



# Online Food Survey

Food Consumption during the  
COVID-19 Pandemic

# Agenda

- ✓ Introduction
- ✓ Problem Statement and Data Source
- ✓ Objective and Methodology
- ✓ Solution Description
- ✓ Business Impact



# Introduction

- The COVID-19 epidemic created a global health crisis and became a challenge even to the most advanced health and governance systems in the world. Governments worldwide have contemplated various measures, such as school closure, lockdown, banning public events, and social distancing.
- Consumers were worried about their families health and they concentrated on panic buying and stockpiling. Various episodes of panic buying of storable food products (e.g., pasta, rice, etc.) have been reported.
- COVID-19 has altered people's eating patterns and dietary quality in many ways. An online survey is conducted during Jan 2024 to understand COVID-19 impact on food purchasing, eating behaviors.

# Problem Statement and Data Source

- Problem Statement is finding the most frequent food which is being eaten by the people during this COVID-19 pandemic.
- Data Source: A questionnaire is designed with 15 questions consisting of demographic details, food purchase, eating behavior. An online survey was conducted from Dec 2023 to Jan 2024 with population aged 18+. The questionnaire is specifically built by using google form and distributed through social networks and Gmail.

# Objective and Methodology

- Objective:
- To study the eating patterns of people during COVID-19 pandemic.
- Methodology:
- The questionnaire was evaluated in two phases. Firstly, Raw data with blanks, duplicates, improper text were removed through general observation and random data sample is created using excel functions randbetween and choose. A total of 100 responses were received. Secondly, a Data Dictionary is created.
- The survey data is analyzed using Excel. The descriptive statistics were computed (means, percentages, and frequencies). Column charts and Pie charts are developed.

# Methodology-BI: Architecture Diagram

## How Data is Collected

- A questionnaire is designed with 15 questions using google forms and shared with users through social media and Gmail
- Responses are received till Jan 2024 first week in google sheets

## How Data is Processed

- Used Excel functions like choose, randbetween, proper, Trim to generate sufficient sample data for the study
- Checked Spelling mistakes, Removed Blank cells and Duplicate records
- Created a Data Dictionary for easy understanding of different variables

## How Dashboard is built

- Analysis is done using Excel Pivot tables and Pivot charts [ Statistical Measures used: Mean]
- Various KPI's , Column charts and Pie charts are designed once statistical analysis is done in excel

# Solution Description

- Most of the responders are Male
- Average Age of Person who took the survey is 44 years
- Average amount of rice purchased per month is 38.68 kg
- Average money spent on fast food/week is 13,399 rupees
- Most ordered food online during pandemic is Biryani
- Favourite Fast Food restaurant of people is Burger King
- Most of the customers said they Preferred Home cooked food
- Most of the People didn't consume Rice/Roti, Fast Food in their lunch
- Most of the responders Preferred Fresh and Unprocessed Food
- Fish and Sea Food are the one's Most Purchased food category
- Second Most purchased food items category is Fruits and Vegetables

# Solution Description

- The results indicated that 41% of the participants were men, 32% were Transgenders. Moreover, most respondents were middle-aged (42% were 38-57 years old), and 53% tested Covid-19 negative. Regarding occupation, 34% were Self Employed, 27% were salaried, 22% were Business Owners, and 17% were jobless and looking for employment.
- 33% of the participants indicated that they never visited restaurant during pandemic. Further, 25% specified that they purchased more Sea food than other items. Furthermore, 40% said they Preferred fresh and unprocessed food. 27% of the people said their favorite online food as Biryani. 27% of people's favorite fast-food restaurant is Burger King.



# Business Impact

- Present study indicated Burger king as favourite fast food chain during pandemic and average money spent per person/week on fast food is very high, Hence businesses can create specialized offers for particular age groups and target them through gmail/social media
- People are preferring Fresh and unprocessed foods over other items in the market hence proper stock should be maintained at stores
- Since Rice/Roti is not the most consumed food, Reducing the price of rice may help the businesses/super market owners make profits
- Various offers on biryani through online ordering apps can help businesses increase their profits