Certainly! Here's an example of an analysis script in Python (analysis\_script\_1.py) tailored for your "Market Entry Strategy Analysis" research. This script focuses on processing survey data and performing basic descriptive analysis. Remember to replace placeholders with actual data file paths and column names from your dataset.

python

Copy code

import pandas as pd

import matplotlib.pyplot as plt

# Load survey data from CSV file

survey\_data = pd.read\_csv('survey\_data.csv') # Replace with your file path

# Descriptive statistics

print("Descriptive Statistics:")

print(survey\_data.describe())

# Data visualization

plt.figure(figsize=(10, 6))

plt.hist(survey\_data['Age'], bins=10, color='blue', alpha=0.7)

plt.xlabel('Age')

plt.ylabel('Frequency')

plt.title('Distribution of Participant Ages')

plt.show()

# Calculate preferences for natural ingredients

natural\_ingredients\_preference = (survey\_data['Natural\_Ingredients\_Preference'].sum() / len(survey\_data)) \* 100

print(f"Percentage of respondents preferring natural ingredients: {natural\_ingredients\_preference:.2f}%")

# Calculate willingness to pay for personalized solutions

willingness\_to\_pay = (survey\_data['Willingness\_To\_Pay'].sum() / len(survey\_data)) \* 100

print(f"Percentage of respondents willing to pay for personalized solutions: {willingness\_to\_pay:.2f}%")

Please adapt the script to your specific dataset and requirements. This script assumes that you have a CSV file named 'survey\_data.csv' containing columns like 'Age', 'Natural\_Ingredients\_Preference', and 'Willingness\_To\_Pay'. Adjust column names and data types as necessary based on your actual survey data.

To run the script, save it as a .py file, ensure you have Python and the necessary libraries (e.g., pandas, matplotlib) installed, and then execute the script in your terminal or preferred Python environment.