Analysis of Food and Beverage Industry

Power BI Project

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Introduction

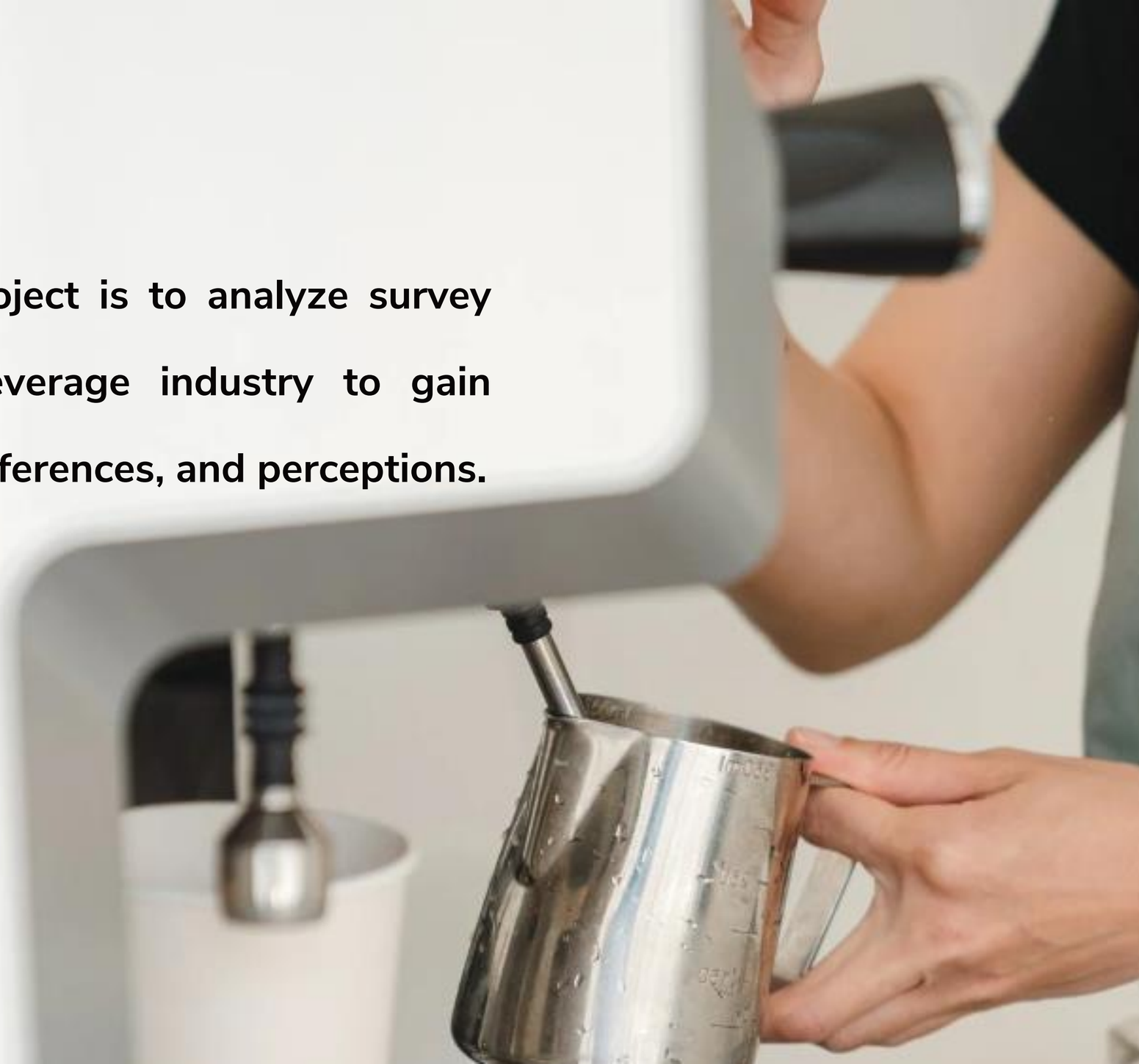
The food and beverage industry covers the full spectrum from production to retail, driven by growing global populations and rising incomes. Key trends include a shift toward healthier, organic products and increased focus on sustainability, with many companies adopting eco-friendly practices. Technological advancements, such as automation and e-commerce, are reshaping the sector.

Challenges like supply chain disruptions and intense competition persist, but opportunities remain in product innovation and expanding into new markets. Embracing digital sales channels further enhances growth potential. Overall, the industry is evolving rapidly with substantial prospects for adaptation and success.

Objectives

The Objective of this Power BI project is to analyze survey responses from the food and beverage industry to gain insights into consumer behavior, preferences, and perceptions.

The analysis will help identify key trends, understand brand perception, and explore potential areas for improvement in product offerings and marketing strategies.



Project Overview

This Power BI project focuses on analyzing survey responses from the food and beverage industry to gain insights into consumer behavior, preferences, and brand perceptions. By examining data across different demographics, the project aims to identify key trends, understand consumer attitudes, and pinpoint areas for improvement in products and marketing strategies.

The findings will provide actionable recommendations for refining product offerings and marketing approaches. This will enable businesses to better align their strategies with consumer expectations, enhance market positioning, and drive growth in the competitive food and beverage sector.

Data Overview

Dimension Table: dim_respondent

- Respondent_ID: Unique identifier for each respondent.
- Name: Name of the respondent.
- Age: Age of the respondent.
- Gender: Gender of the respondent.
- City_ID: Identifier linking the respondent to a city

Dimension Table: dim_cities

- City_ID: Unique identifier for each city.
- City: Name of the city.
- Tier: Tier classification of the city (e.g., Tier 1, Tier 2).

Fact Table: fact_survey_responses

- Response_ID: Unique identifier for each survey response.
- Respondent_ID: Unique identifier for each respondent.
- Consume_frequency: Frequency of consumption of food and beverage products.
- Consume_time: Typical time when the products are consumed.
- Consume_reason: Reasonsfor consuming the products.
- Heard_before: Whether the respondent has heard of the product before.
- Brand_perception: Respondent's perception of the brand.
- General_perception: Overall perception of the food and beverage industry.
- Taste_experience: Respondent's experience with the taste of the product.
- Reasons_preventing_trying: Reasons preventing respondentsfrom trying the product..

Continue..

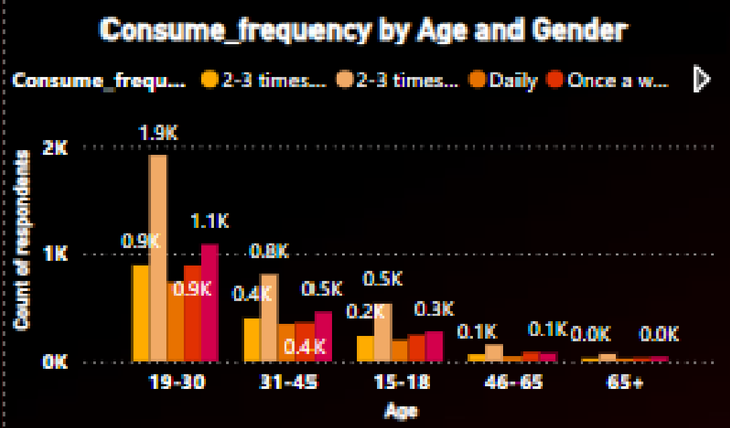
Data Overview

- Current_brands: Brands currently consumed by the respondent.
- Reasons_for_choosing_brands: Reasonsfor choosing specific brands.
- Improvements_desired: Improvements desired in products.
- Ingredients_expected: Expected ingredients in products.
- Health_concerns: Health concernsrelated to products.
- Interest_in_natural_or_organic: Interest in natural or organic products.
- Marketing_channels: Preferred marketing channels for product information.
- Packaging_preference: Preferencesfor product packaging
- Limited_edition_packaging: Interest in limited edition packaging.
- Price_range: Preferred price range for products.
- Purchase_location: Typical locations where products are purchased.
- Typical_consumption_situations: Common situationsin which products are

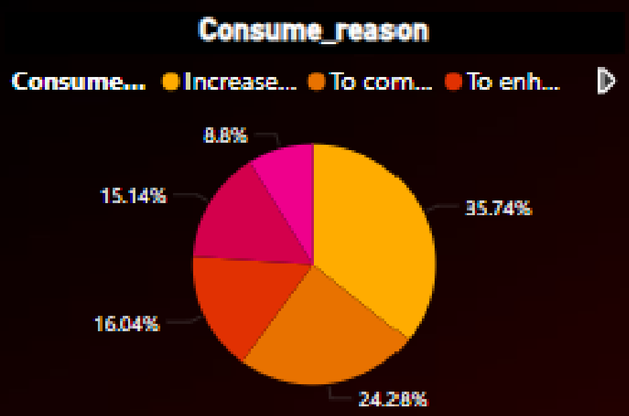
Analysis and Insights

Consumer Behavior and Preferences

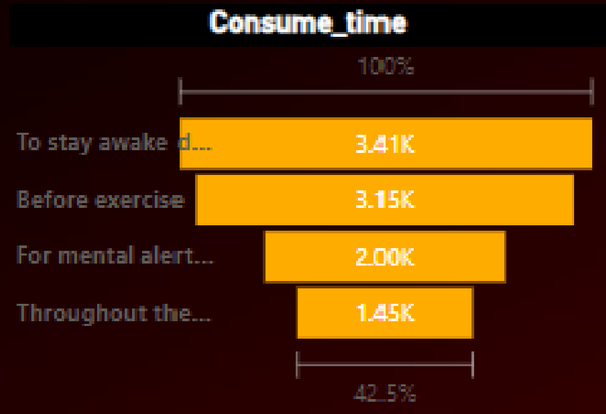
Consume_frequency by Age and Gender



Consume_reason



Consume_time

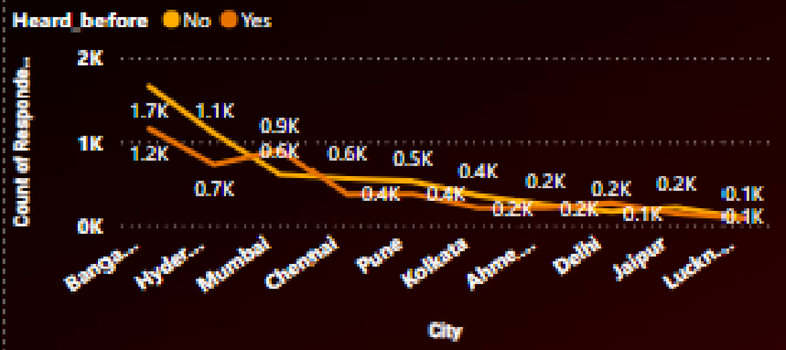


Current_brands

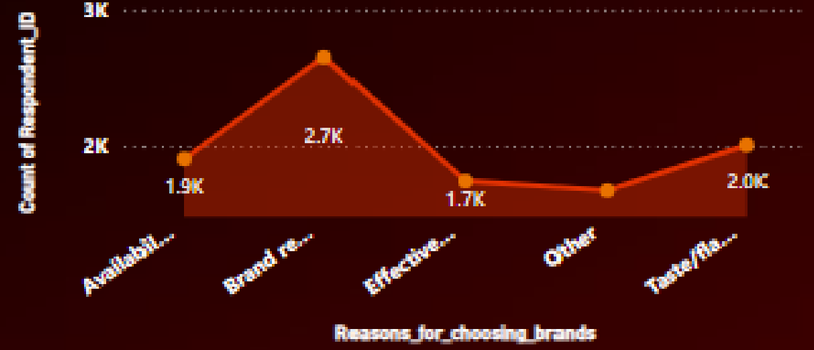
- Bepsi
- Blue Bull
- CodeX
- Cola-Coka
- Gangster
- Others
- Sky 9

Brand Awareness and Perception

City wise Product Awareness



Reasons_for_choosing_brands



Brand_perception Vs Taste_experience

10K
Sample Size

6038
Male

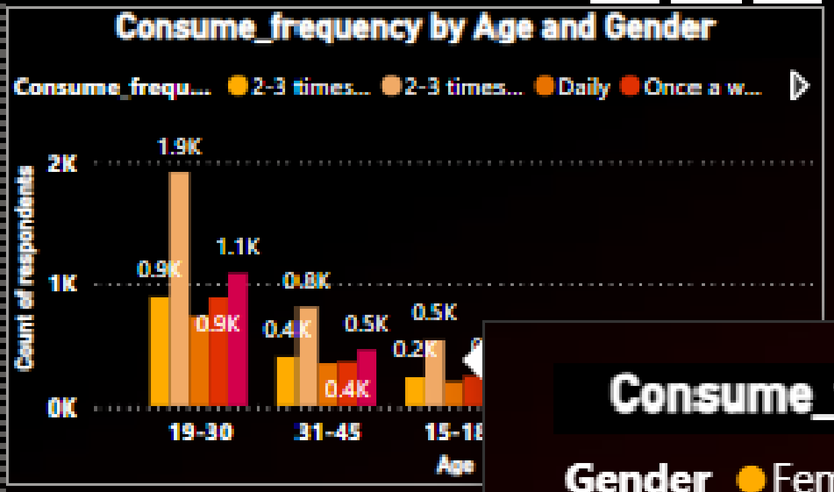
3962
Female

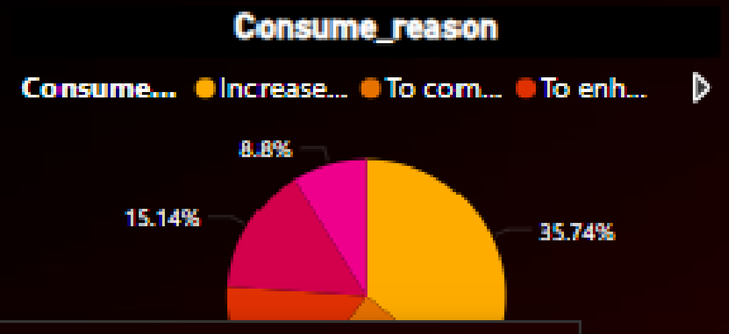
Reasons for Choosing/Preventing trying of Brand

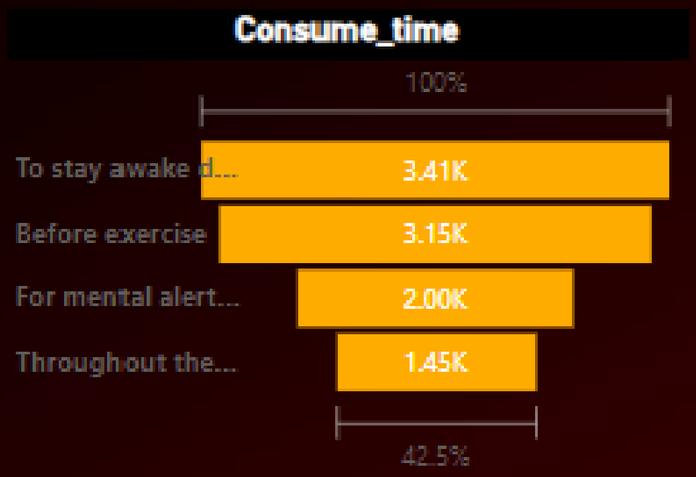
Choosing | Avoiding

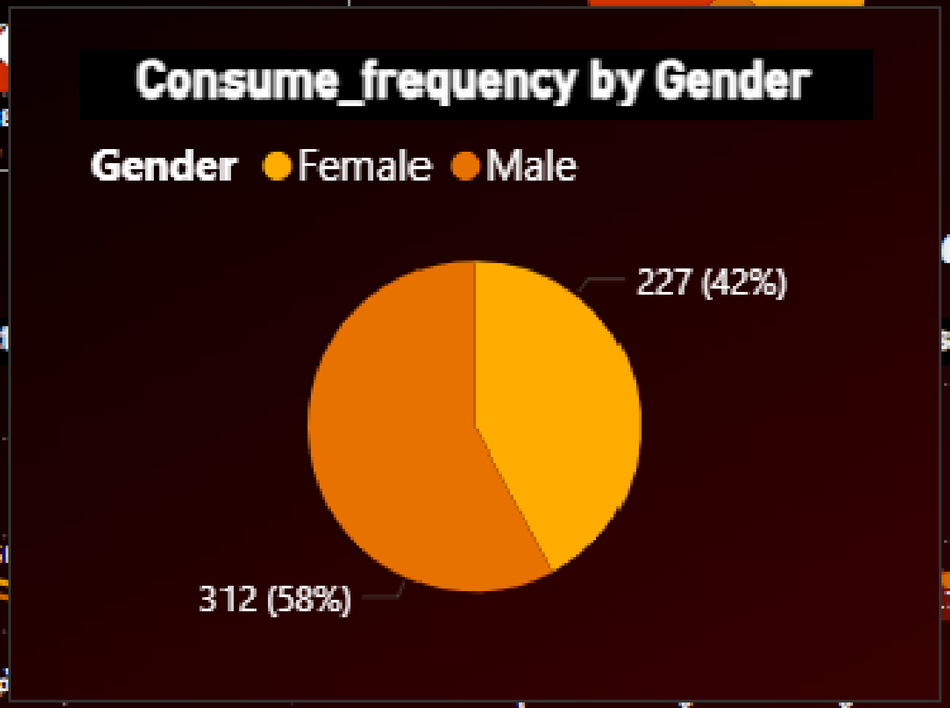
Product and Marketing Insights

Consumer Behavior and Preferences

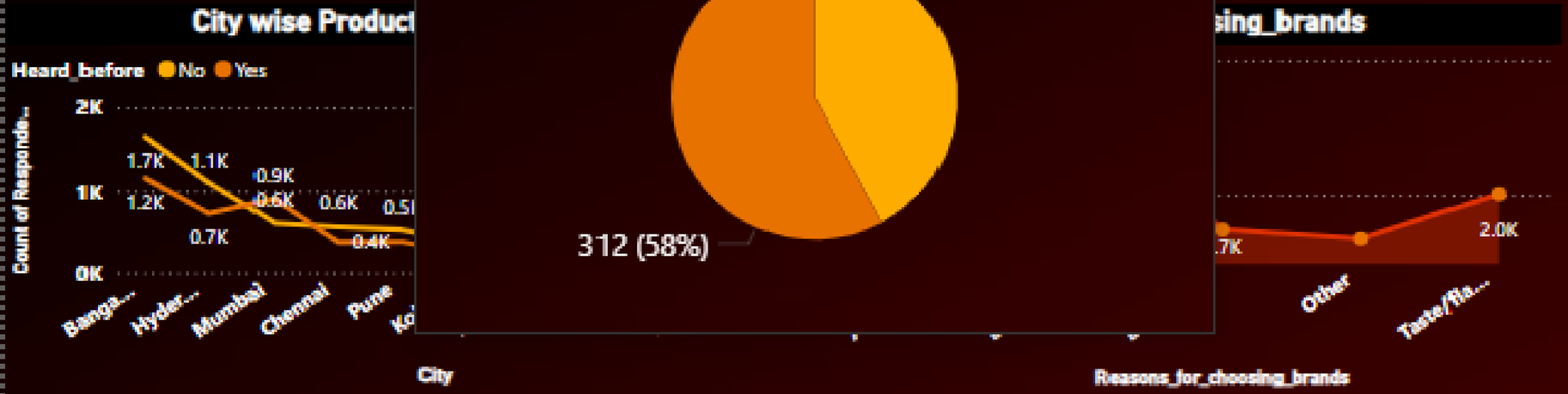


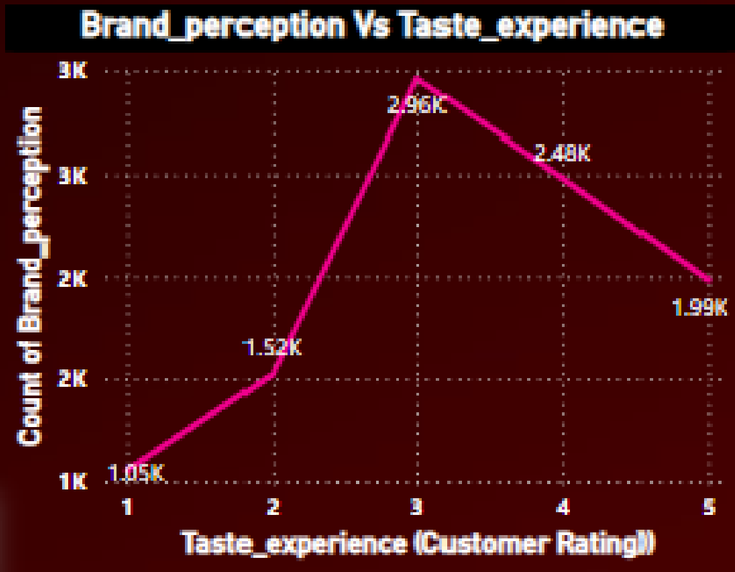






d Perception





10K
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6038
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3962
Female

Reasons for Choosing/Preventing trying of Brand

Choosing | Avoiding

Product and Marketing Insights

Product and Marketing Insights

Current_brands
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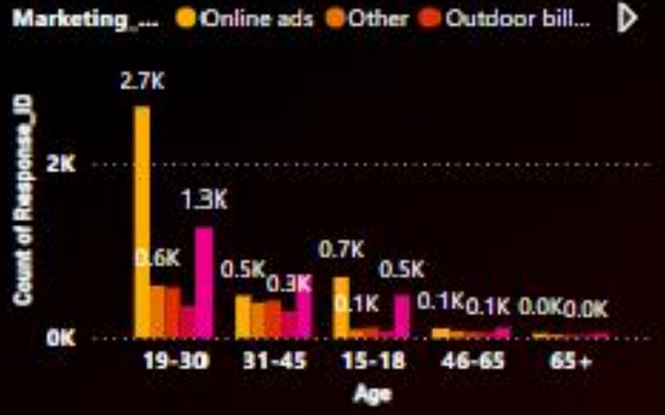
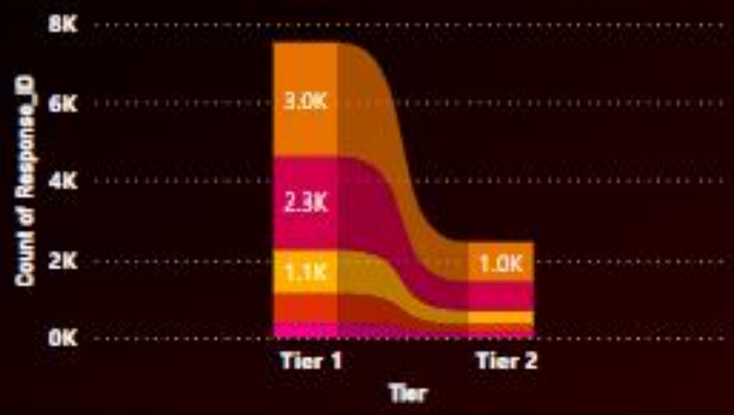
- CodeX
- Cola-Coka
- Gangster
- Others
- Sky 9

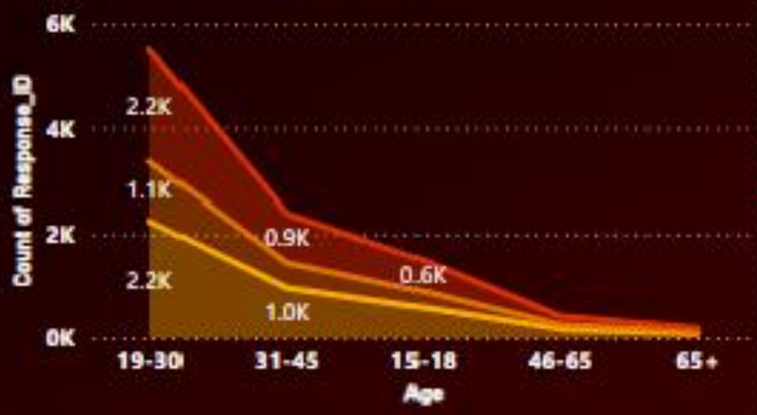
Marketing_channels preferences by Age and Gender



City_Tier wise Packaging_preference

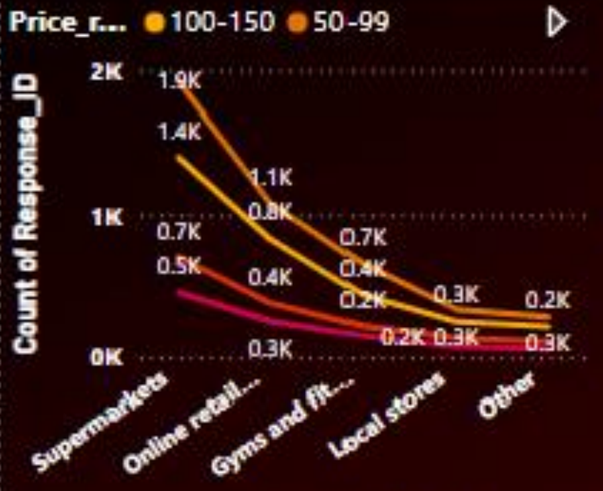


Limited_edition_packaging by Age

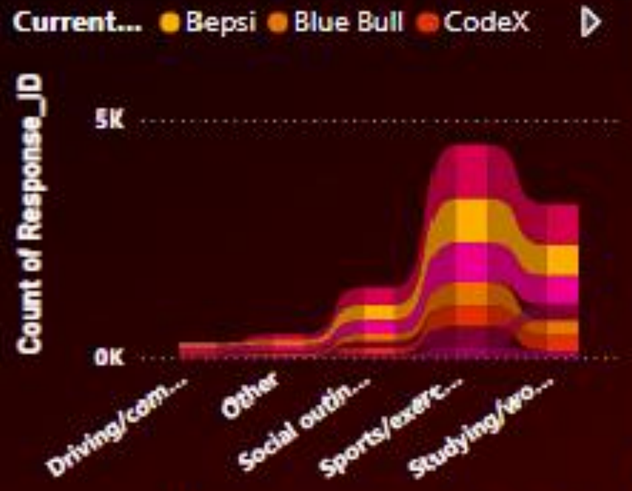


Pricing and Purchase Behavior

Preference by Purchase_location and Price_range

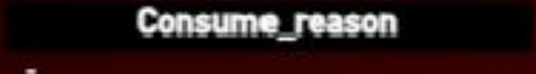


Typical_consumption_situations and Current_brands



Most likely Consume_time

Consume_reason



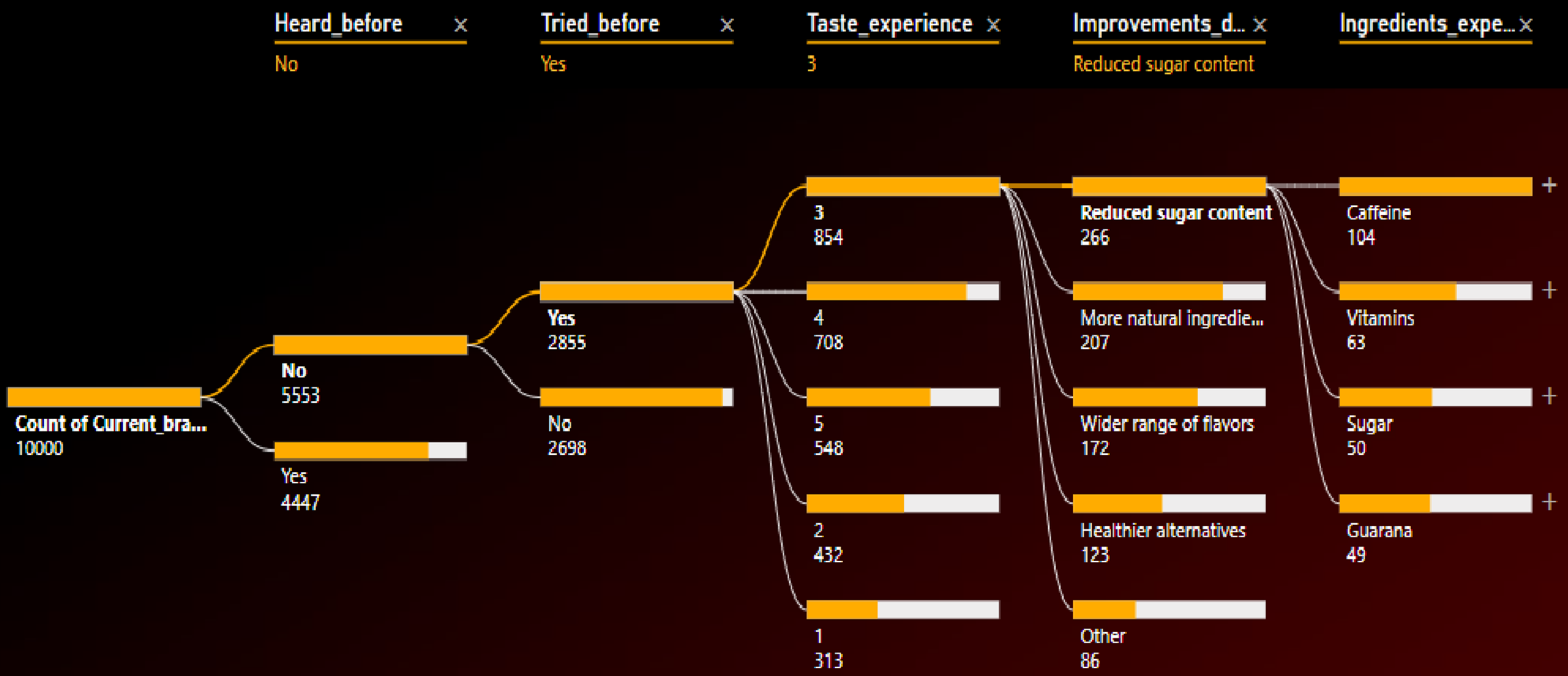
Consume_frequency

Questions And Answers

Demographics

City wise General_perception

Tooltip


Heard_before
No
Tried_before
Yes
Taste_experience
3
Improvements_d...
Reduced sugar content
Ingredients_expe...
Count of Current_bra...
10000
No
5553
Yes
4447
Yes
2855
No
2698
3
854
4
708
5
548
2
432
1
313
Reduced sugar content
266
More natural ingredie...
207
Wider range of flavors
172
Healthier alternatives
123
Other
86
Caffeine
104
Vitamins
63
Sugar
50
Guarana
49

Ask a question about your data

Try one of these to get started

- top ages by measure
- top consume time by female
- top consume reason by male
- top consume time by measure
- top current brands by measure
- what is the measure by marketing channel

Show all suggestions

Conclusion

The analysis of survey data from the food and beverage industry has provided valuable insights into consumer behavior, preferences, and brand perceptions. By identifying key trends and understanding consumer attitudes, the project has highlighted areas where product offerings and marketing strategies can be enhanced. The actionable recommendations derived from this analysis will help businesses align more closely with consumer needs, optimize their market strategies, and improve overall customer satisfaction. Ultimately, this project equips industry stakeholders with the knowledge to make informed decisions, drive strategic improvements, and strengthen their competitive position in the market.