factor that leads to various health problems. This has been associated with cardiovascular morbidity and mortality due to hypertension and high blood pressure. In the last three decades, a significant increase in the total number of attributable deaths and disability-adjusted life-years (DALYs) of around 0.57 million and 11.48 million respectively have been witnessed globally. In the United States, The America Heart Association (AHA) clearly shows with records that Americans are trending toward a low Sodium lifestyle. The recommended maximum Sodium intake is 2300mg per day, but the current average Sodium intake per person is 3400mg of salt per day. The sample data collected by Wholefoods Soma branch clearly show that a lot of the products do not conform to

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the Low Sodium requirement. The Prepared foods category does not contain low sodium content. The Bread Rolls & Bakery category also contains very few products with low sodium content. Wholefoods Soma branch will need to get more low sodium content products as market trends suggest this will be in demand from customers.

Dairy-free products have become part of the flexitarian lifestyle, as more consumers choose this diet option. FMCG Gurus 2021 report shows that 44% of the world population now seeks dairy alternative diets. Reasons such as being healthy, environmentally friendly, and trustworthy are reasons consumers gave for this change, in a survey conducted by FMCG Gurus. Food Trending figures show dairy alternatives are growing at a rate of 7.6% a year for yogurt and cheese products, 8.5% for milk, and 32.2% dairy free ice-cream products. Data from the sample collected for Wholefood Soma branch, show that the Dairy and Eggs section had only very few products in the yogurt section and no alternatives in other sections under this category. Wholefoods need to increase the number of dairy-free products in stock, to meet up with forecasted future demand for this dietary requirement.

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