



# FRUIT ECONOMICS: RETAIL & YIELD ANALYSIS PPT

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# FINAL DASHBOARD

## Fruit Economics: Retail & Yield Analysis

Total Yield

54.32

Average Retail Price

3.00

Cup Equivalent Price

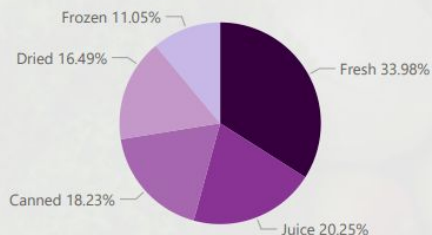
1.07

Form

Canned

Dried

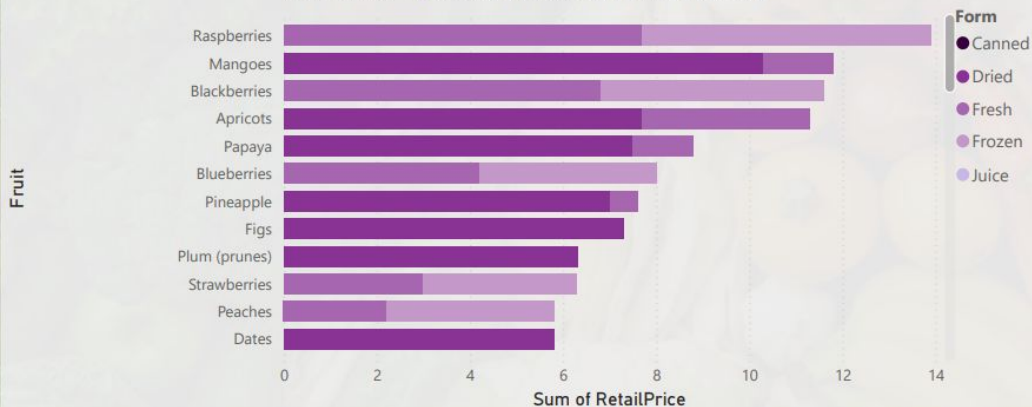
Yield Distribution by Fruit Form



Top 5 Fruits by Retail Price

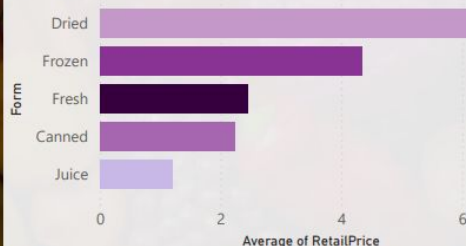


Retail Price Trends for Fresh vs. Processed Fruits



Fruit	Canned	Dried	Fresh	Frozen	Juice
Apples			0.50		
Apples, applesauce	0.60				
Apples, frozen concentrate					0.30
Apples, ready-to-drink					0.40
Apricots		1.10	1.40		
Apricots, packed in juice	1.00				
Apricots, packed in syrup or water	1.50				
Bananas			0.30		
<b>Total</b>	<b>16.70</b>	<b>9.50</b>	<b>24.80</b>	<b>8.60</b>	<b>6.50</b>

Top 5 Most Economical Forms of Fruit





01

## INTRODUCTION

The purpose of this dashboard is to offer an insightful analysis into the retail prices and yield of various fruits in different forms, such as fresh, canned, dried, frozen, and juiced.

# INTRODUCTION

- The dashboard offers insights into the retail prices and yield of fruits sold in various forms—fresh, canned, frozen, dried, and juiced.
- This analysis aids in making informed decisions about the most economical and efficient fruit forms.
- Businesses and consumers can benefit from understanding fruit price trends and profitability.





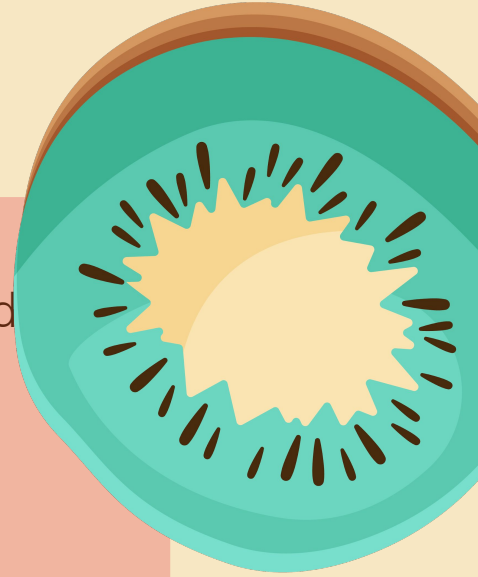
02

## DATASET OVERVIEW

From this dataset, we can learn how the form of a fruit impacts its retail price and yield. Businesses can use this data to improve their product pricing strategies and identify the most profitable product forms.

## DATASET OVERVIEW

- Detailed information on retail prices, yields, and cup-equivalent values for fruits in different forms.
- The dataset helps identify trends like the most cost-effective fruit forms based on retail prices and yield.
- It provides insights into market price fluctuations and highlights the most valuable product forms.



03

## DATA CLEANING PROCESS

Before conducting any analysis, several key steps were taken to ensure the dataset was clean, consistent, and reliable for drawing insights







# DATA CLEANING

## DUPLICATES

Removed to prevent inflated analysis results.

## MISSING VALUES

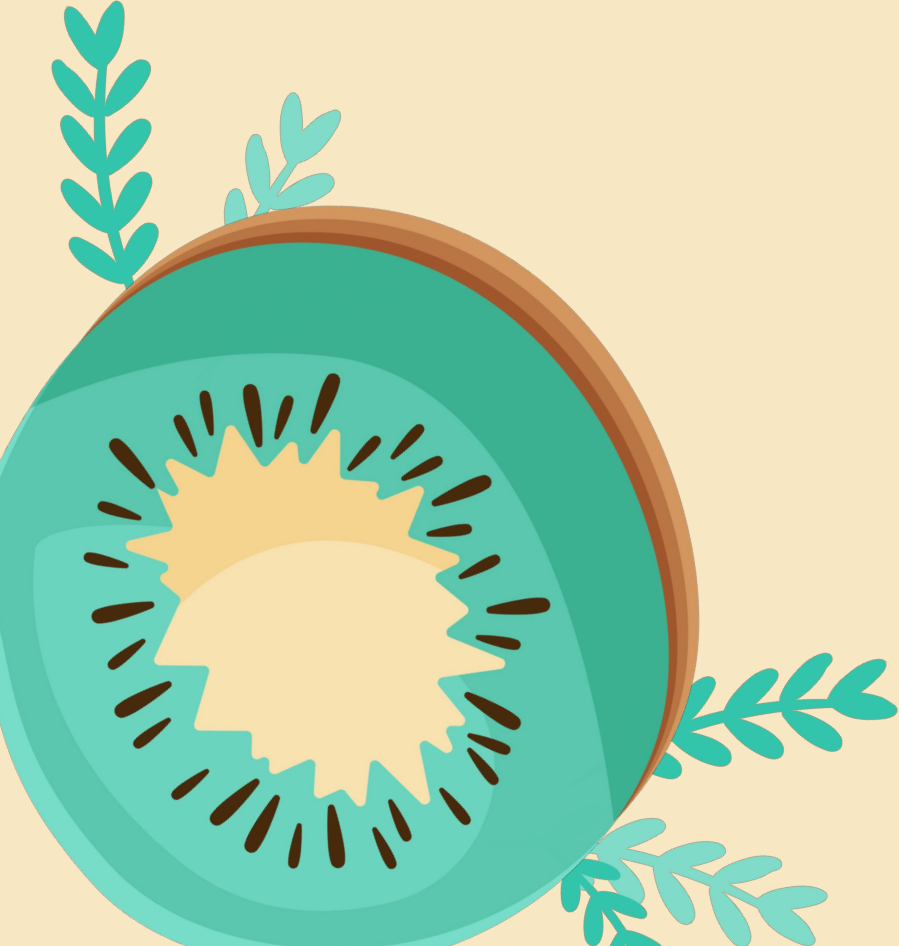
Addressed using imputation or exclusion based on the impact of missing data.

## STANDARDIZING UNITS

Prices were normalized to allow easy comparisons across fruit forms (per pound/unit).

## HANDLING OUTLIERS

Outliers were reviewed and adjusted for extreme values where necessary.



04

## ANALYSIS

Before conducting any analysis, several key steps were taken to ensure the dataset was clean, consistent, and reliable for drawing insights

# YIELD DISTRIBUTION BY FRUIT FORM

**Data Presented:** Yield percentage for each fruit form.

**Questions Answered:** Which fruit forms offer the highest yield?

## Key Insights:

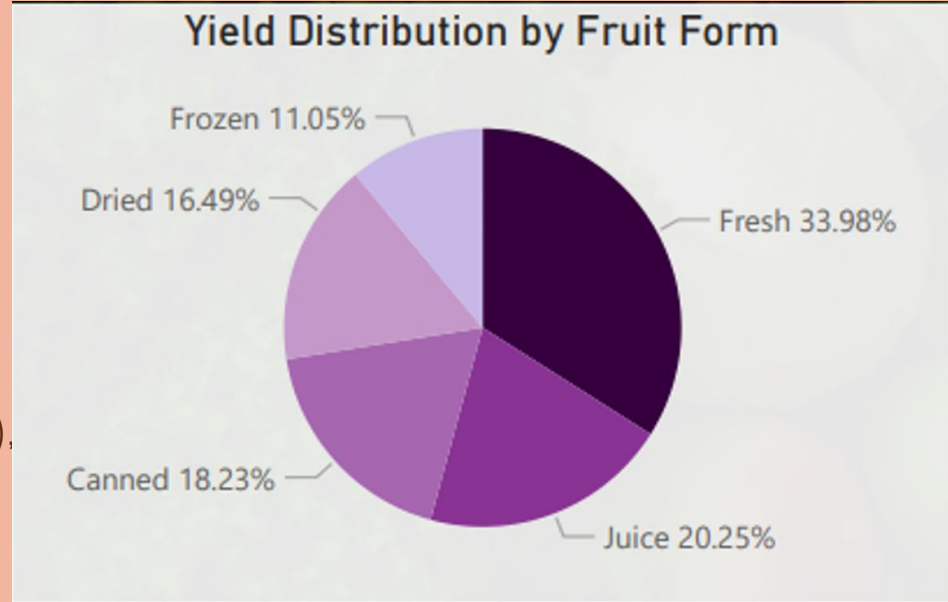
Fresh fruits contribute the highest yield (33.98%), followed by dried forms (16.49%) and frozen forms (11.05%).

Juiced fruits provide the lowest yield (1.82%).

## Conclusion:

Fresh fruits offer better value in terms of consumable content.

Processed forms are better suited for businesses focusing on storage and long-term supply.



# TOP 5 FRUITS BY RETAIL PRICE

**Data Presented:** Retail prices of top 5 fruits.

**Questions Answered:** Which fruits have the highest retail price?

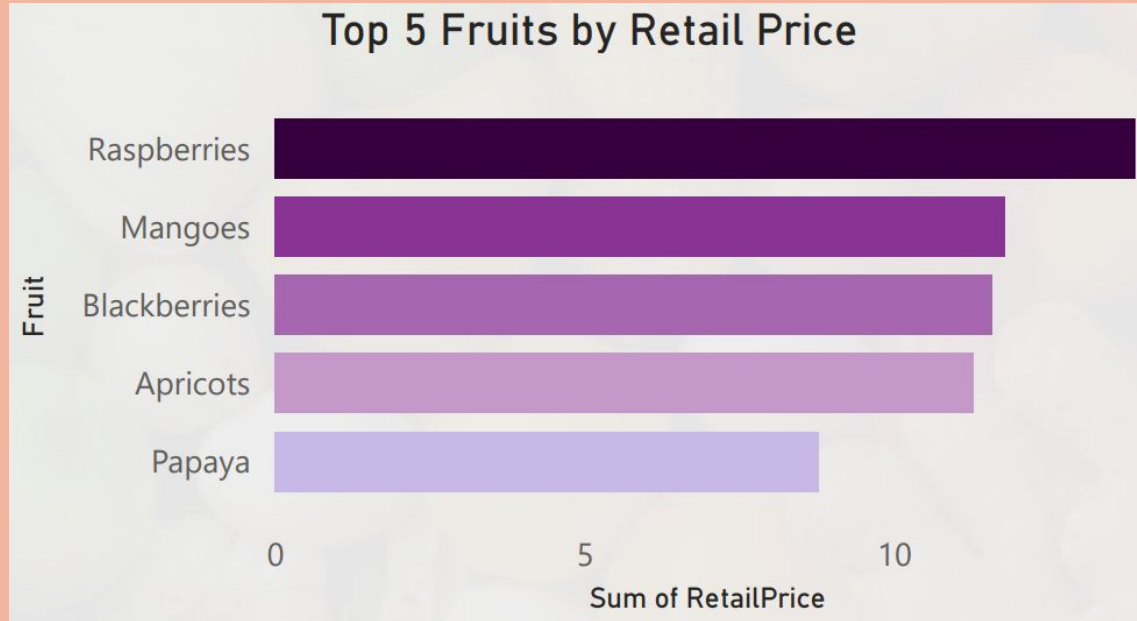
**Key Insights:**

Raspberries, Mangoes, and Blackberries rank among the most expensive fruits.

The price gap between premium fruits like raspberries and more common fruits like bananas is significant.

**Conclusion:**

Retailers can prioritize premium fruits like raspberries to maximize profits during peak seasons. Low-cost fruits like bananas can drive high sales volume.



# RETAIL PRICE TRENDS FOR FRESH VS. PROCESSED FRUITS

**Data Presented:** Retail price comparison between fresh and processed fruits.

**Questions Answered:** How do retail prices differ between fresh and processed forms?

## **Key Insights:**

Fresh fruits are priced higher than their processed counterparts.

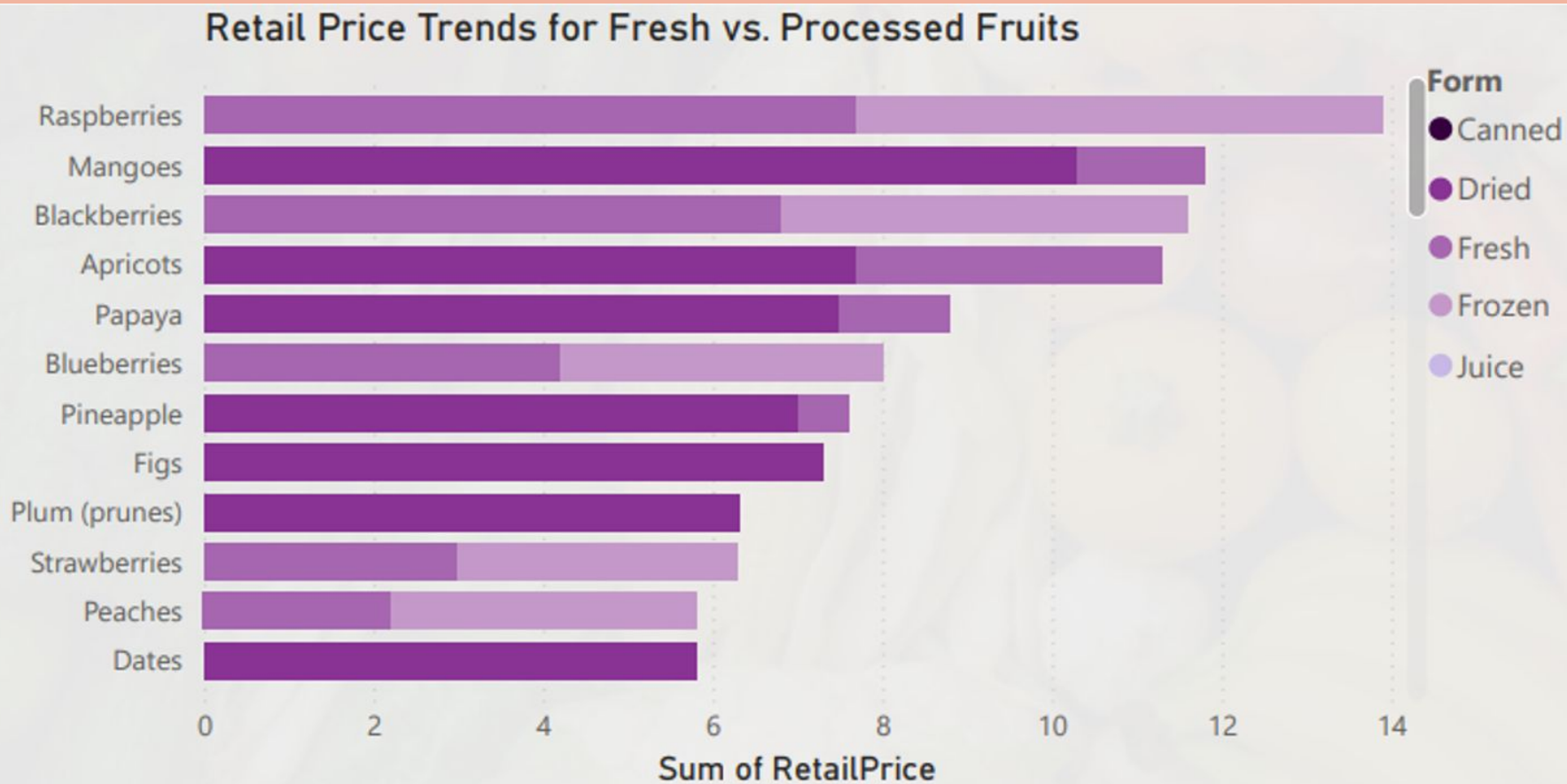
Processed forms like frozen or canned fruit offer a cheaper alternative but with lower freshness.

## **Conclusion:**

Fresh fruits are ideal for premium markets, while processed forms cater to budget-conscious consumers.

Businesses should offer both types to address diverse consumer needs.

# RETAIL PRICE TRENDS FOR FRESH VS. PROCESSED FRUITS



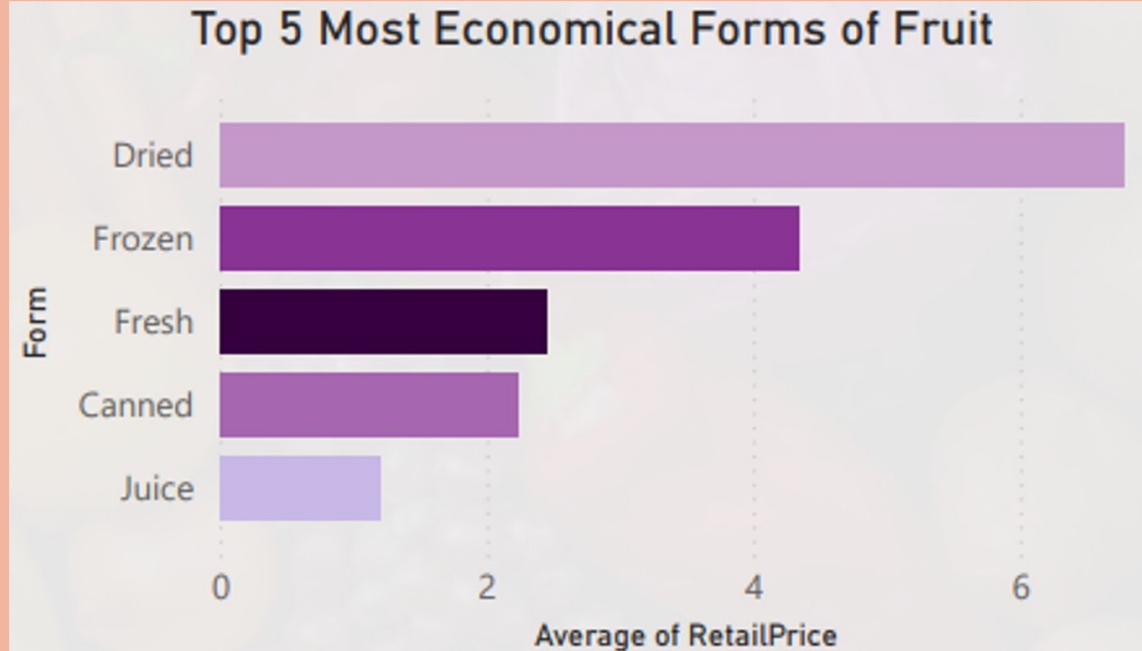
# TOP 5 MOST ECONOMICAL FORMS OF FRUIT

**Data Presented:** Average retail prices for different fruit forms.

**Questions Answered:** What are the most economical forms of fruit by price?

## Key Insights:

Dried and frozen fruits are the most economical, with low retail prices. Fresh fruit forms tend to be more expensive but offer higher yield.



## Conclusion:

Promote dried and frozen fruits to price-sensitive customers. Fresh fruits can be marketed as premium, high-quality products.

# MATRIX - FRUIT FORMS AND THEIR RETAIL PRICES

## Matrix Overview:

Rows: Fruit Name

Columns: Fruit Form

**Values:** Average retail prices (in dollars)

## Key Insights from the Matrix:

Fresh fruit forms are consistently more expensive.

Frozen or canned fruits are more economical but sacrifice some freshness.

Juiced and dried forms have moderate to high prices due to added processing costs.

## Conclusion:

The matrix reveals opportunities for businesses to promote processed fruits as affordable, convenient alternatives.



# MATRIX - FRUIT FORMS AND THEIR RETAIL PRICES

Fruit	Canned	Dried	Fresh	Frozen	Juice	Total
Apples			0.50			0.50
Apples, applesauce	0.60					0.60
Apples, frozen concentrate					0.30	0.30
Apples, ready-to-drink					0.40	0.40
Apricots		1.10	1.40			2.50
Apricots, packed in juice	1.00					1.00
Apricots, packed in syrup or water	1.50					1.50
Bananas			0.30			0.30
Berries, mixed				1.40		1.40
Blackberries			2.20	1.60		3.80
Blueberries			1.40	1.30		2.70
Cantaloupe			0.60			0.60
Cherries			1.70			1.70
Cherries, packed in syrup or water	3.60					3.60
Clementines			1.00			1.00
Cranberries		0.60				0.60
Dates		1.00				1.00
Figs		1.30				1.30
<b>Total</b>	<b>16.70</b>	<b>9.50</b>	<b>24.80</b>	<b>8.60</b>	<b>6.50</b>	<b>66.10</b>

Fruit	Canned	Dried	Fresh	Frozen	Juice	Total
Grapfruit			1.40			1.40
Fruit cocktail, packed in syrup or water	1.40					1.40
Fruit cocktail, packed in juice	1.30					1.30
Figs		1.30				1.30
Dates		1.00				1.00
Cranberries		0.60				0.60
Clementines			1.00			1.00
Cherries, packed in syrup or water	3.60					3.60
Cherries			1.70			1.70
Cantaloupe			0.60			0.60
Blueberries			1.40	1.30		2.70
Blackberries			2.20	1.60		3.80
Berries, mixed				1.40		1.40
Bananas			0.30			0.30
Apricots, packed in syrup or water	1.50					1.50
Apricots, packed in juice	1.00					1.00
Apricots		1.10	1.40			2.50
Apples, ready-to-drink					0.40	0.40
Apples, frozen concentrate					0.30	0.30
Apples, applesauce	0.60					0.60
Apples			0.50			0.50
<b>Total</b>	<b>16.70</b>	<b>9.50</b>	<b>24.80</b>	<b>8.60</b>	<b>6.50</b>	<b>66.10</b>

## RESULTS & CONCLUSIONS

The analysis of the fruit retail price dataset provided significant insights into the relationship between fruit forms, their prices, yield, and consumer value.



# RESULTS



- **Most Expensive Fruits:** Raspberries, Mangoes, and Blackberries consistently rank as premium-priced fruits across all forms.
- **Most Economical Fruits:** Frozen bananas and canned oranges emerged as the most budget-friendly options.
- **Price vs. Form:** Fresh fruits generally command the highest prices, but processed forms like frozen and canned offer more economical options.
- **Yield Considerations:** Fresh fruits offer the highest yield, which may justify their premium pricing.



# CONCLUSION

- Fresh fruits are the most efficient in terms of yield but are more expensive.
  - Processed fruits (dried, frozen) provide cost-effective alternatives with lower yields but longer shelf life.
  - Businesses should balance product offerings to cater to both premium and budget-conscious markets.
  - Retailers can optimize profits by focusing on high-margin fruits like raspberries while also promoting economical options like frozen bananas.
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