

STAT 300 – Urban Seeds Project Breakdown

By Variable:

*in each category look at overall, by month (and seasonally), and by zip code/area

** Urban Seeds mentioned that they want to know more about customers' buying patterns (i.e. seasonally, based on zip codes, product packages)

→ Number of customers: main question? **Theresa**

- ◆ How many things does each customer order?
- ◆ How many customers in each zip code?
- ◆ How many customers each month?
- ◆ Family size?

→ Specific products: main question? **Madelyn**

- ◆ What are the most/least popular products overall? By month? Seasonally?
- ◆ What products are often ordered together?
- ◆ What are the most/least popular products for each zip code?
- ◆ Which products are canceled?
- ◆ Top five products per month? Per year?

→ Total orders: main question? **Elimdar**

- ◆ What is the total number of orders during each month? Seasonally?
- ◆ Which zip code has the most orders each month?
- ◆ How many orders are canceled?
- ◆ How have price changes affected the total number of orders?
Use the “order total (inc tax)”

→ .33

→ Total revenue: main question? **Bakhrom**

- ◆ What is the total revenue by month? Seasonally?
- ◆ Which zip code brings in the most revenue overall? Each month?
- ◆ How have price changes affected the total revenue?

→ Coupons: main question? **Olivia**

- ◆ How many coupons are being used?
- ◆ How many customers use a coupon?
- ◆ How much money does each customer save with a coupon?
- ◆ How many customers are using each type of coupon (i.e. SNAP2020, ten, etc)?
How many customers benefit from the SNAP program?
- ◆ What are the subtotals for each customer using SNAP

→ Comparing overall variables to each other?

Tasks for each variable:

*What graphs need to be made? What data needs to be used? What needs to be fixed with data (if anything)? What needs to be done with the data before making graphs?

→ Number of customers:



→ Specific products:



→ Total orders:



→ Total revenue:



→ Coupons:

End of Semester Report:

→ Data visualization and conclusions

→ Recommendations for them

Summary for Introductory Meeting on 9/13

Overall Questions We Aim to Answer

- All variable (customers, products, orders, revenue, coupons) vs overall, monthly, and by zip code

Questions We Have for Urban Seeds

- Can you give us a summary of what your organization does and its goal? What are some future goals for furthering the organization?
- What is the ordering process for your customers?
- What are your expectations from us? What would you like to see us do with the data?
- What would you like to see based on these variables we have listed?
- What kind of visuals are you looking for?
- What variables do you want looked at in the most depth?
- Do you want us to give recommendations at the end of the project for furthering the organization based on the data we've seen?
- What is included vs things listed for the product details?

*have idea of what visuals to present and then ask them which one they would like more

Types of visuals we hope to have:

- Graphs of each variables based on zip codes or seasonally
- Interactive map

Notes from meeting 1:

- Our data is from the nourish program only
- **Price changes have changed some of the usage (maybe we should look into how this affected)**
- Local bundle: just whatever vegetables are available based on the season
- Can use snap and match how much they spent to get more
- Goal: local food promotion (aim our analysis towards this goal?) + fruit and vegetable consumption
 - Analyze how many customers they have ordering fruit and vegetables
- nourishev.org/bags/
- Look at instagram/facebook to see the different local picks over the years
- More info on family sizes
- Members can gain points through surveys, attending classes, returning reusable bags, etc.
- Coupons are typically given out if something was messed up with the order
- Isaiah 117 house gives referrals for Urban Seeds
- Product prescription program for people with pre-diabetes
- Surveys: pre-survey, 6 months survey (order at least 5 times), year survey
 - Asks about food security, food nutrition info, comfort level with cooking and nutrition, feelings towards the program, feedback, how often they eat out
- **Compare the areas where customers are with if there are grocery stores around**
- **Look into family size**
- **Look into price changes amongst bundles and how that's affected number of orders**

Olivia Notes

- originally not low-cost oriented
- launched during covid
- 12 grocery bundles, no income qualifiers
- increasing diversity in diet
- snap: up to \$20 a day for fruits and vegetables
- cooking classes w/ EVPL (all in home kitchens via Zoom)
- local food promotion
- rebranding and getting a new website
- nourish is also going to be rebranded

- hard to shift grocery-buying behavior
- show value in cooking from home
- for maria, cooking from home is the main goal (sweet potato vs white potato is secondary)
- definitely want to enforce fruit/vegetables over meats & dinner bundles
- a 2 week bag not a 1 week bag
- just now starting to get more information about families
- it seems they are buying a lot of non-local meat (urban seeds looking at how that fits within their mission)
- fruit/vegetable “more expensive” if you aren’t using it (perishability)
- reusable bags
- members gain points when they return the bags, take surveys, or take classes
- really want to enforce quality (take donations but the food is purchased by urban seeds)
- really want to get around idea of the food quality being poor or “second-hand”
- thought about a weekly pickup
- operate out of Trinity (Evansville promise neighborhood for Tepe pickup)
- strange people driving from other counties to use program (would think very location-specific)
- couldn’t replicate local bundle in the grocery store
- hard to operate a small grocery store
- few coupons because they’re high customer service (usually if they get some bad produce or are missing an item)
- generally give a coupon more than the product value

*****definitely would like another pick-up location**

-seeing where people live & whether there is a grocery store or not (are they coming from a low access area) = next evolution of the program

-should be working with dietary restrictions more (haven’t collected data)
(no reach out, just opt out) → aligns with idea of accommodation “how do we get you the food you want and need?” not just giving them food. Refinement period

-could tell them what fields they should have for data collection

Goal: hub of food entity

