

Descriptive Analysis on FoodAccessLA MMM Dataset

By Leonardo Ortiz, Diego Sanchez Rodriguez & Mayowa Toyinbo



Data Preparation

In
PowerBI:

Replaced all null values with 0
Changed incorrectly auto assigned data types by PowerBI to correct data types, dates labeled as text to dates and numbers from text to number data type
Removed following columns: comment, salestax, sales+tax
Assigned first rows as headers after removing the first few unnecessary rows

In Excel:

Removed VendorID column in LARFM
Added Market column to HFM and filled it with according data relative to FY date
•Ex. Hollywood Farmers' Market FY 2021, Hollywood Farmers' Market FY 2022

Combined
into one
File

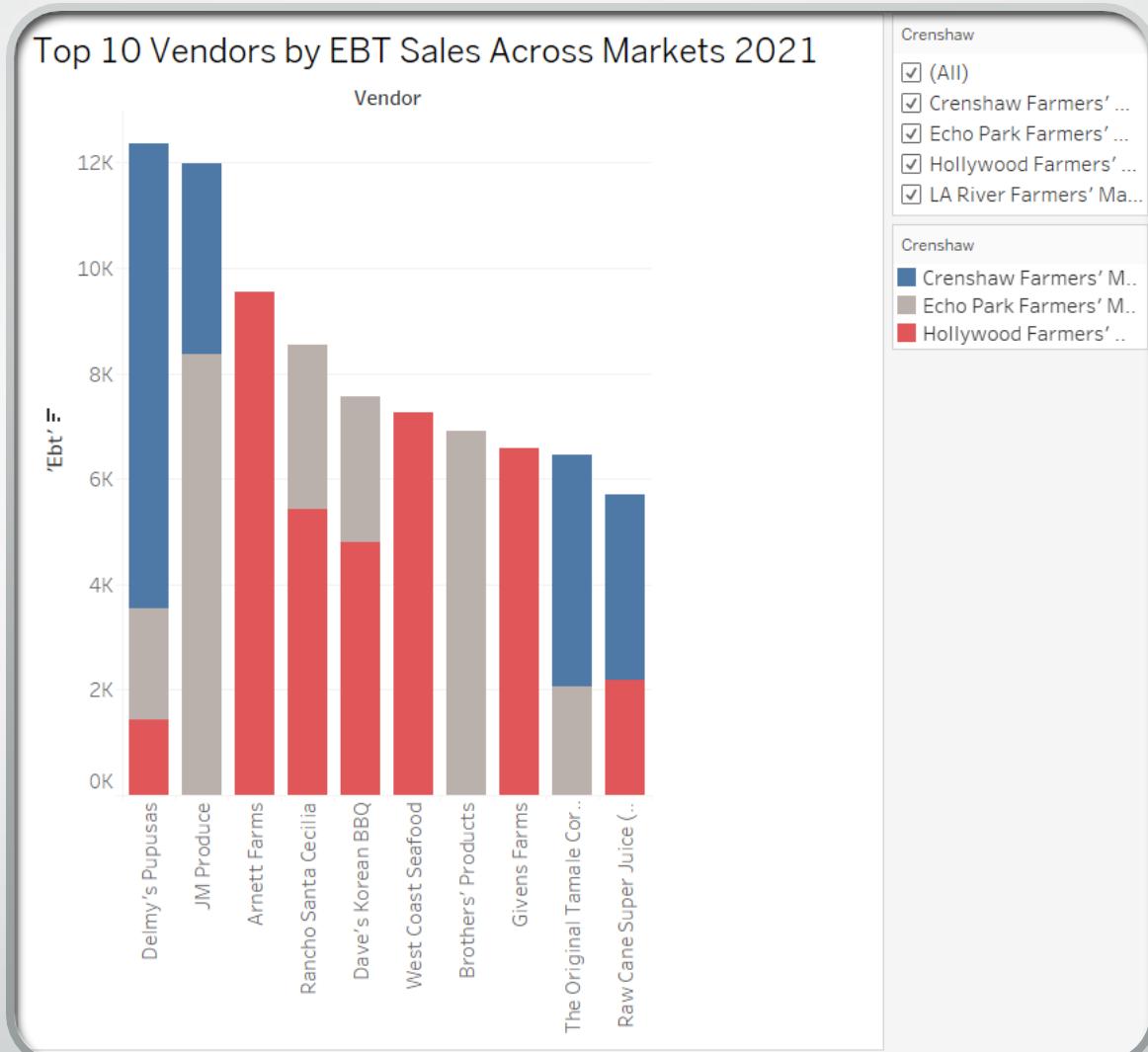
Once that was done to all files used for this analysis which are the 2021-2022 HFM, LARFM, CRFM, and EPFM files, all data from them was copied and pasted to one file named "All Market MMM data"

Focus

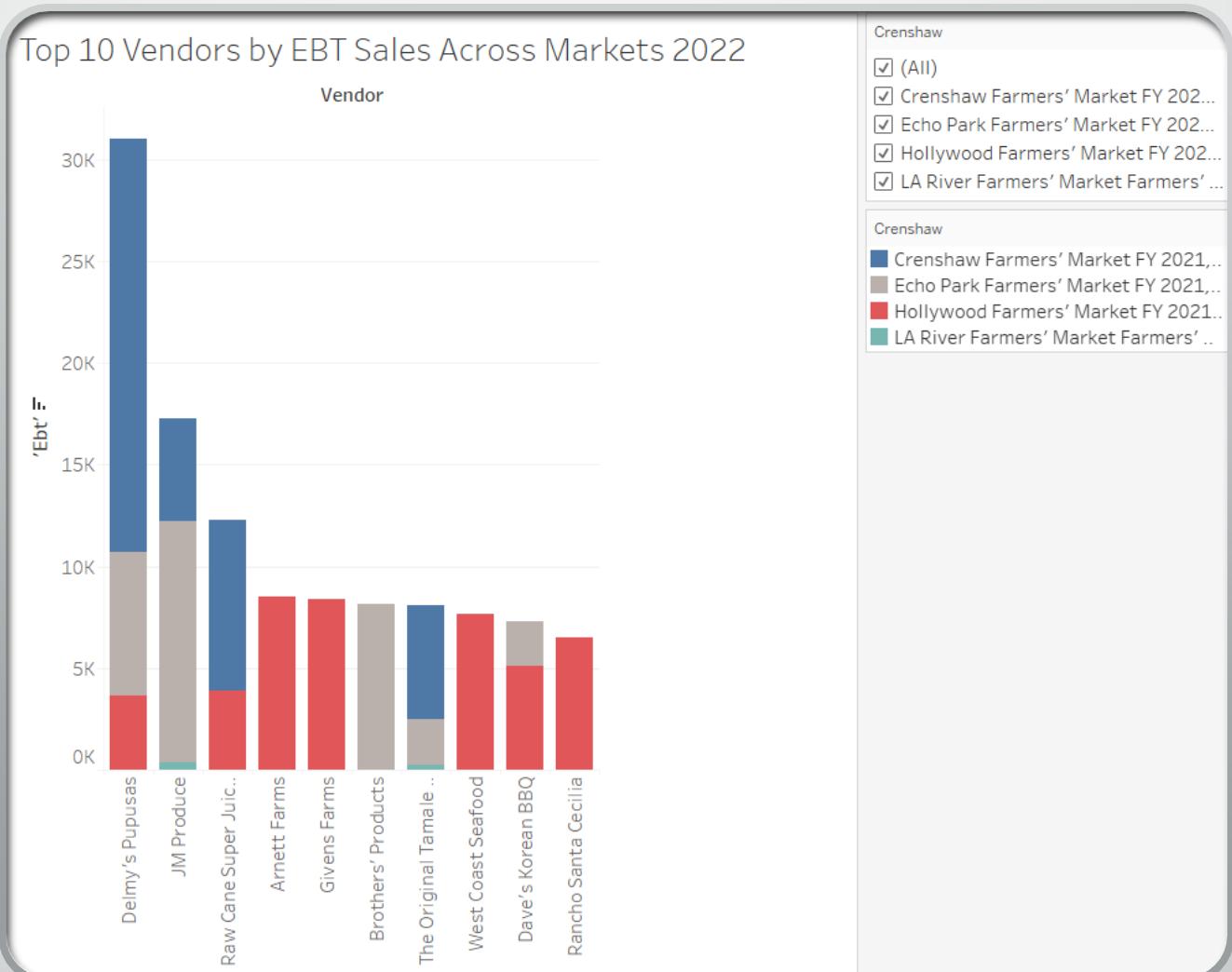
- EBT Usage Patterns Across Markets
 - Analyze which Vendors have the highest EBT usage.
- Proportion of EBT sales relative to total sales across all markets
 - Analyze which markets see more EBT usage compared to others
 - Determine any identifiable trends
- Are there any correlation between EBT and Sales?
- How do sales vary by months in the markets?



- **Delmy's Pupusas:** Leading EBT vendor across markets.
- **Top Markets:** Echo Park and Hollywood drive the highest EBT sales.
- **Vendor Variation:** Significant differences in sales performance by market.

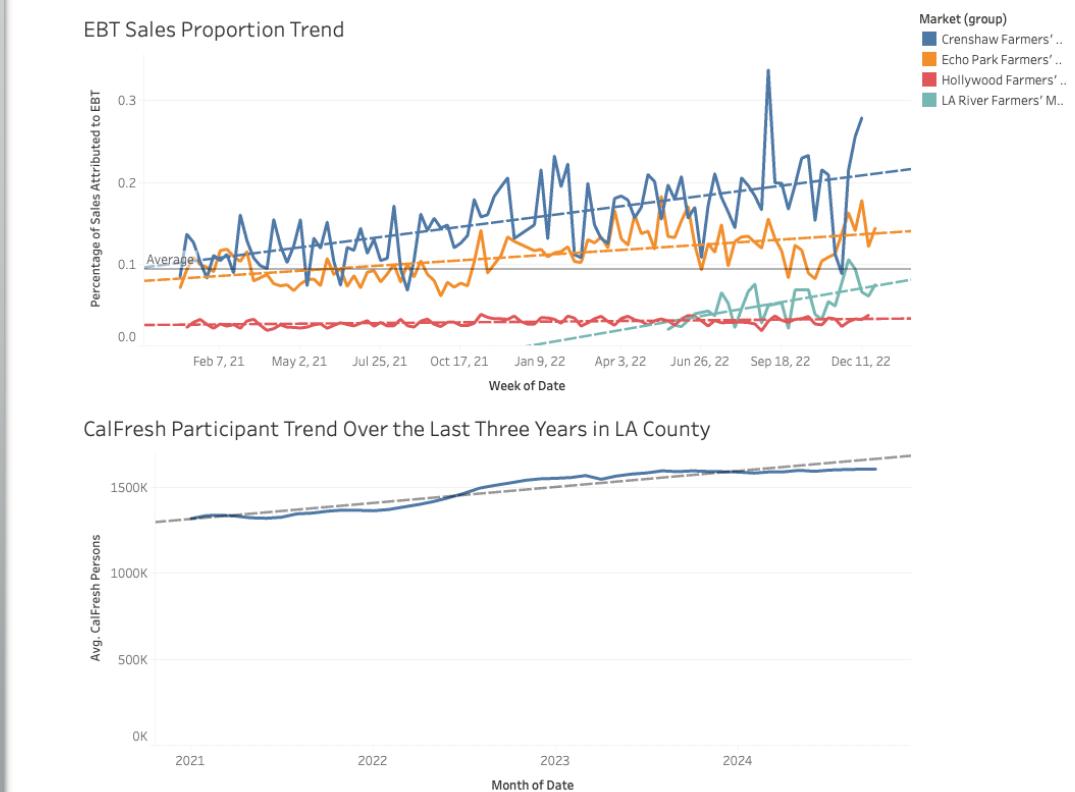


- **Delmy's Pupusas sees even higher EBT sales growth.**
- **Raw Cane Super Juice rises as a key competitor.**
- **Crenshaw Farmers' Market continues to lead in EBT usage.**
- **Comparing 2021 vs. 2022:**
A notable increase in overall vendor participation.



EBT Sales Trend by Market

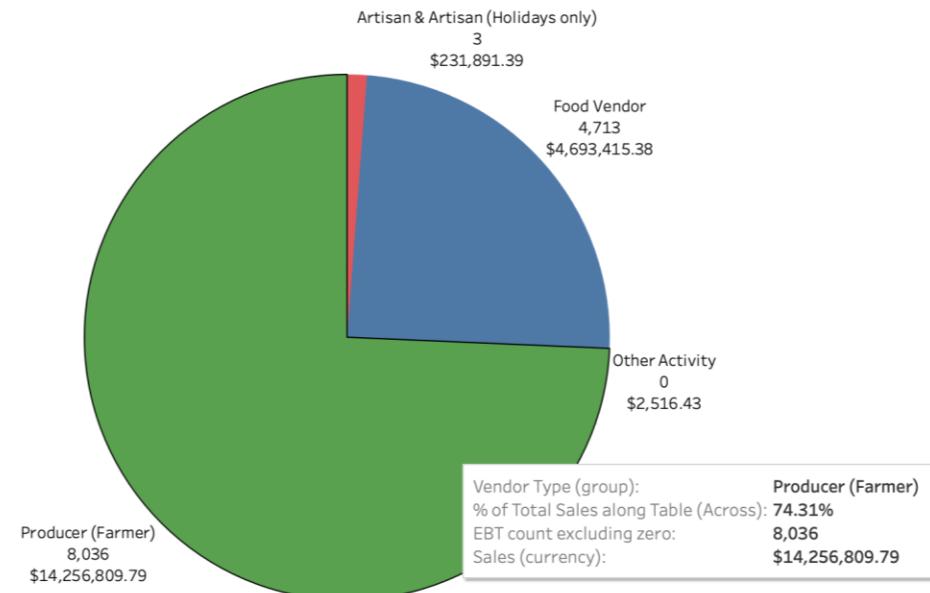
- EBT usage is growing, based on the proportion of all sales attributed to EBT
- Highlight: Crenshaw Market started 2021 with its proportion at 13% and has ballooned to 27.9% at the end of 2022
- Trend: EBT will be following an upwards trend based on data from the Department of Social Services



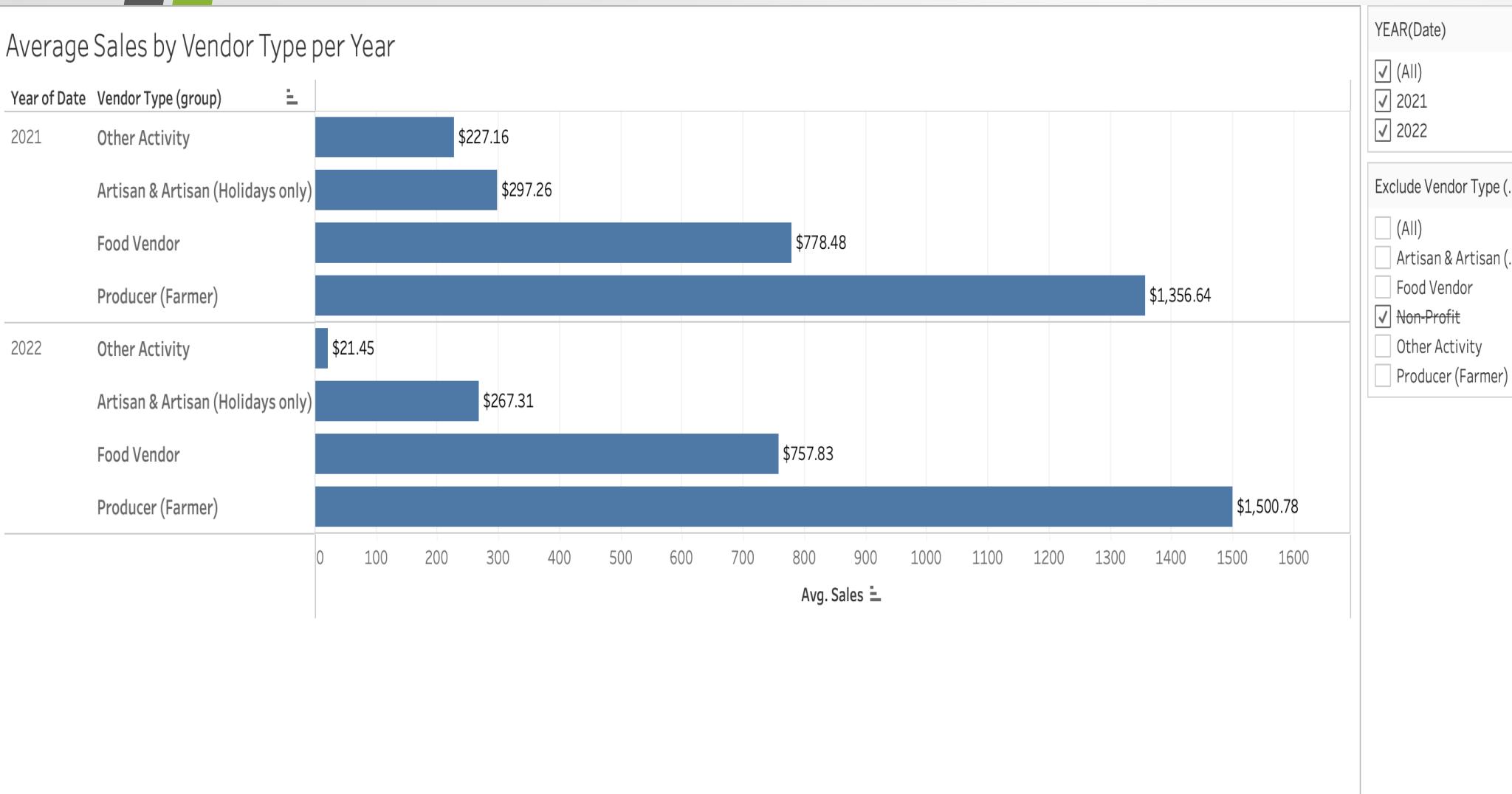
Which vendor types contribute the most to overall sales, and how does EBT usage/payments vary across these vendor types?

- Producers (Farmers) Dominate Sales:
- Producers account for over 70% of total market sales across vendor types.
- Producers are key contributors to both total sales and EBT usage.
- Play a vital role in serving diverse demographics, including those relying on food assistance programs.

Vendor Type Sales with EBT Count Label



How has the average sales performance of each vendor type changed between 2021 and 2022?



- This chart reflects producer(farmer) sales consistency and growth from 2021 to 2022. However, it is the opposite for the other vendor types.
- It confirms Producers' dominance even when adjusted for vendor count.

Who are the top-performing vendors in each vendor group?

- This table ranks the top 10 vendors in each vendor type category.
- Categories include diverse offerings, highlighting the importance of variety in attracting a broad customer base.

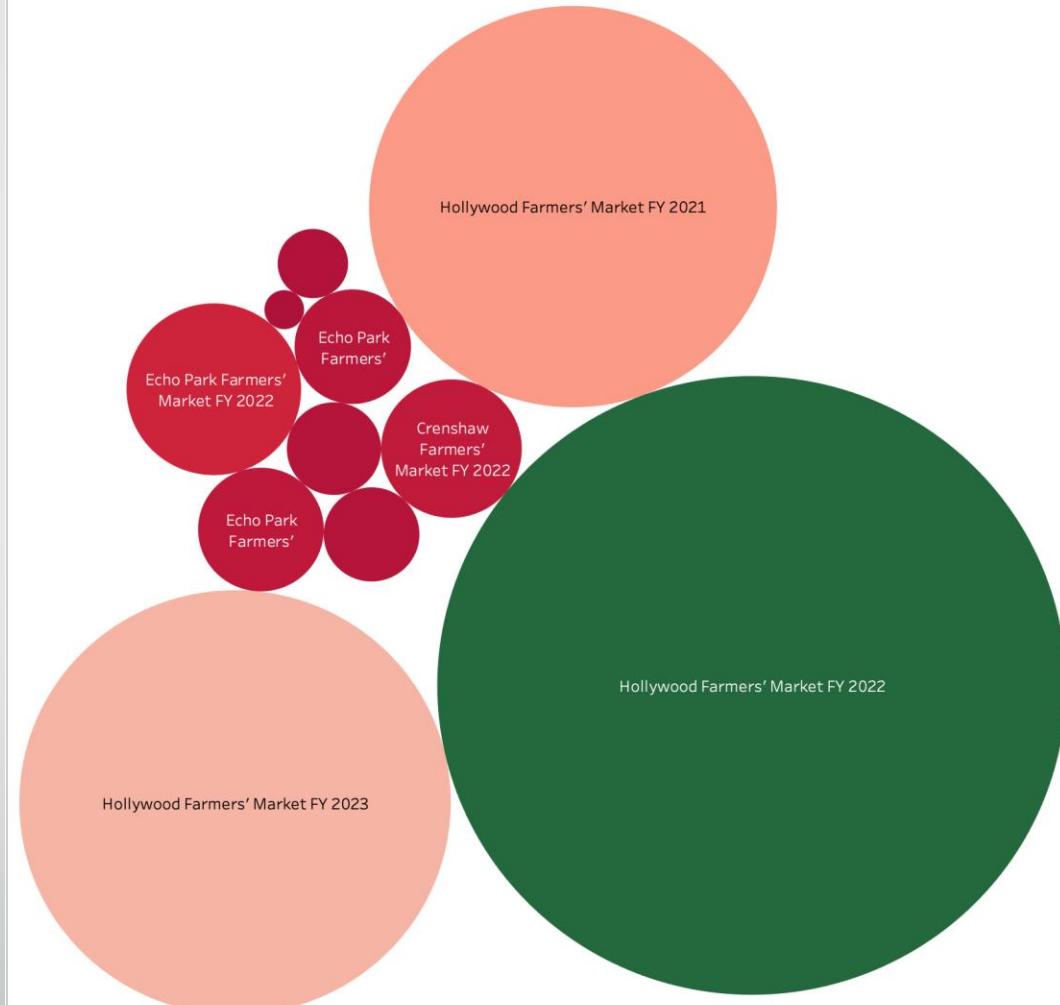
Top Ten Total Sales by Vendors in Vendor Types Groups

Vendor Type (group)	Rank of Sales	Vendor	Total Sales
Producer (Farmer)	1	Givens Farms	\$676,989.00
	2	Arnett Farms	\$588,243.00
	3	Harry's Berries (aka Gean ..)	\$493,671.81
	4	The Garden Ofâ€¢l	\$476,768.50
	5	Finley Farms	\$409,000.00
	6	Weiser Family Farms	\$400,110.48
	7	Ha's Apple Farm	\$383,451.00
	8	Wild Local Seafood	\$376,445.78
	9	Autonomy Farms	\$336,632.72
	10	Tutti Frutti Farms	\$327,500.00
Food Vendor	1	West Coast Seafood	\$346,686.70
	2	Bub and Grandma's Bread	\$275,561.45
	3	El Machete	\$249,648.50
	4	Delmy's Pupusas	\$245,838.48
	5	Dave's Korean BBQ	\$163,274.20
	6	Aris Natural Food	\$149,453.72
	7	Blode Kuh	\$137,011.00
	8	The Original Tamale Corp..	\$124,392.50
	9	Marcie's Pies	\$119,397.00
	10	Raw Cane Super Juice (Su..)	\$112,421.00
Artisan & Artisan (Holidays only)	1	Gary's Knife Sharpening	\$38,207.00
	2	Tallowderm	\$28,400.00
	3	Cache Custom Jewelry	\$23,182.60
	4	Bindaas Arts	\$21,595.48
	5	Simply Natural (Abode)	\$18,390.00
	6	House of Mosaic	\$17,143.00
	7	Origin del Sur	\$13,849.00
	8	ARTEMISA FEMMES	\$8,850.00
	9	Poetronigirl Brand	\$8,725.00
	10	Supple Fe'	\$7,878.00
Other Activity	1	YM HOME DESIGNS	\$1,857.00
	2	Gya Organics	\$295.00
	3	Now Serving	\$252.00
	4	Lumen8 Candles	\$112.43
	5	101 Cider House	\$0.00
		The Robert Group	\$0.00

Which markets generate the highest sales and revenue?

- Markets with the highest sales are highlighted by bubble size (larger bubbles = higher total sales).
- Color gradient (red to green) indicates EBT sales count, from low (red) to high (green).
- This visualization identifies markets excelling in both overall sales and EBT usage.

Sum of Sales in Each Market Year, With Sales as Size and Revenue as Color.

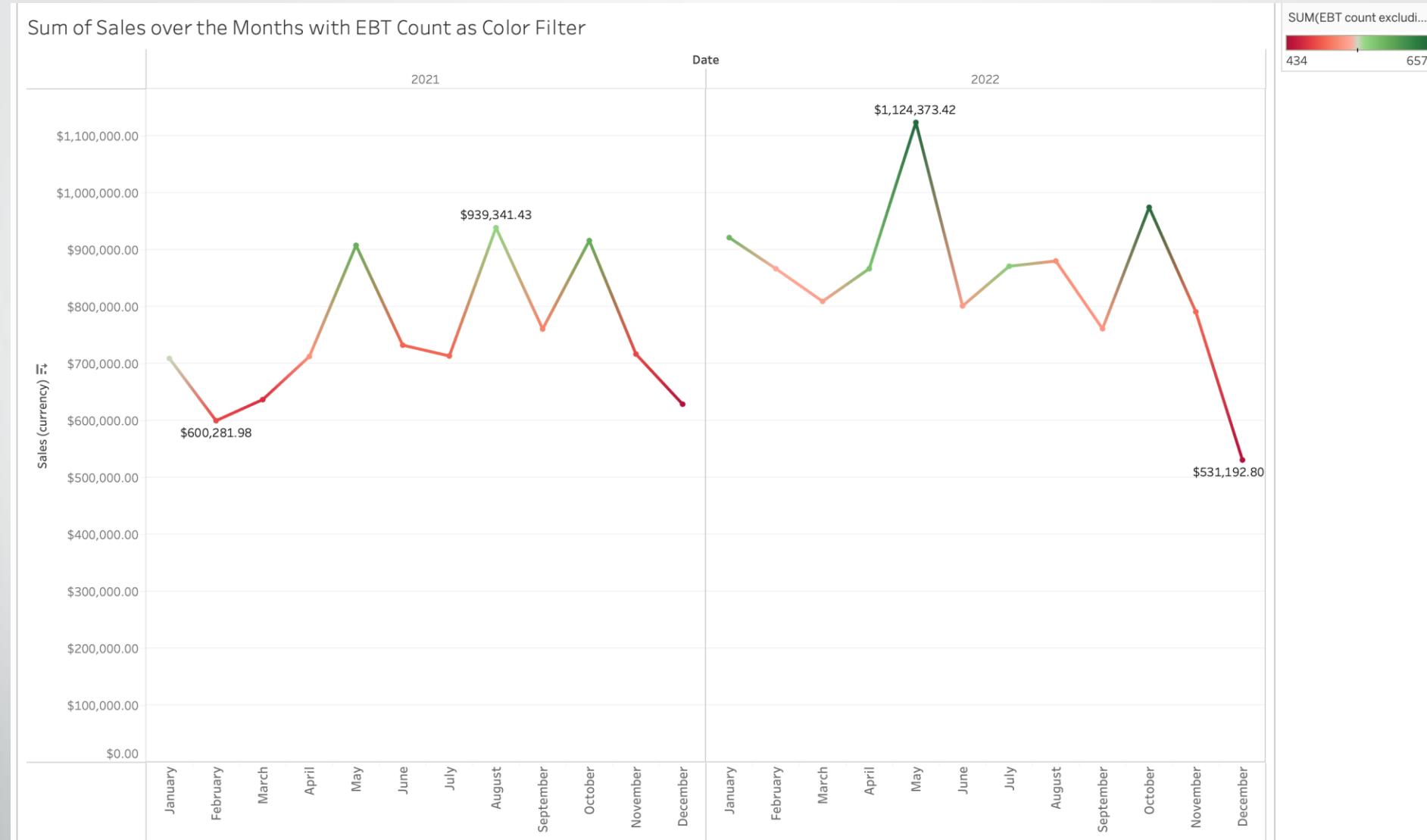


Market
<input checked="" type="checkbox"/> (All)
<input checked="" type="checkbox"/> Crenshaw Farmers'...
<input checked="" type="checkbox"/> Crenshaw Farmers'...
<input checked="" type="checkbox"/> Crenshaw Farmers'...
<input checked="" type="checkbox"/> Echo Park Farmers' ...
<input checked="" type="checkbox"/> Echo Park Farmers' ...
<input checked="" type="checkbox"/> Echo Park Farmers' ...
<input checked="" type="checkbox"/> Hollywood Farmers...
<input checked="" type="checkbox"/> Hollywood Farmers...
<input checked="" type="checkbox"/> Hollywood Farmers...
<input checked="" type="checkbox"/> LA River Farmers' ...
<input checked="" type="checkbox"/> LA River Farmers' ...

SUM(Revenue)
3,835 767,644

What seasonal trends in sales and EBT usage can be observed across 2021 and 2022?

- This chart shows the correlation between EBT usage and sales on a monthly basis.
- This monthly chart can be used to see if there are spikes in certain months showing peak sales.



Conclusion

- **Vendor Contributions:** Top vendors drive significant sales within their categories, and supporting them with resources or incentives could strengthen overall market performance.
- **Market Prioritization:** High-performing markets like the Hollywood Farmer's Market generate substantial sales and revenue, indicating areas where further investments might yield the highest returns
- **Correlation between EBT and sales:** While this might not necessarily mean causation, we can notice a consistent pattern of higher EBT sales count with higher sales across all markets over the years.
- **EBT at the Forefront of Food Access LA:** It is essential to keep putting the acceptance of EBT, Market Match, and other related programs at the forefront of advertising and showcasing the markets. This aligns with Food Access LA's primary mission of feeding the people of Los Angeles by ensuring everyone has equitable access to food and supporting farmers.

References

- "Accepting EBTs Grows Revenues 5-15% – Paynow Direct." *Paynowdirect.com*, 21 Dec. 2022, paynowdirect.com/accepting-ebt-online-grows-revenues-5-10-monthly/. Accessed 5 Dec. 2024.
- Bolen, Ed. "SNAP Boosts Retailers and Local Economies | Center on Budget and Policy Priorities." *Center on Budget and Policy Priorities*, 29 Aug. 2017, www.cbpp.org/research/snap-boosts-retailers-and-local-economies.
- Hartline-Grafton, Heather, and Ellen Vollinger. "New USDA Report Provides Picture of Who Participates in SNAP." *Food Research & Action Center*, 2022, frac.org/blog/new-usda-report-provides-picture-of-who-participates-in-snap.
- Katz, Elie Y. "What Business Owners Need to Know about Accepting EBT Cards." *Forbes*, 21 Sept. 2021, www.forbes.com/councils/forbesbusinesscouncil/2021/09/21/what-business-owners-need-to-know-about-accepting-ebt-cards/.