



Category Partner

Onions Varieties

Homework Presentation

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[illegible]

Name

foodlion_data

All Properties

APPLIED STEPS

Source

Navigation

Promoted Headers

Changed Type

Merged Queries

Expanded reference

Removed Other Columns

Reordered Columns

Changed Type1

Renamed Columns

Removed Columns

Renamed Columns1

Reordered Columns1

Replaced Value

Replaced Value1

Removed Columns1

Inserted Merged Column

Renamed Columns2

Filtered Rows

Renamed Columns3

Capitalized Each Word

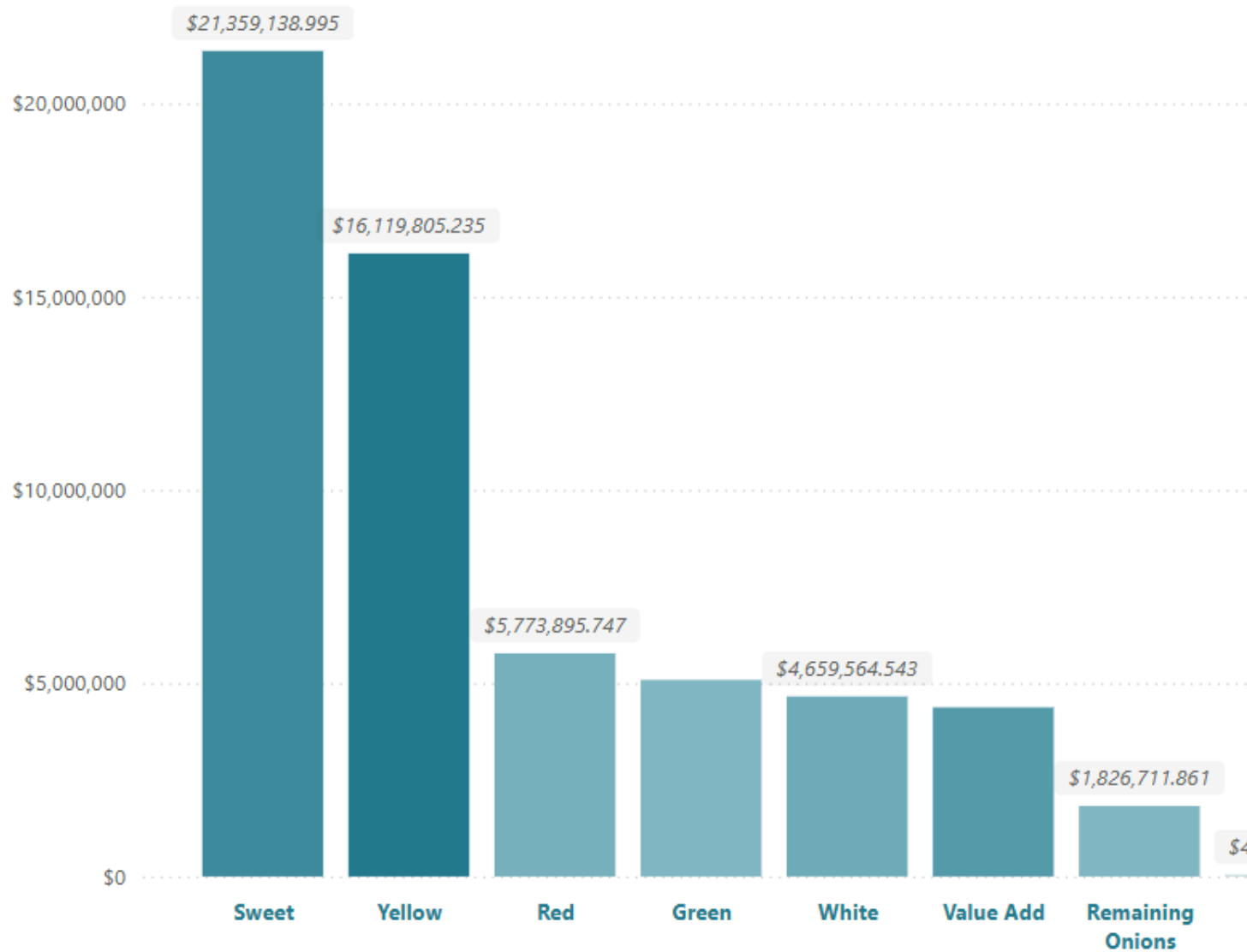
Renamed Columns4

✕ Capitalized Each Word1

Renamed Columns5

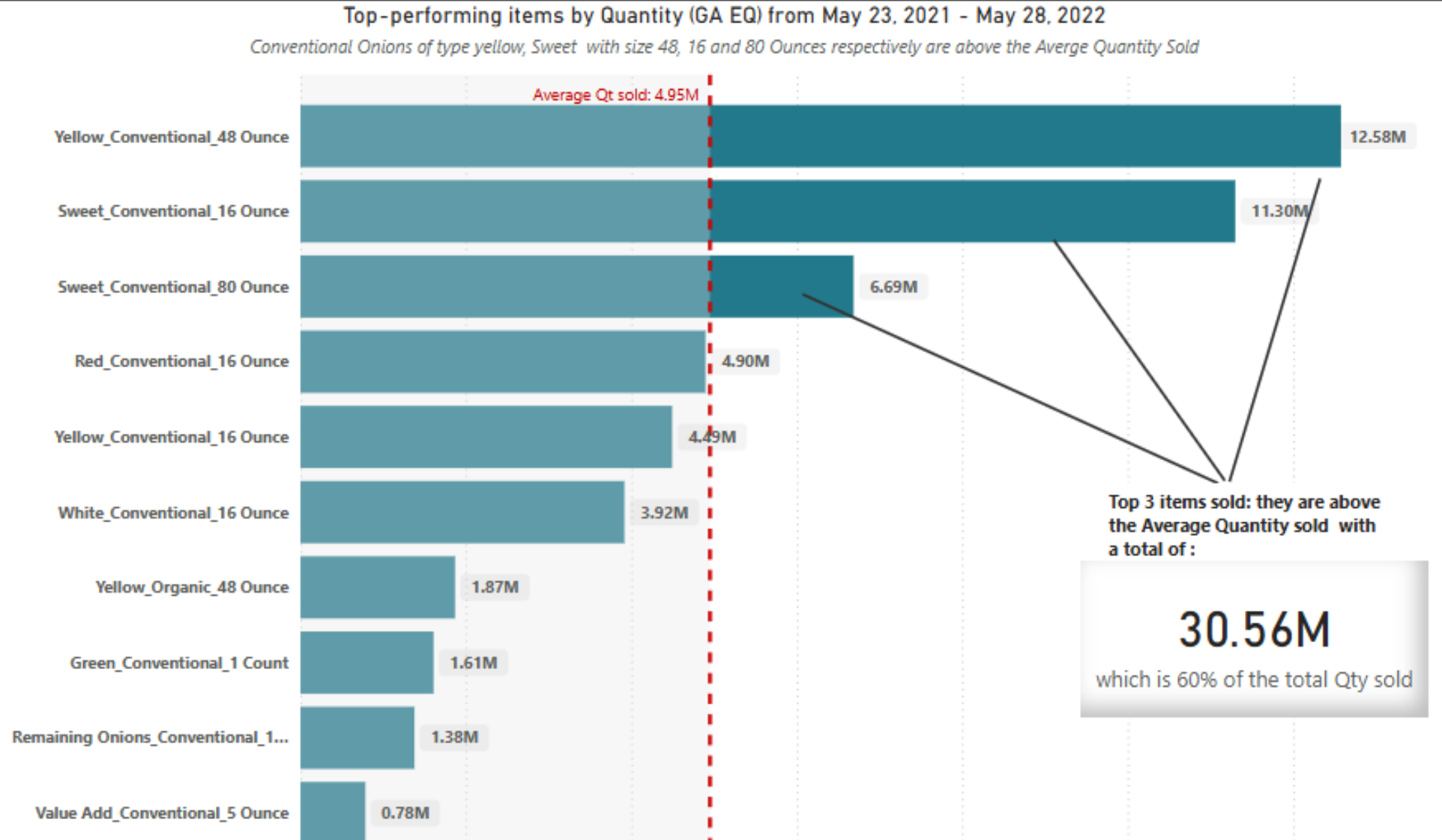
✕ Capitalized Each Word2

Data manipulation in PowerBI



How do different onion varieties (BC SUBCATEGORY) compare in performance?

What are the top-performing items?

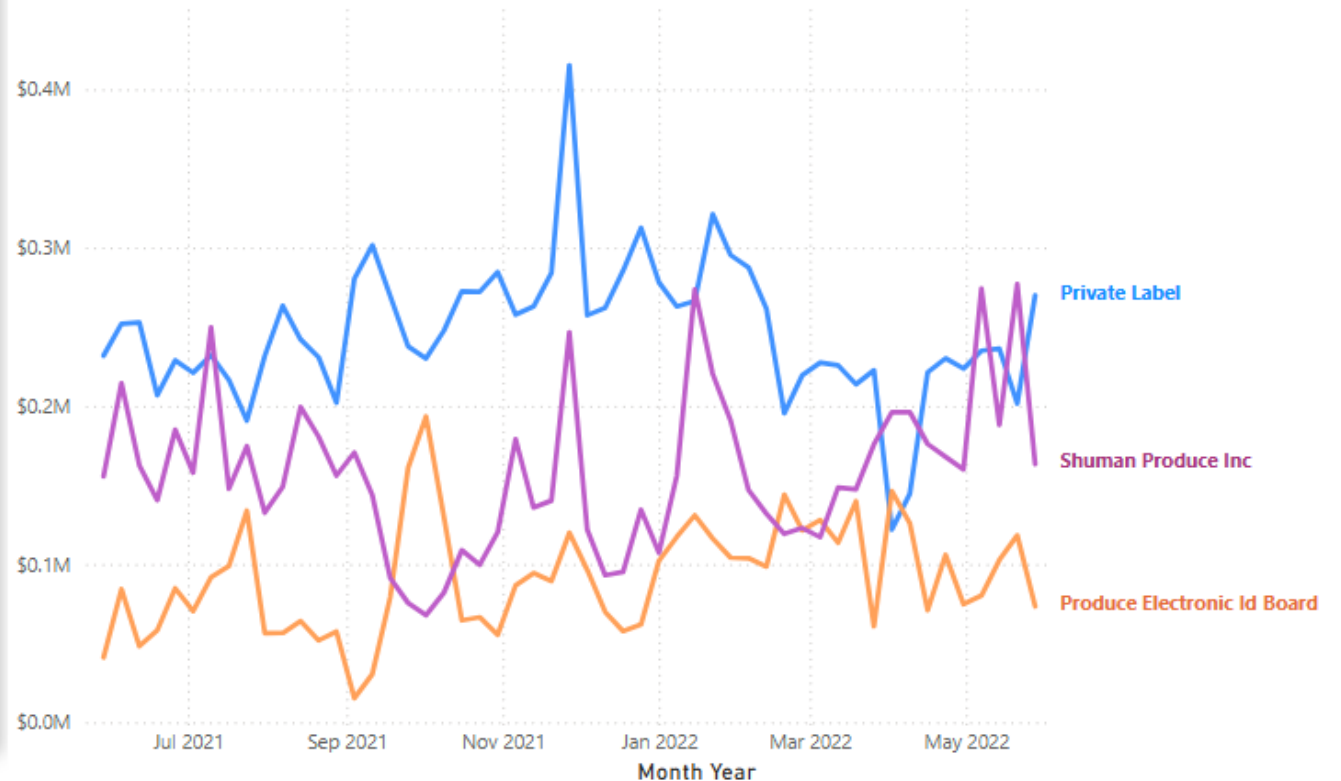


Which brands (BRAND OWNER HIGH) are leading in the onion category?

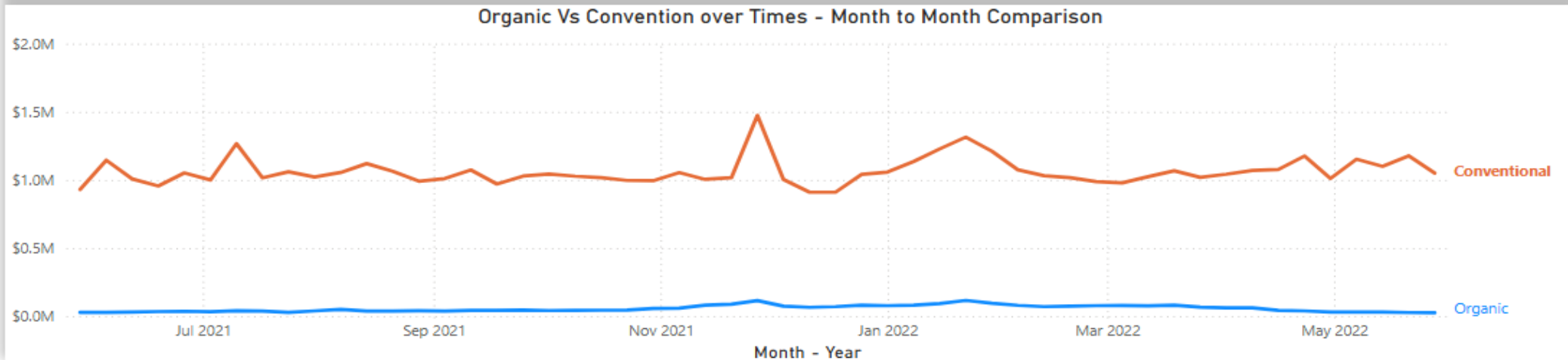
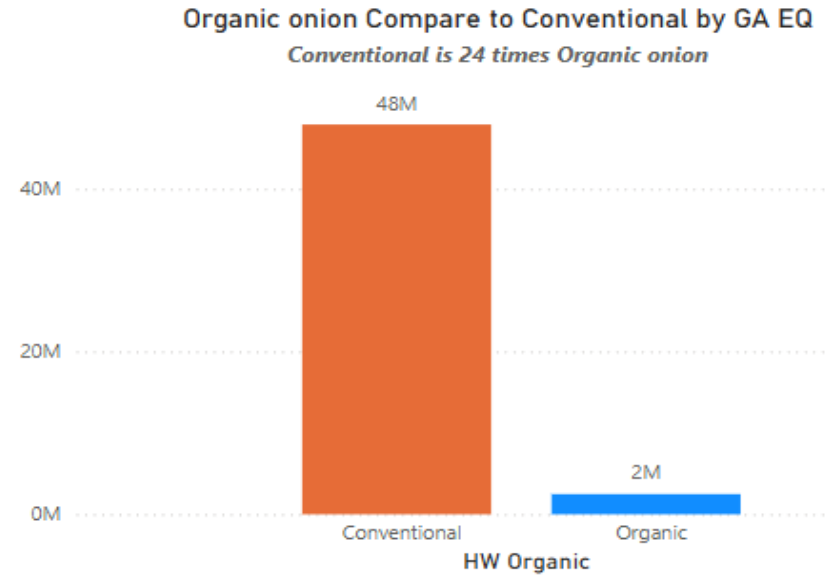
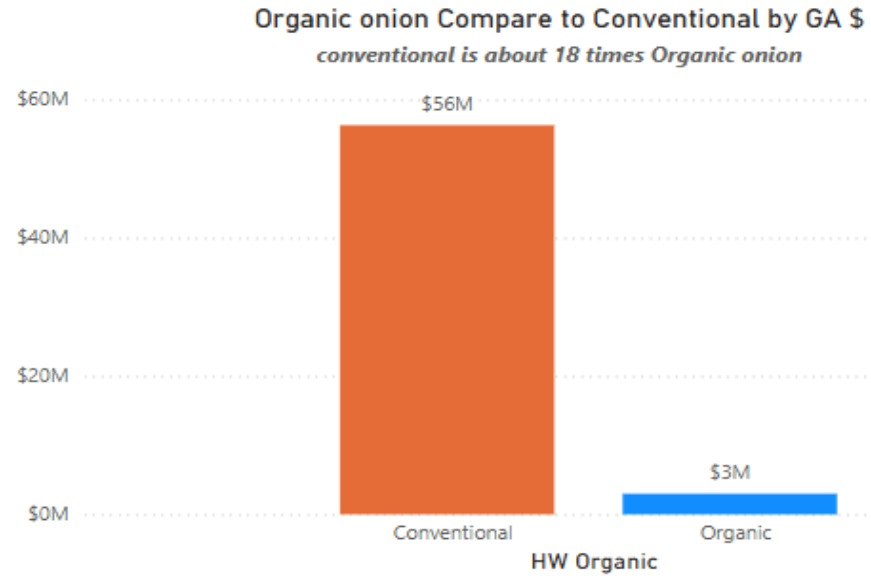
Brand Owner High	GA \$	GA EQ
Multiple Brands	\$32,240,284.914	26,862,634.25
Private Label	\$13,097,104.293	11,320,320.77
Shuman Produce Inc	\$8,367,546.775	5,836,385.00
Produce Electronic Id Board	\$4,848,322.039	5,786,036.50
No Company Listed	\$278,183.331	232,276.00
Cf Fresh	\$220,346.480	166,128.00
Billy The Kid Produce Llc	\$108,777.810	146,205.00
Dan Graiff Farms Llc	\$40,719.700	7,770.63
Horton Fruit Co Inc	\$22,030.930	33,279.00
Dalena Farms Inc	\$18,607.200	16,293.00
L.G. Herndon Jr. Farms Inc	\$2,717.130	3,300.00
Ads Management Llc	\$48.620	54.00
Basin Gold Co-Op	\$19.950	15.00
Frieda'S, Inc.	\$3.290	0.63
Spice World, Inc.	\$1.990	0.19

While "Multiple Brands" currently leads, a closer look reveals strong performance from more specific entities like Private Label, Shuman Produce Inc., and Produce Electronic ID Board.

The following provides a month-to-month comparison of their performance.

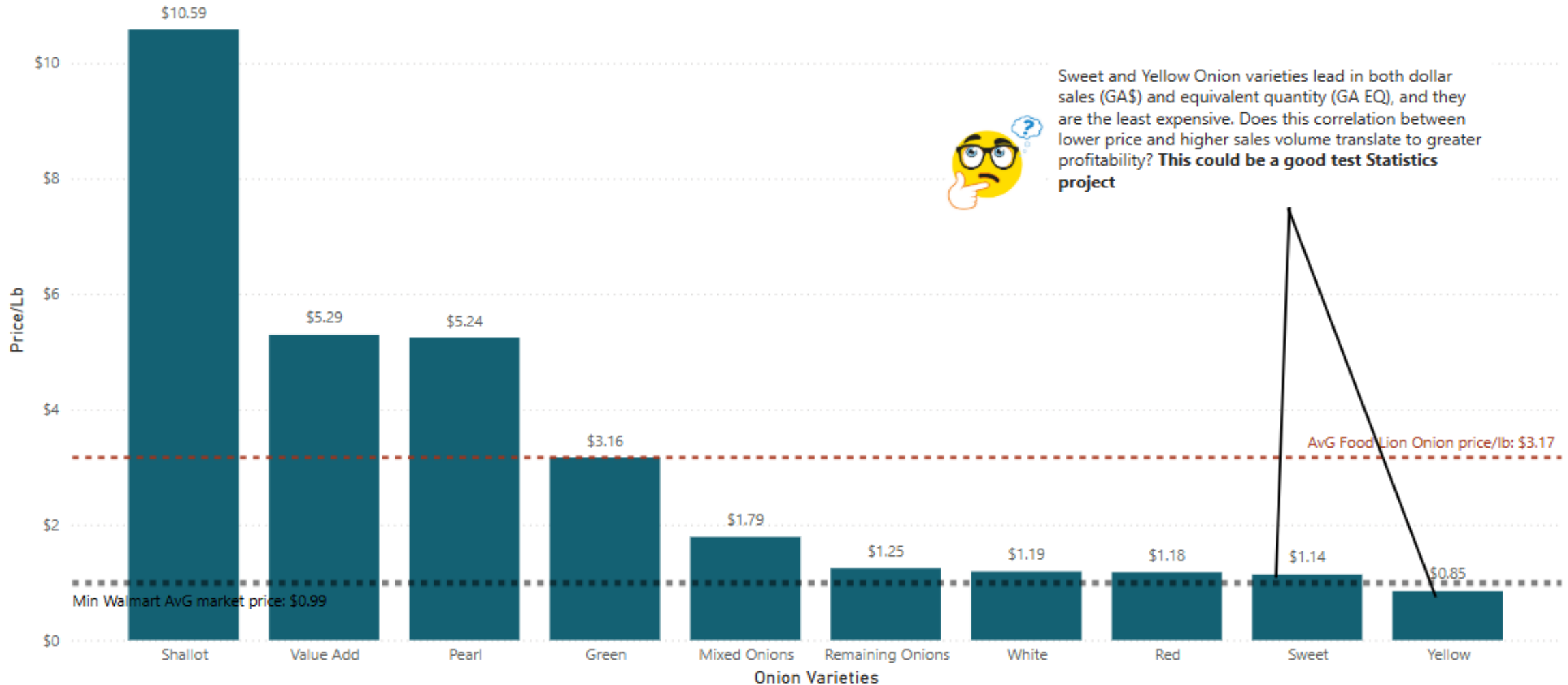


How do organic onions compare to conventional?

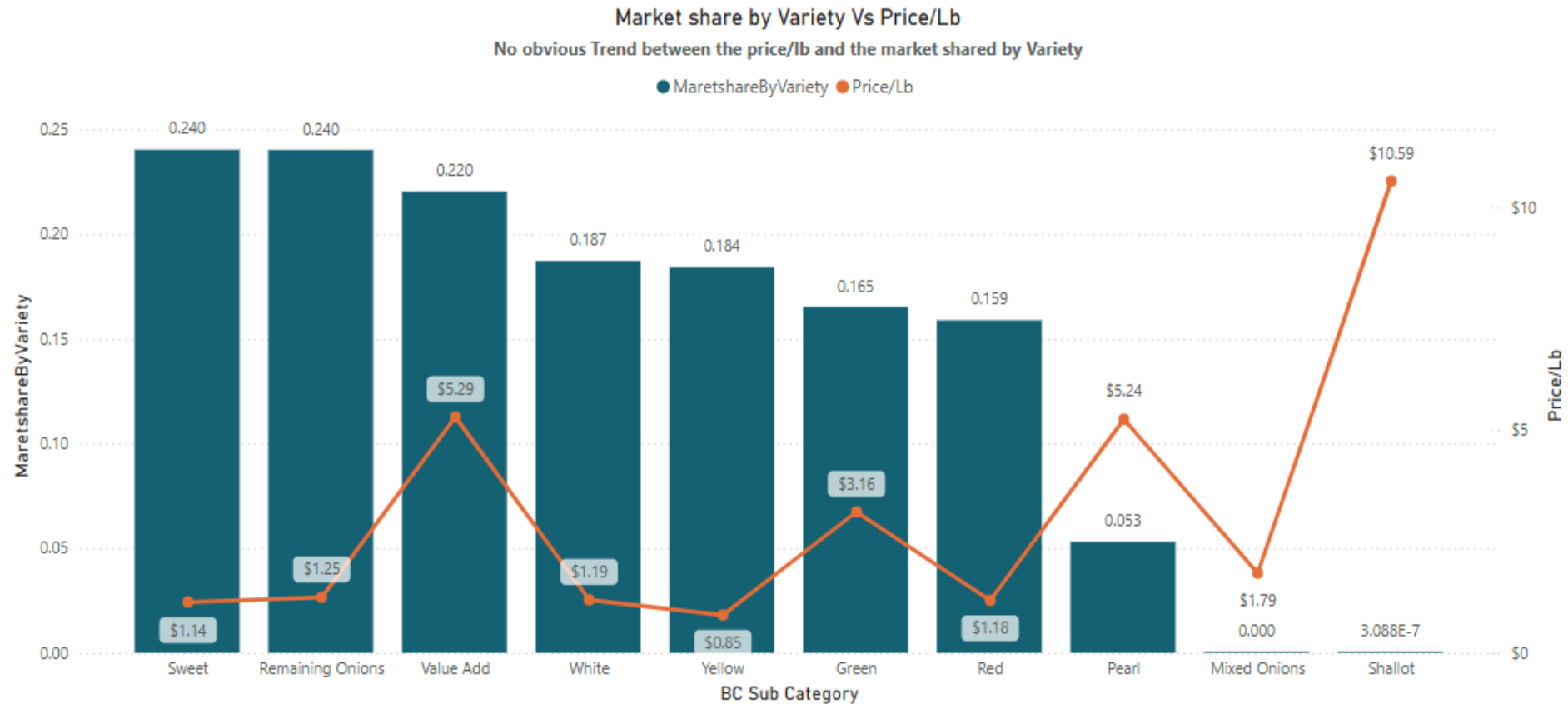


How do onion varieties differ in pricing? Create a Price/Lb metric using $\text{SUM(GA \$)} / \text{SUM(GA EQ)}$ and compare Food Lion's prices to the rest of the market.

Price/Lb by Varieties of onions

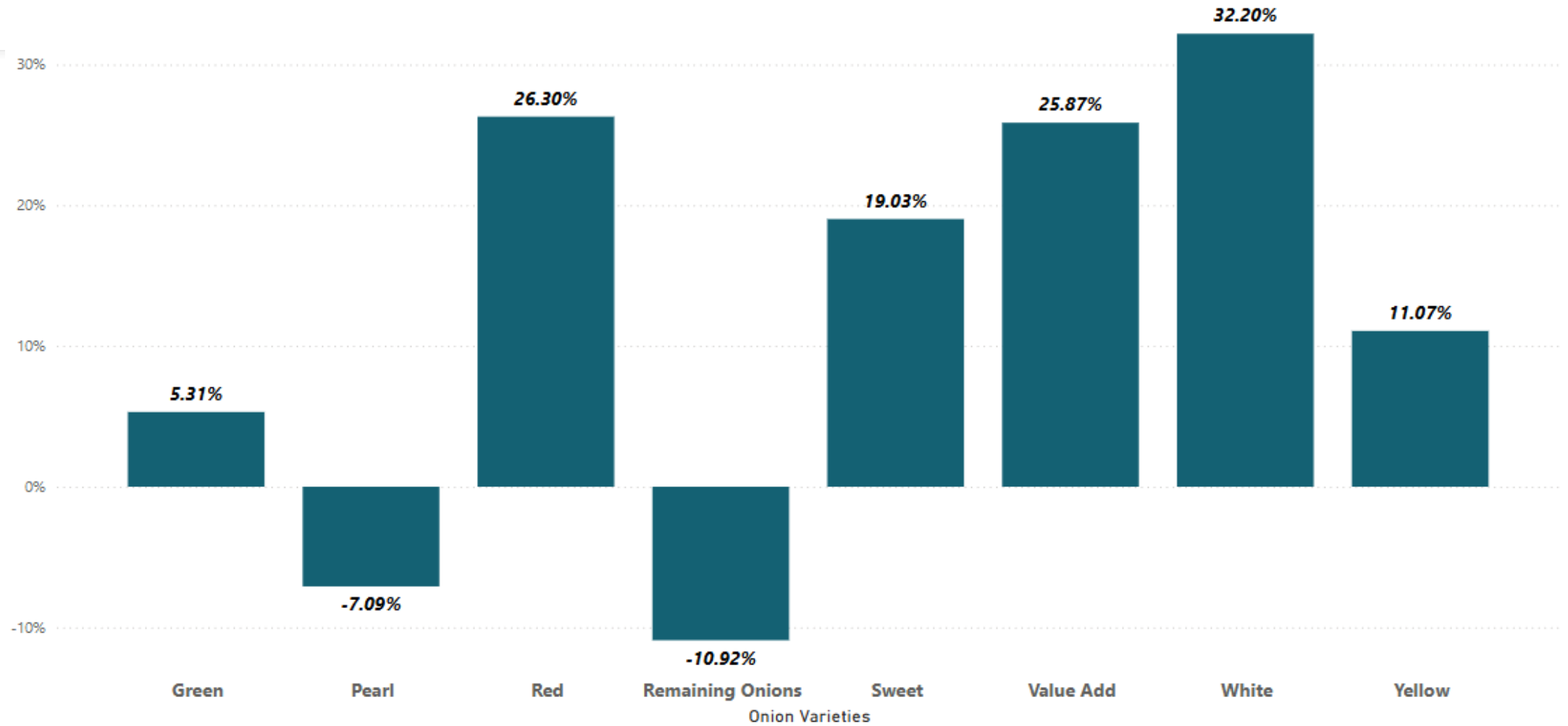


What is Food Lion's market share by variety?



What are the year-over-year % changes for onion varieties?

YoY GA \$ % Change by Onion Variety 2021 - 2022
White Onion has the greatest Increase



How does promotional pricing compare to non-promotional pricing for each variety?

