



GREEK YOGURT CASE ASSIGNMENT

Group 7

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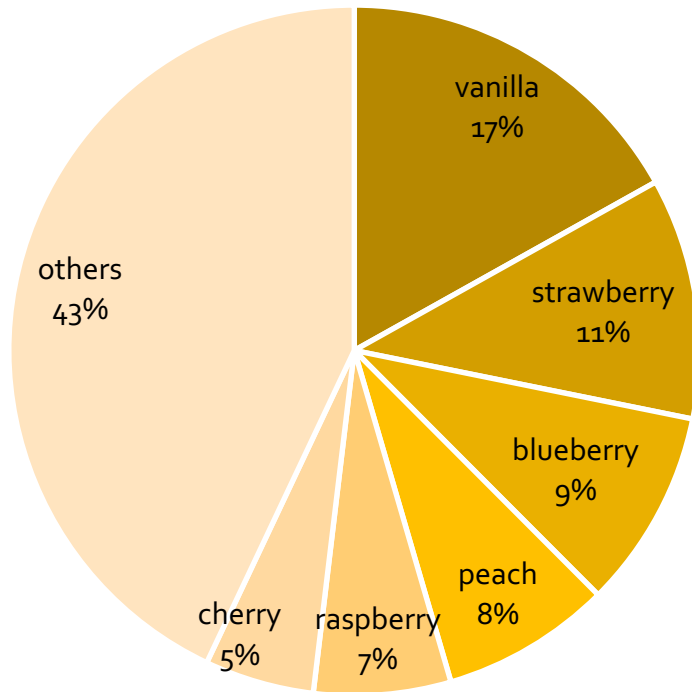
Key Findings

- ▶ Whether it is regular yogurt or Greek yogurt, the flavors generating high sales are almost the same.
- ▶ Thickness and high protein are most valued attributes.
- ▶ Among the 7 most popular flavors in Greek yogurt, Black Cherry and Raspberry are not launched by the company yet.
- ▶ Expand product line to include Black Cherry and Lemon can help the company to reach more than 99% customers in the market.

The company is advised to launch **Black Cherry** and **Lemon**.

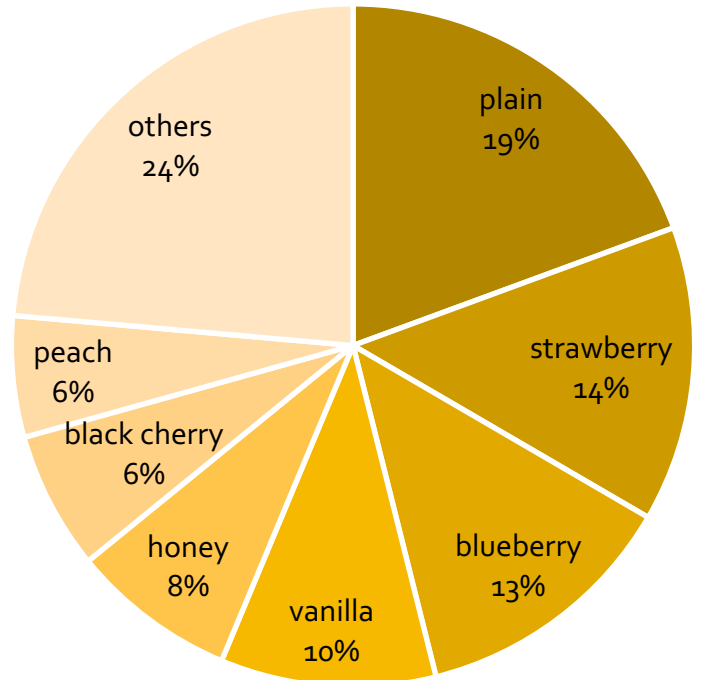
Vanilla, strawberry, blueberry are most popular flavors.

Percentage of Sales
(Regular Yogurt)



■ vanilla ■ strawberry ■ blueberry ■ peach
■ raspberry ■ cherry ■ others

Percentage of Sales
(Greek Yogurt)



■ plain ■ strawberry ■ blueberry
■ vanilla ■ honey ■ black cherry
■ peach ■ others

Summary

- We used quota sampling to find representatives for survey and then analyzed their sales data to know about their purchase preference toward **both regular yogurt and Greek yogurt**.
- **Vanilla, strawberry, blueberry, peach, raspberry and cherry** account for more than half of sales among 74 regular yogurt flavors.
- **Plain, strawberry, blueberry, vanilla, honey, black cherry and peach** account for more than 75% of sales among 16 Greek yogurt flavors.

Pick 23 current and potential flavors to test in survey.

Yogurt Flavors

Greek Yogurt (Current Sell)	Greek Yogurt (in Market but Not Sell)	Not in Greek
Blueberry	Pineapple	Almond
Honey	Pomegranate	Coconut
Peach	Raspberry	Key Lime Pie
Plain	Black Cherry	Banana
Strawberry	Mango	Vanilla Banana
Vanilla	Lemon	Caramel
	Strawban	Chocolate
	Cherry	Cinnamon
	Chpom	Maple
	Keylime	Chai
		Strawberry Banana

* In Bold: Listed in Survey (23 in total)

* In Purple: Sell well in the market but have not been provided by the company.

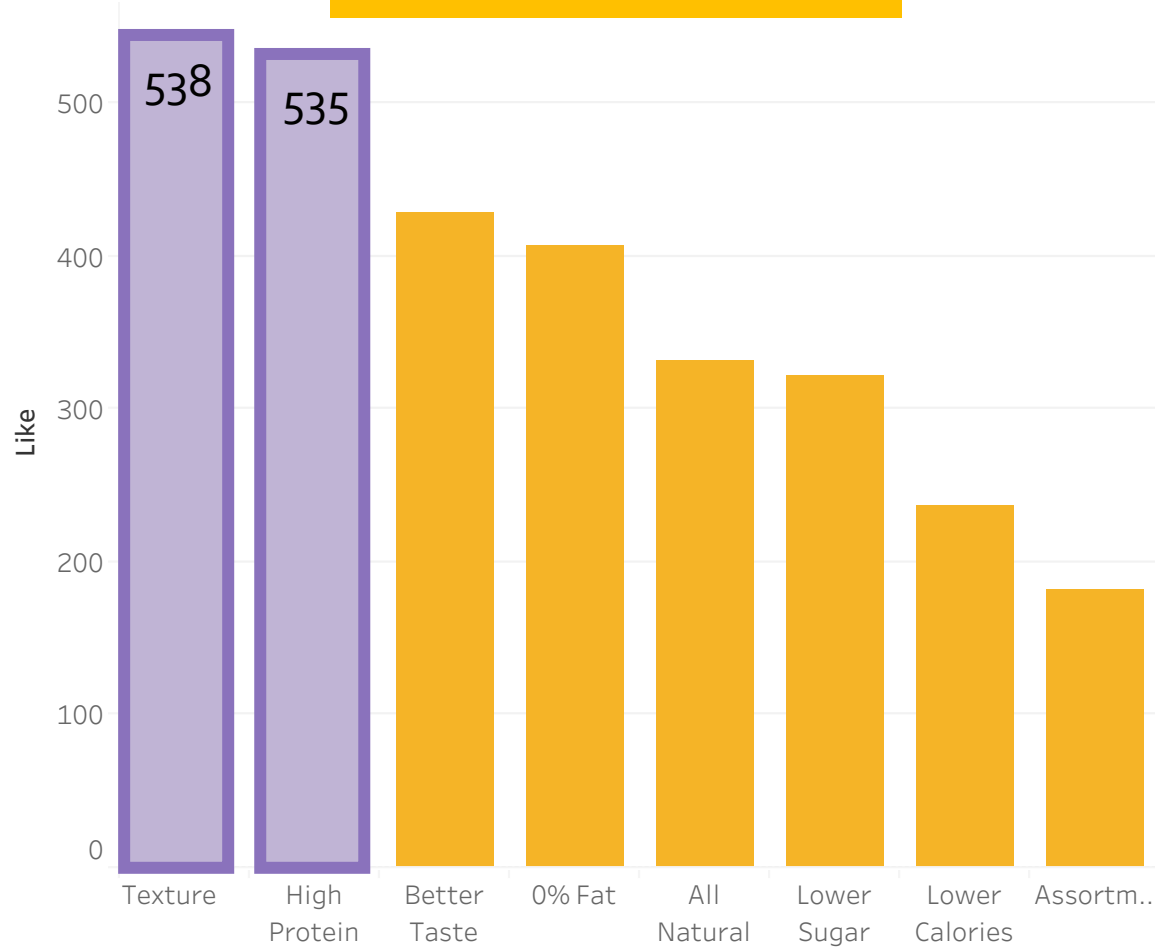
* Strawban, Cherry, Chpom and Keylime are four flavors with lowest sales among respondents.

Survey

- **752 initial respondents** in total.
- **675 respondents** for analysis after removing unqualified questionnaires.
- Questions mainly focus on customers' yogurt purchase decision and attitude toward **yogurt attributes and flavors.**

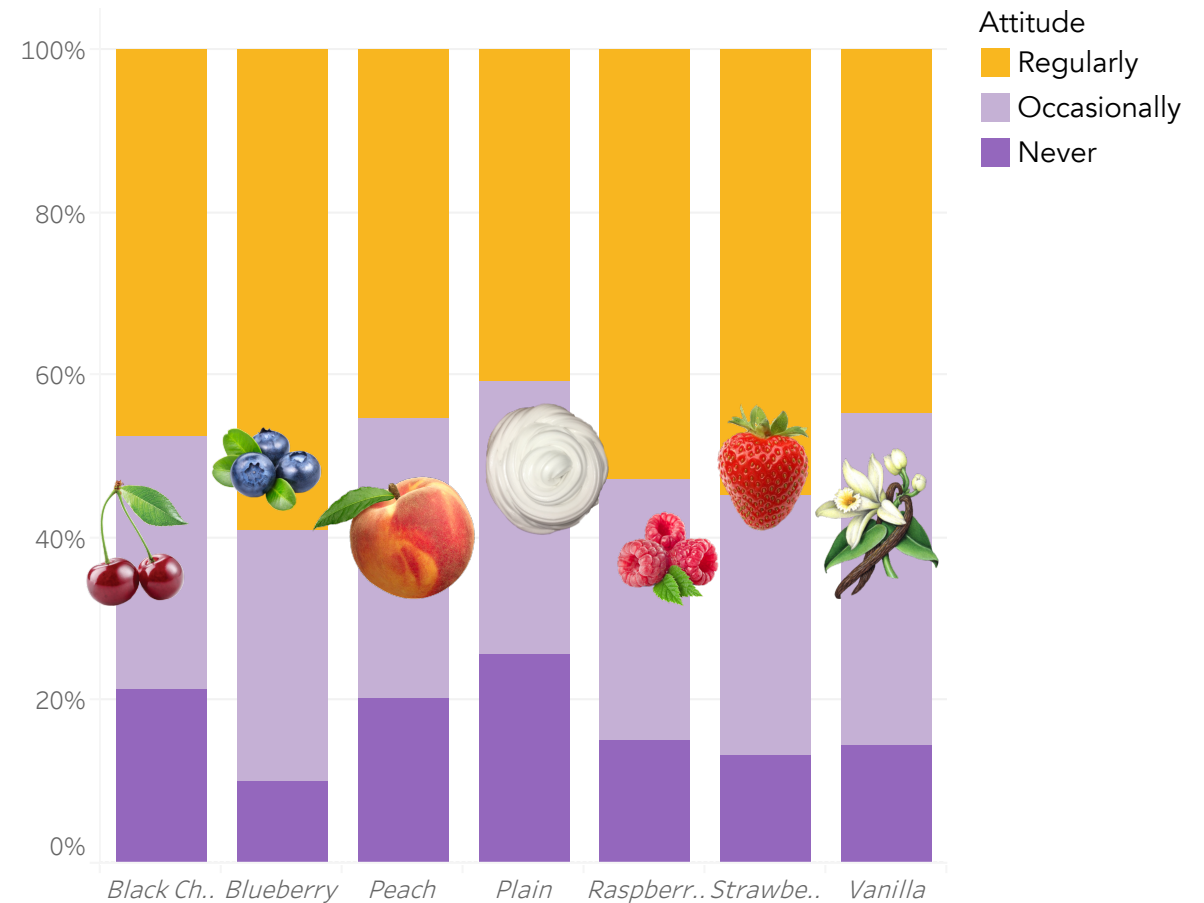
Customers like black cherry and raspberry which are not launched by the company.

Attributes Preference



► Thickness and high protein are most valued attributes.

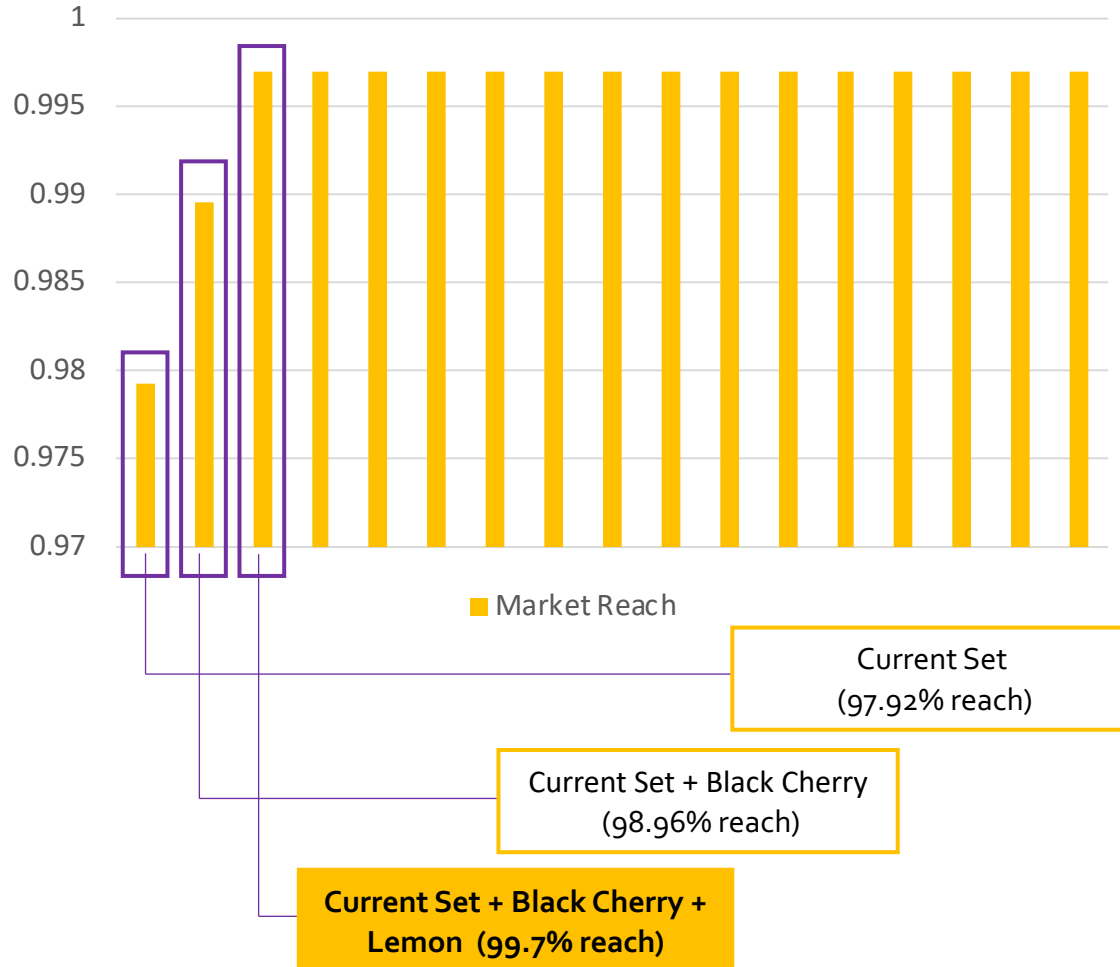
Flavors Preference



► Among the 7 most popular flavors, Black Cherry and Raspberry are not launched by the company yet.

Launch black cherry and lemon can gain highest market reach.

Market Reach Analysis

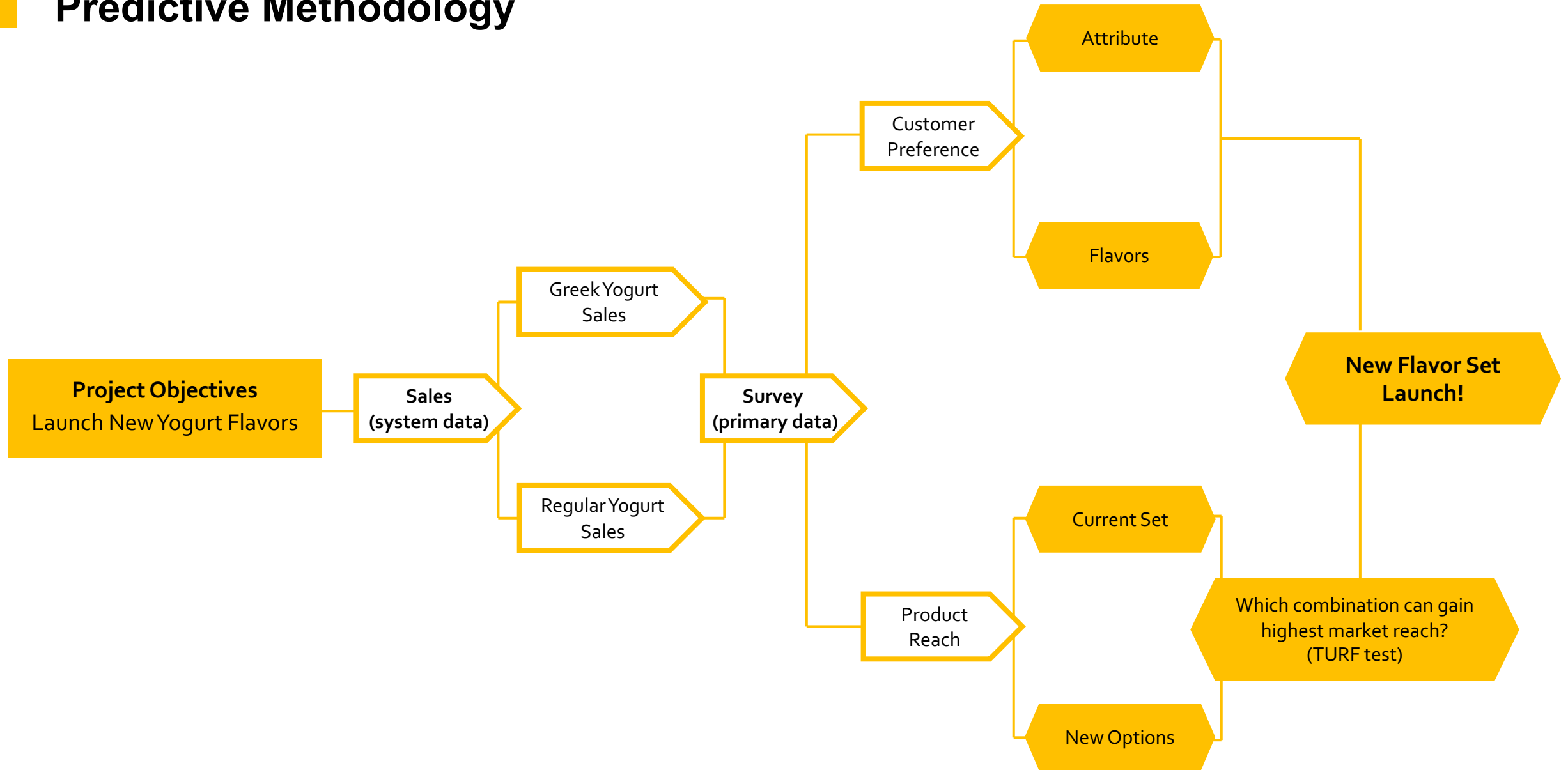


Recommendation

- **Black cherry and raspberry** are popular in target customers, but the company did not sell them.
- Customer value **thickness and high protein** most among Greek yogurt's attributes.
- Add **black cherry and lemon** to the current set can generate highest market reach.
- Lemon may be loved by a relatively unique group of customers.

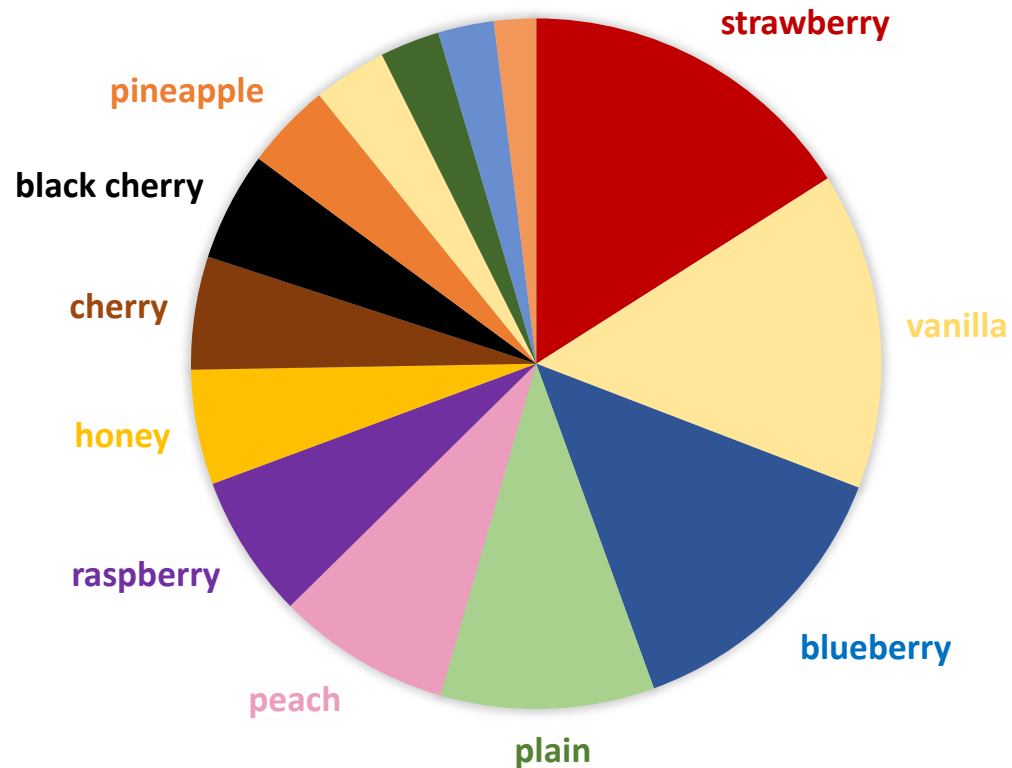
After analyzing current sales, customers' preference and market reach, we suggest company to **launch black cherry and lemon** with high protein and thickness as attribute.

Predictive Methodology



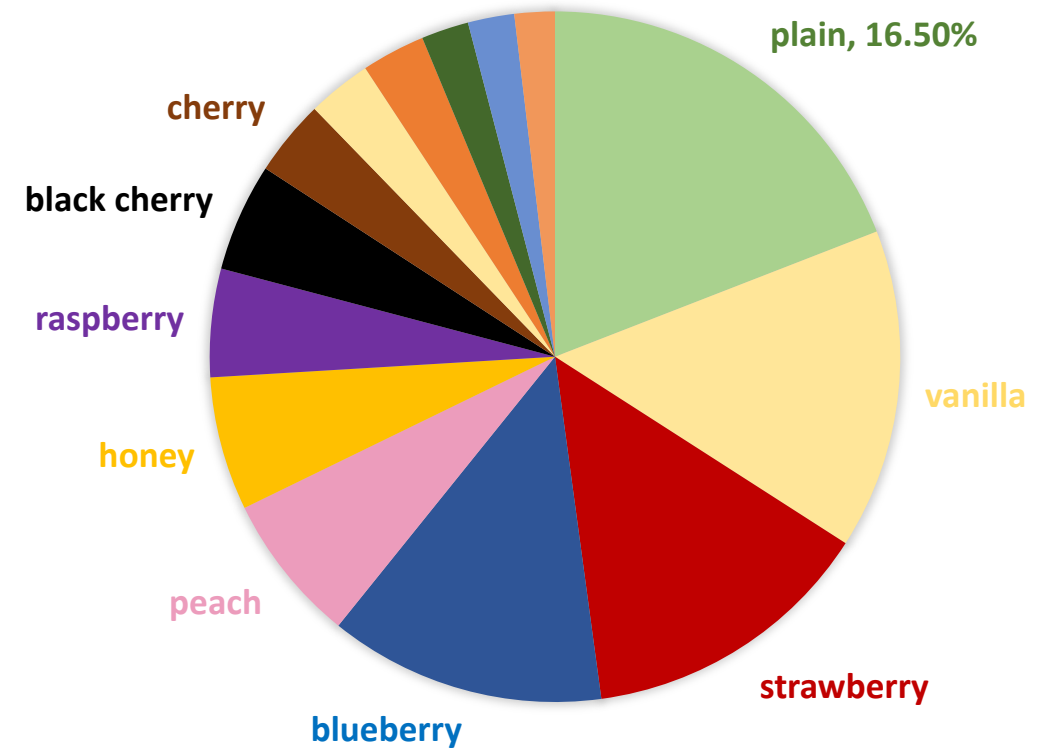
Appendix: 1. Segmentation Consideration

HOUSEHOLD WITHOUT KIDS



There is no significant difference in their flavor preference between household without kids and household with kids.

HOUSEHOLD WITH KIDS



The most famous flavors are strawberry, vanilla, blueberry and plain for both segments.

Appendix: 2. Flavor Preference

