Background

One of the largest food companies in the world has engaged Streetbees to conduct Life Moments research to understand what people eat. Rather than relying on people's memory of what they eat, Streetbees has asked participants to log every meal they have for a full week by taking photos and telling us what they are eating in the moment.

Case Study

We've sent you two datasets from this survey. Background.csv contains the background profiling questions we captured and Logs.csv captures the relevant questions captured during in-the-moment food consumption.

1- Our client is interested in understanding young people's food consumption whilst at home. Using both datasets, are you able to uncover this analysis?

2- Our client is also interested in seeing any other interesting insights / patterns that we can identify in this data. What can you find? You needn't worry about it being exhaustive - in this case, you are not expected to build the full picture for the client but to support the researcher on this project in identifying anything interesting coming from the data.

3- A large part of our role is understanding how to structure data effectively in order to aid certain analyses. During the survey, we captured a granular category for the food item that respondents are eating, which we call 'Level 1'. Currently in your dataset you only have the level 2 dish category (level2dish_coded).

E.g.
Level 1: Cheeseburger > Level 2: 'Burger
Level 1: Potato wedges > Level 2: Potatoes

This is crucial information for the client as they'd like to be able to analyse the specific dishes (level 1) that consumers are eating within each broader food category (level 2). For example, the popularity of the different variations of Burgers that are being consumed. How would you structure the data in order to allow that analysis?

4- One of the unique parts of Streetbees is that we ask our community to take photos of what they are consuming (see attached for a couple of examples). Please also come prepared to discuss what additional data would potentially be useful in either capturing/coding from these photos. No need to write anything in advance!

An example of 2 photos from submissions we have received for this project are below: