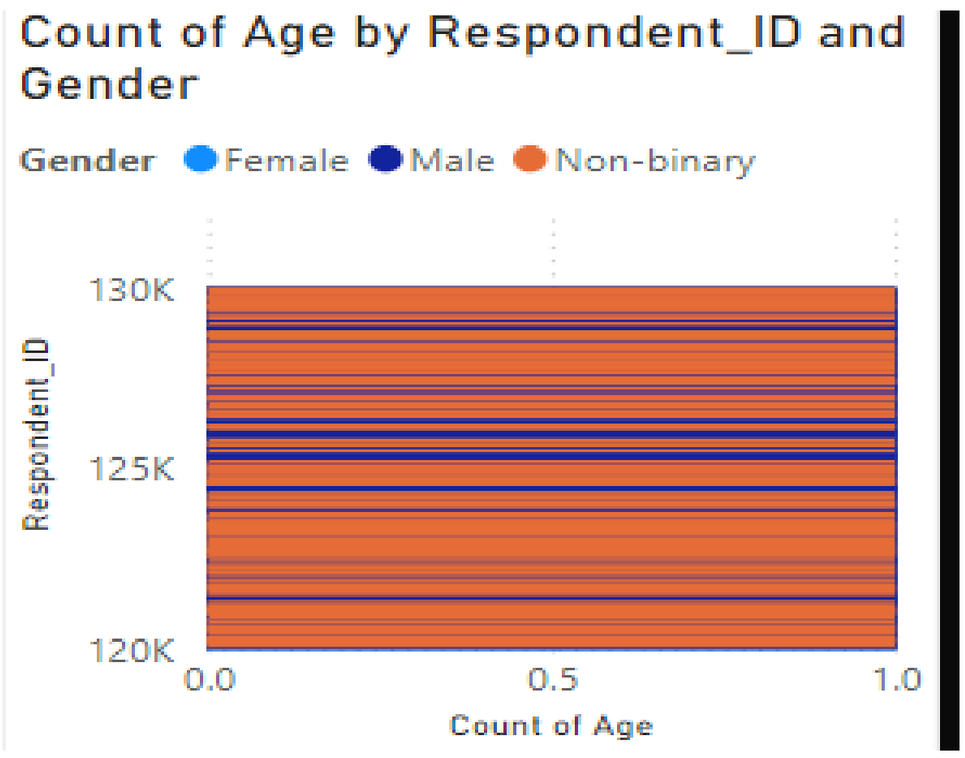
1. Visualize the Age and Gender of Respondents

Objective: Show the number of respondents by age group and gender.

Steps:

1. Load dim_respondents.csv into Power BI.
2. Create a **Bar Chart**.
3. Drag Age to the **X-axis** and Respondent_ID to the **Y-axis** (set it to "Count").
4. Add Gender to the **Legend** to break down the bars by gender.

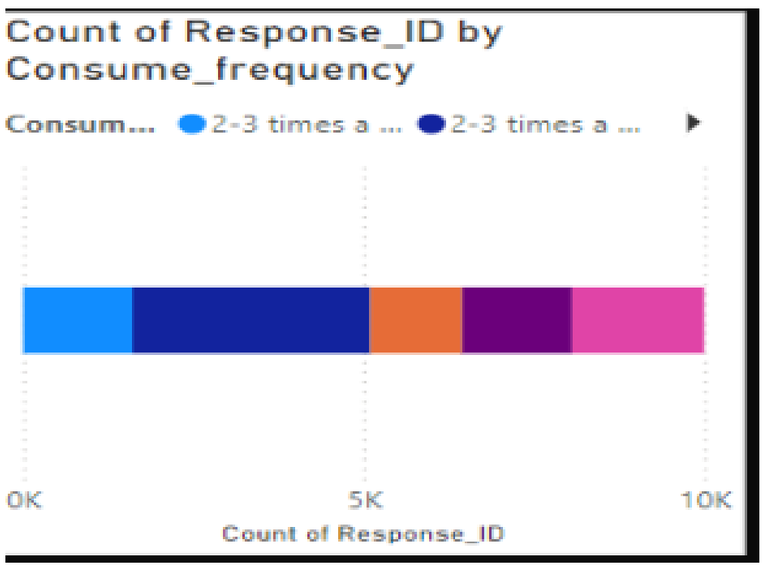


2. Show How Often People Use the Product

Objective: Display how frequently people use the product.

Steps:

1. Load fact_survey_responses.csv into Power BI.
2. Create a **Pie Chart**.
3. Drag Consume_frequency to **Legend**.
4. Drag Respondent_ID to **Values** (set it to "Count")

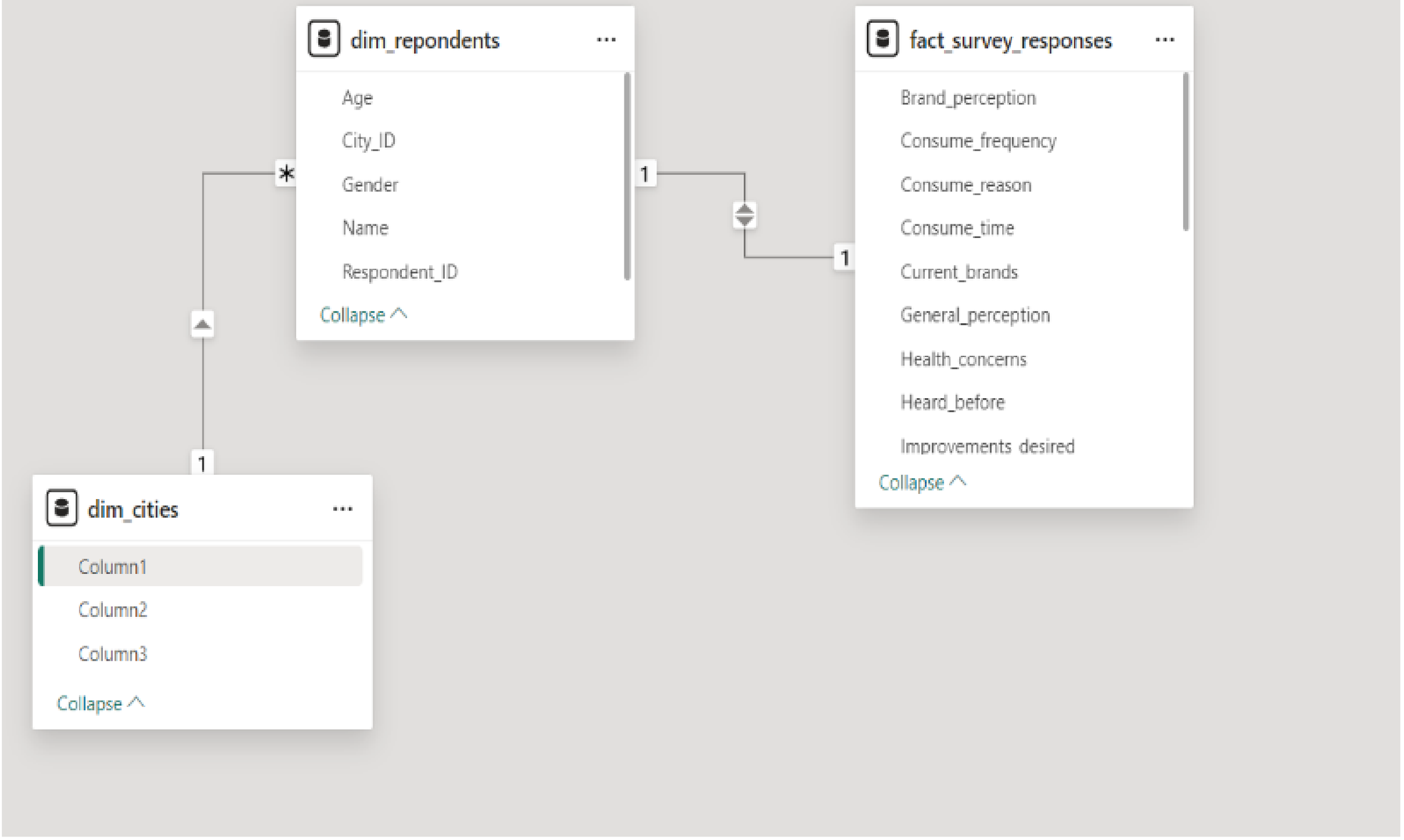


3. Analyze Brand Perception by City Tier

Objective: Compare how people in different types of cities perceive the brand.

Steps:

1. Load dim_cities.csv and fact_survey_responses.csv into Power BI.
2. Merge these datasets in Power BI using City_ID.
3. Drag Tier (from dim_cities.csv) to the **X-axis**.
4. Drag Brand_perception to the **Legend**.
5. Drag Respondent_ID to **Values** (set it to "Count").

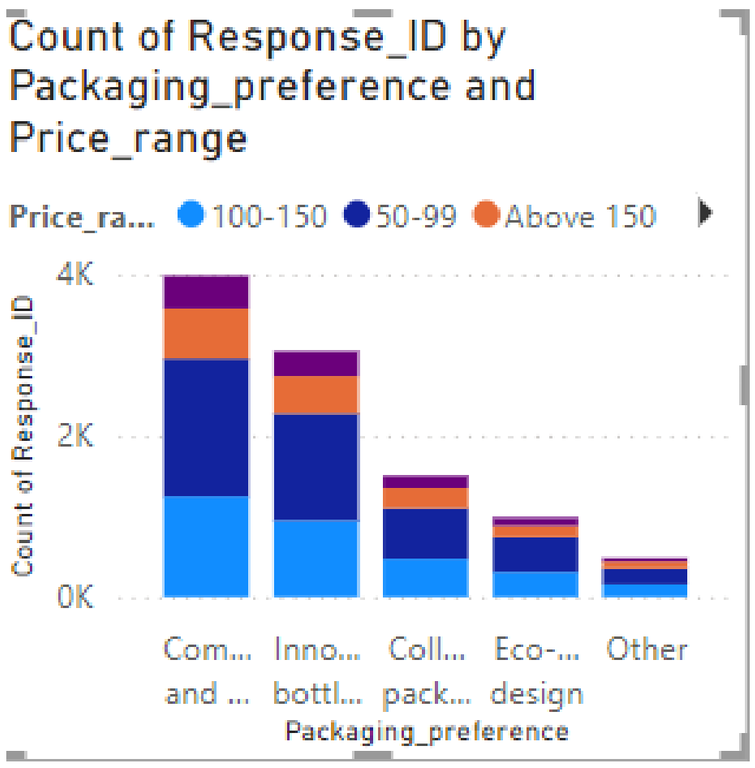


4. Find Out Which Marketing Channels Are Effective

Objective: Show which marketing channels are preferred by different age groups.

Steps:

1. Load fact_survey_responses.csv into Power BI.
2. Create a **Clustered Column Chart**.
3. Drag Marketing_channels to the **X-axis**.
4. Drag Respondent_ID to **Values** (set it to "Count").
5. Drag Age to the **Legend** to separate the bars by age group.

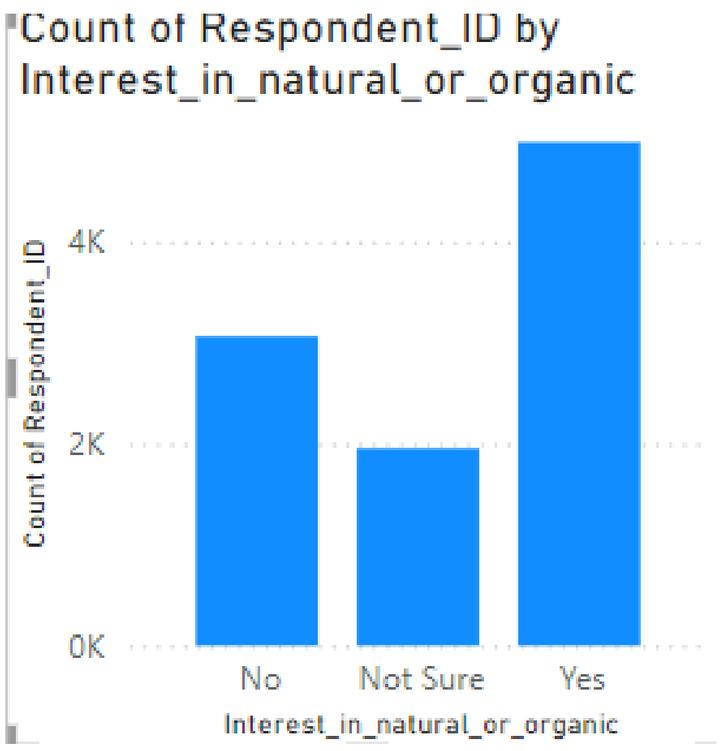


5. Understand Preferences for Packaging and Price

Objective: Display the preferred packaging type and price range for different respondents.

Steps:

1. Load fact_survey_responses.csv into Power BI.
2. Create a **Stacked Area Chart**.
3. Drag Packaging_preference to the **X-axis**.
4. Drag Respondent_ID to **Values** (set it to "Count").
5. Drag Price_range to the **Legend**.

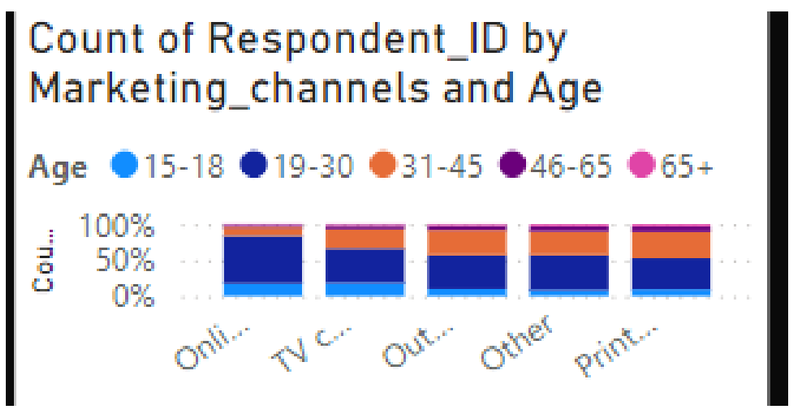

Count of Respondent_ID by Interest_in_natural_or_organic
Count of Respondent_ID
4K
2K
0K
No
Not Sure
Yes
Interest_in_natural_or_organic

6. Analyze Health Concerns and Interest in Organic Products

Objective: Show if there is interest in natural or organic products based on health concerns.

Steps:

1. Load fact_survey_responses.csv into Power BI.
2. Create a **Matrix Visualization**.
3. Drag Health_concerns to the **Rows**.
4. Drag Interest_in_natural_or_organic to the **Columns**.
5. Drag Respondent_ID to **Values** (set it to "Count").

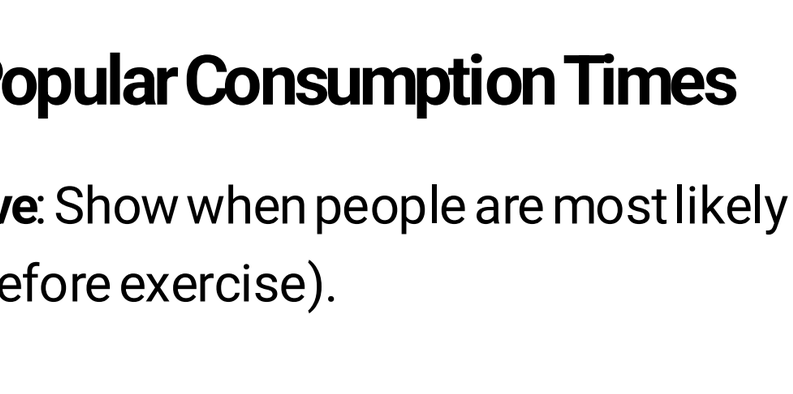


7. Identify Popular Consumption Times

Objective: Show when people are most likely to consume the product (e.g., during work, before exercise).

Steps:

1. Load fact_survey_responses.csv into Power BI.
2. Create a **Column Chart**.
3. Drag Consume_time to the **X-axis**.
4. Drag Respondent_ID to **Values** (set it to "Count").

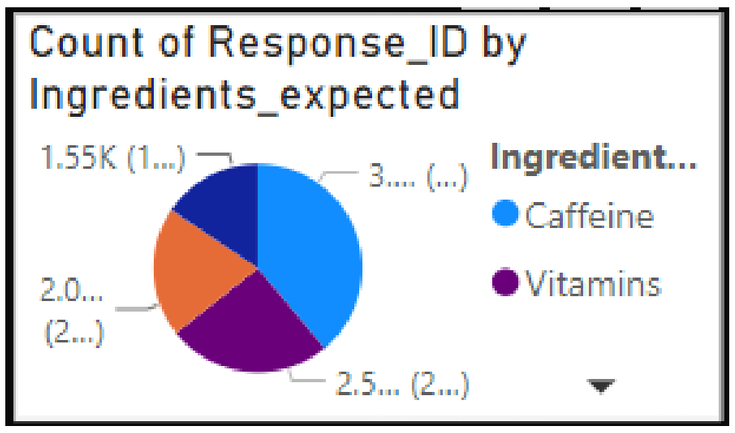


8. Most Desired Product Improvements

Objective: Display which improvements respondents want in the product.

Steps:

1. Load fact_survey_responses.csv into Power BI.
2. Create a **Bar Chart**.
3. Drag Improvements_desired to the **X-axis**.
4. Drag Respondent_ID to **Values** (set it to "Count").



9. Preferred Purchase Locations

Objective: Understand where most people prefer to buy the product (e.g., supermarkets, online retailers).

Steps:

1. Load fact_survey_responses.csv into Power BI.
2. Create a **Donut Chart**.
3. Drag Purchase_location to **Legend**.
4. Drag Respondent_ID to **Values** (set it to "Count").