

# Greek Yogurt Flavors Recommendation

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MSBA cohort 2 team 26.

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# Next Flavors to Launch

We use TURF analysis to analyze the survey response data.



Pomegranate



Vanilla Banana



Caramel



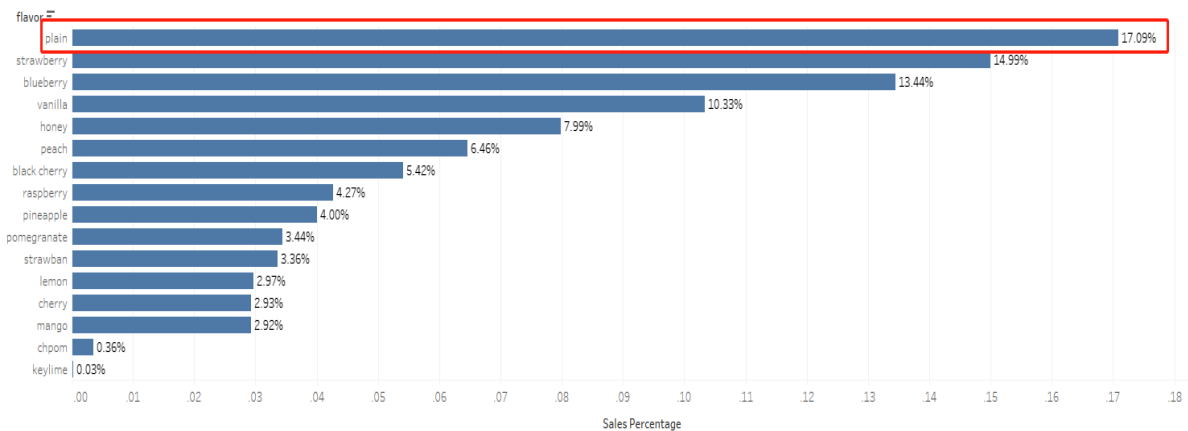
Key Lime Pie



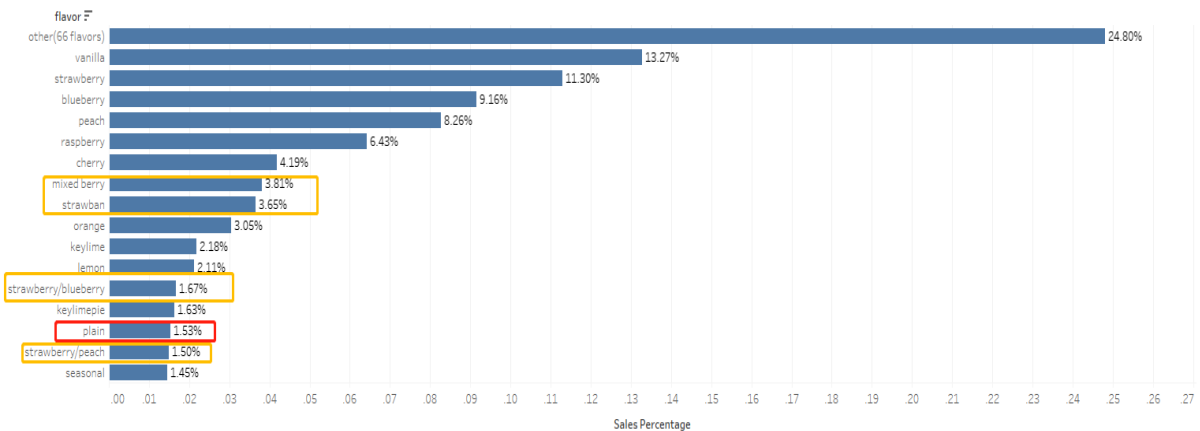
Strawberry Banana

# Current Market Share of Greek and Regular Yogurt

Sales Percentage of Greek Yogurt

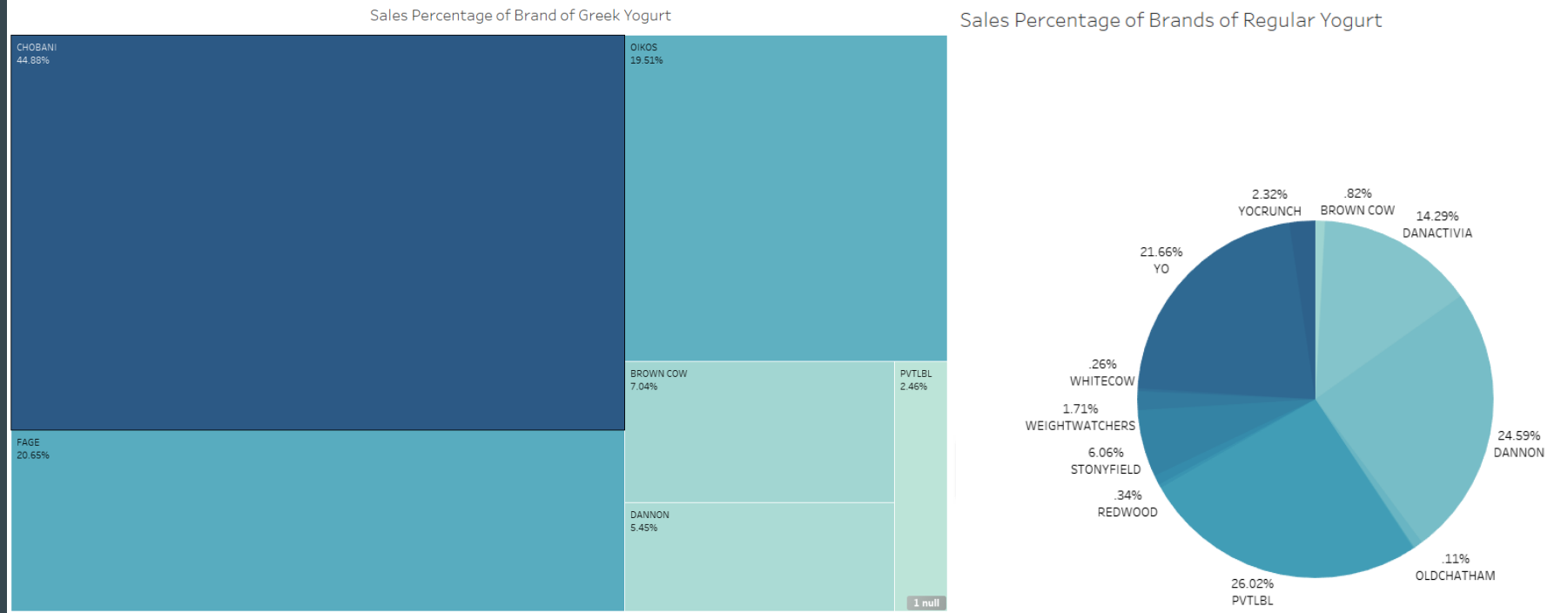


Sales Percentage of Regular Yogurt



- Greek: Plain accounts for 17.09%(No.1); 16 Flavors
- Regular: Plain only accounts for 1.53%; 82 Flavors (mixed fruit/cookies)

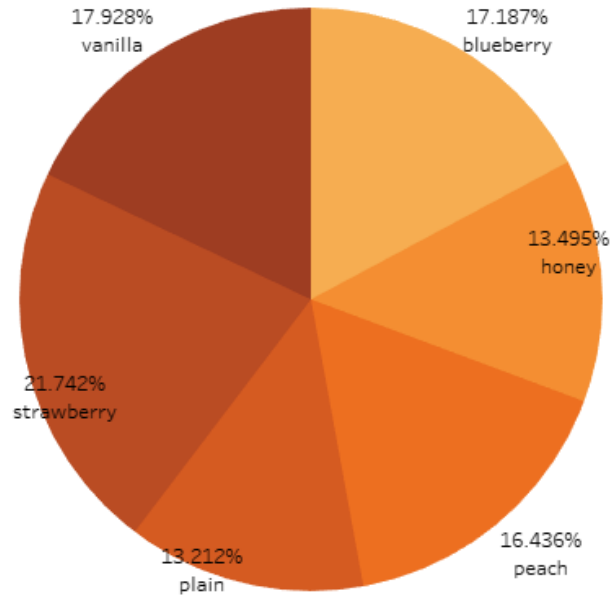
# Brand of Greek Yogurt & Regular Yogurt



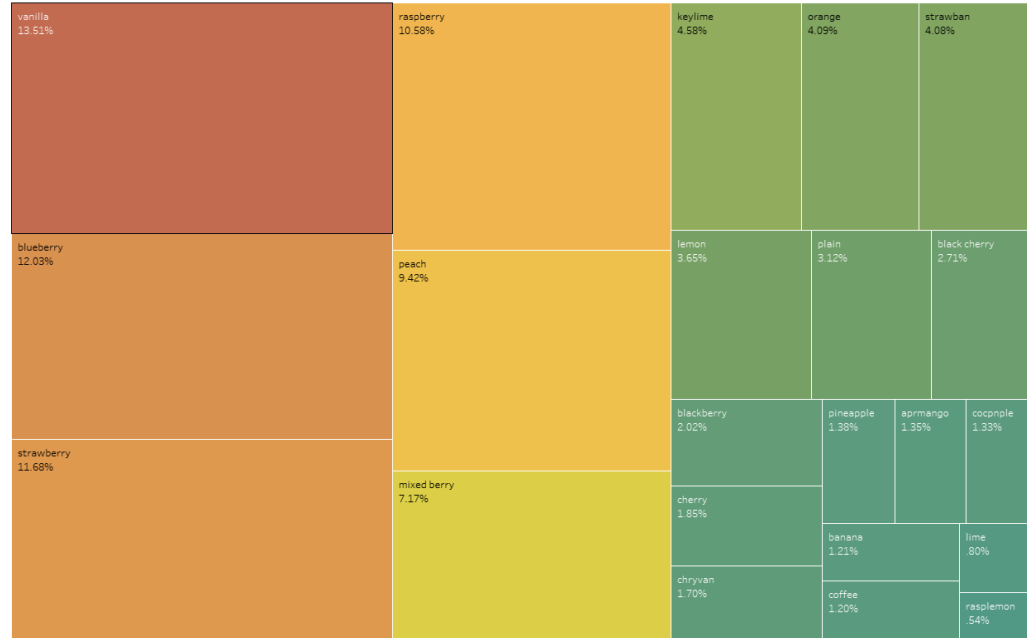
- Greek Yogurt: only 6 Brands; PVTLBL (our brand) has the lowest market share 2.46%, Chobani has nearly 50% market share in Greek Yogurt market
- Regular Yogurt: 11 Brands; PVTLBL has the highest market share 26.02%

# Flavors of PVTLBL(Our Brand)

Sales Percentage of Flavors of PVTLBL in Greek Yogurt

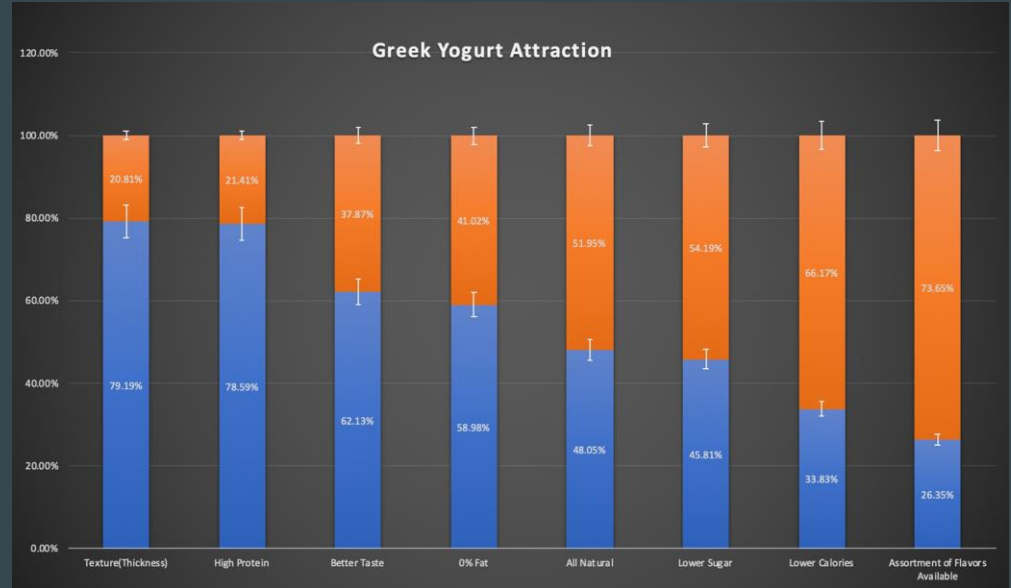
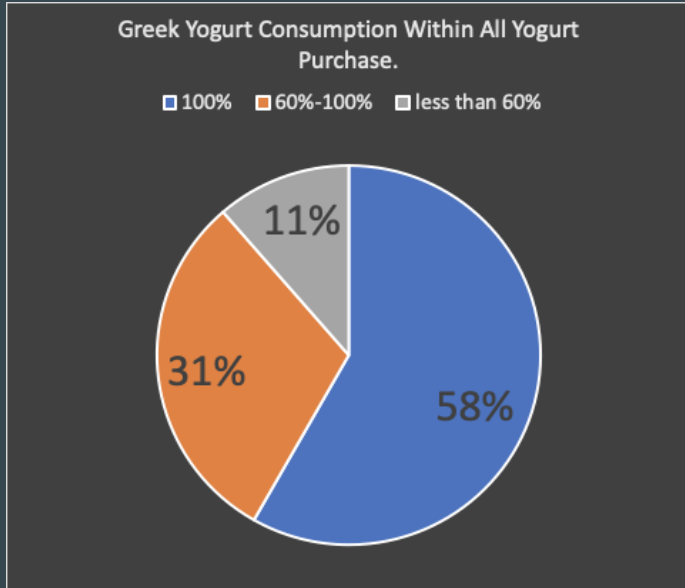


Sales Percentage of Flavors of PVTLBL in Regular Yogurt



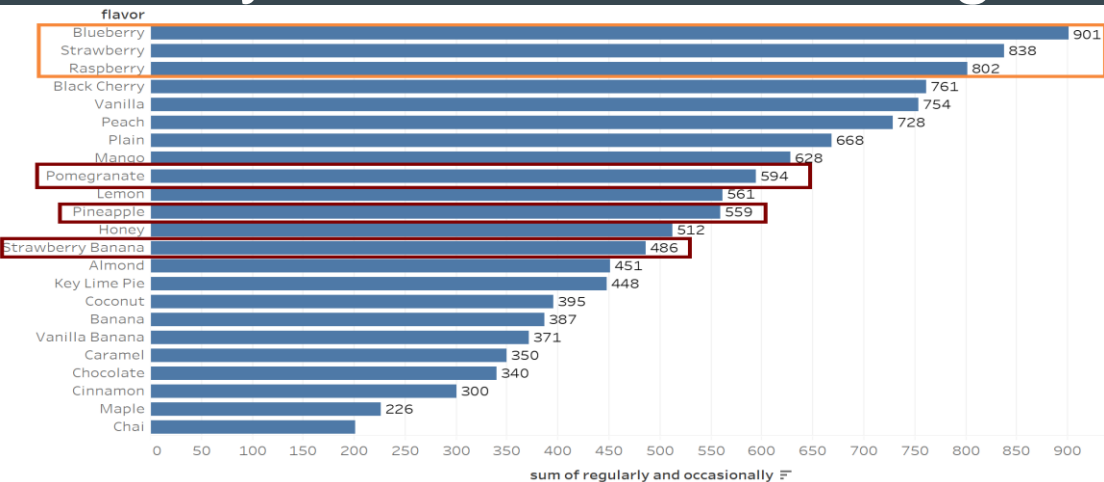
- Greek Yogurt: Strawberry is most popular (21.742%), then both Vanilla & Blueberry have nearly 17% market share, both Plain & Honey have nearly 13% market share
- Regular Yogurt: Vanilla has the largest market share (13.51%), then Blueberry and Strawberry; Top three flavors do not change

# Survey Respondents' Preferences for Greek Yogurt



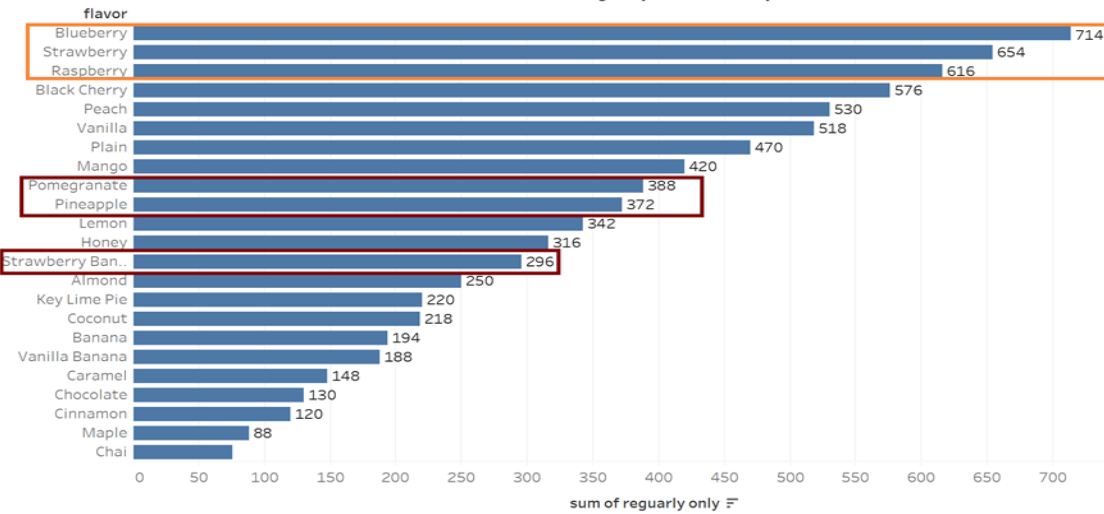
- Data Cleaning: Completion time 22.9 minutes(90%).
- Preference Analytics.
- Top 3 attractions: Texture > High Protein > Better Taste

# Survey Preferences Ranking for Greek Yogurt Flavors



## Top 3 Chosen Flavors

1. Blueberry
2. Strawberry
3. Raspberry

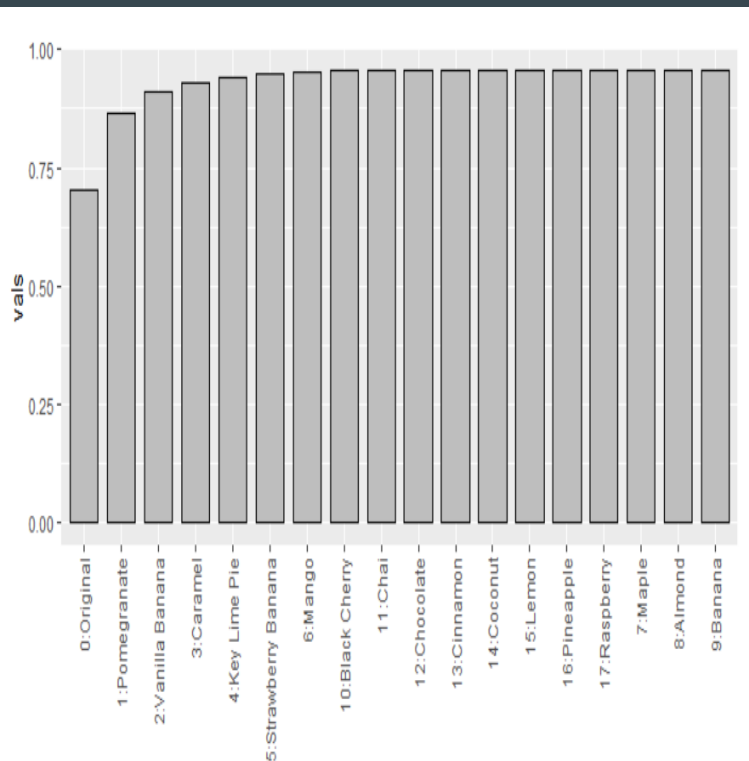


## Top 3 Chosen Flavors (not yet available)

1. Pomegranate
2. Pineapple
3. Strawberry Banana

# TURF Analysis

	vals	titles
1	0.7011834	0:Original
2	0.8639053	1:Pomegranate
3	0.9112426	2:Vanilla Banana
4	0.9304734	3:Caramel
5	0.9393491	4:Key Lime Pie
6	0.9467456	5:Strawberry Banana
7	0.9526627	6:Mango
8	0.9541420	7:Maple
9	0.9541420	8:Almond
10	0.9541420	9:Banana
11	0.9541420	10:Black Cherry
12	0.9541420	11:Chai
13	0.9541420	12:Chocolate
14	0.9541420	13:Cinnamon
15	0.9541420	14:Coconut
16	0.9541420	15:Lemon
17	0.9541420	16:Pineapple
18	0.9541420	17:Raspberry



We achieved 70.12% reach from the existing flavors.

We recommend the manager to add in **six flavors** in the following order.

Flavor	Reach
Pomegranate	86.39%
Vanilla Banana	91.12%
Caramel	93.05%
Key Lime Pie	93.93%
Strawberry Banana	94.67%
Mango	95.27%

The reach number remains the same after introducing Mango flavor.



# Conclusion

From the validation check, we identified that the survey data is no representative.

Two data sets are significant different; thus the survey takers and customers are probably not the same group of people.

We need more customers data to help make our final decision.

Chi-squared approximation may be incorrect

Chi-squared test for given probabilities

data: samp

X-squared = 1723.1, df = 12, p-value < 2.2e-16