

Project Name: Analysis of Food and Beverage Industry Survey Data

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..

Data Description

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:** Reasons for 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.
- **Tried_before:** Whether the respondent has tried the product before.
- **Taste_experience:** Respondent's experience with the taste of the product.
- **Reasons_preventing_trying:** Reasons preventing respondents from trying the product.
- **Current_brands:** Brands currently consumed by the respondent.
- **Reasons_for_choosing_brands:** Reasons for choosing specific brands.
- **Improvements_desired:** Improvements desired in products.
- **Ingredients_expected:** Expected ingredients in products.
- **Health_concerns:** Health concerns related to products.
- **Interest_in_natural_or_organic:** Interest in natural or organic products.
- **Marketing_channels:** Preferred marketing channels for product information.
- **Packaging_preference:** Preferences for 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 situations in which products are consumed.

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).

Deliverables:

- A fully developed Power BI or Tableau file containing all the visualizations and interactive elements.
- PowerPoint presentation
- Video explaining analysis of Food and Beverage Industry Survey Data

Good luck, and enjoy your journey into the world of data analysis!