



BEYOND MEAT®

FORECASTING DEMAND REGIONS





GOAL

- Identify future Beyond Meat Regions, areas where demand for beyond meat products might grow.

IMPACT

- Improve supply chain optimization
- Inform marketing campaign strategy

2020 FINANCIALS

27%

Plant-based food dollar sales growth over 1 year in the USA

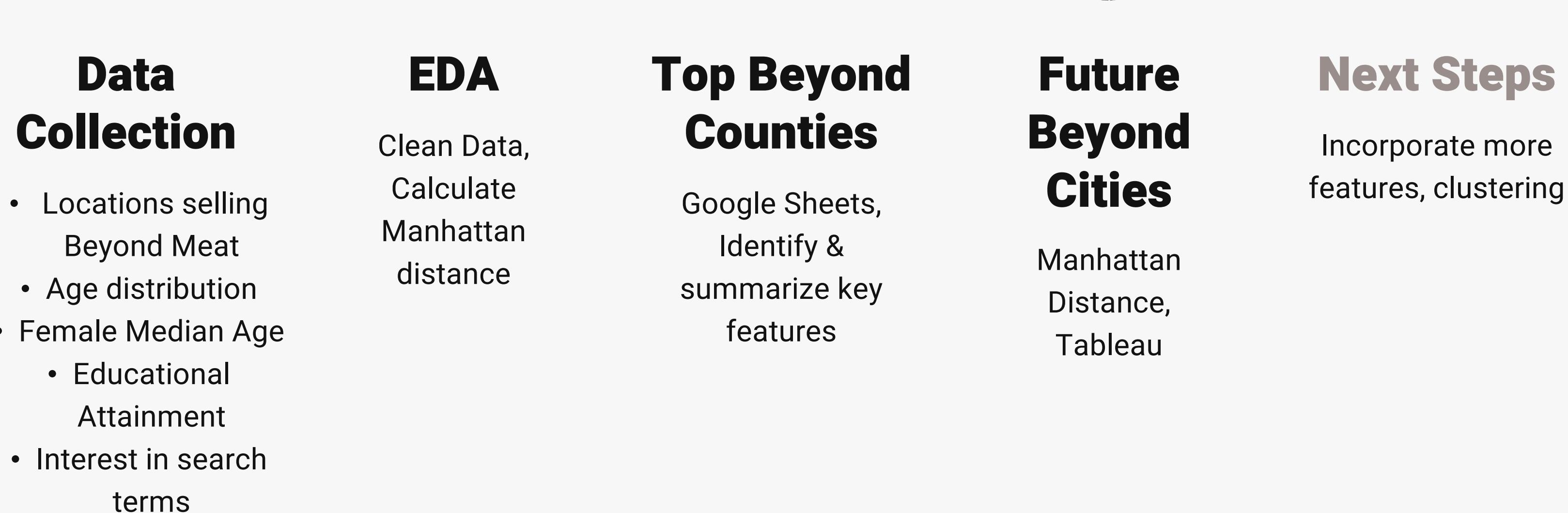
19%

BM, Plant based meat market share, a 450 basis point increase

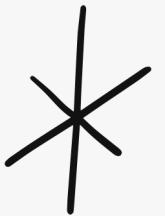
5.3%

BM, US Household penetration, a 200 basis point increase

SOLUTION PATH

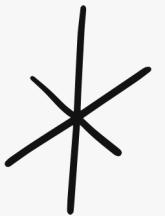


ASSUMPTIONS RISKS



Assumptions

- The number of locations offering Beyond Meat products is a reliable indicator of demand per county or city.



Risks

- The EDA process may place too much weight to one feature versus another, overshadowing the magnitude of key features.





TOP 5 BEYOND MEAT COUNTIES & CITIES

1361
236

Los Angeles County, CA
City: Los Angeles

647
193

Maricopa County, AZ
City: Phoenix

552

Orange County, CA

547
235

Cook County, IL
City: Chicago

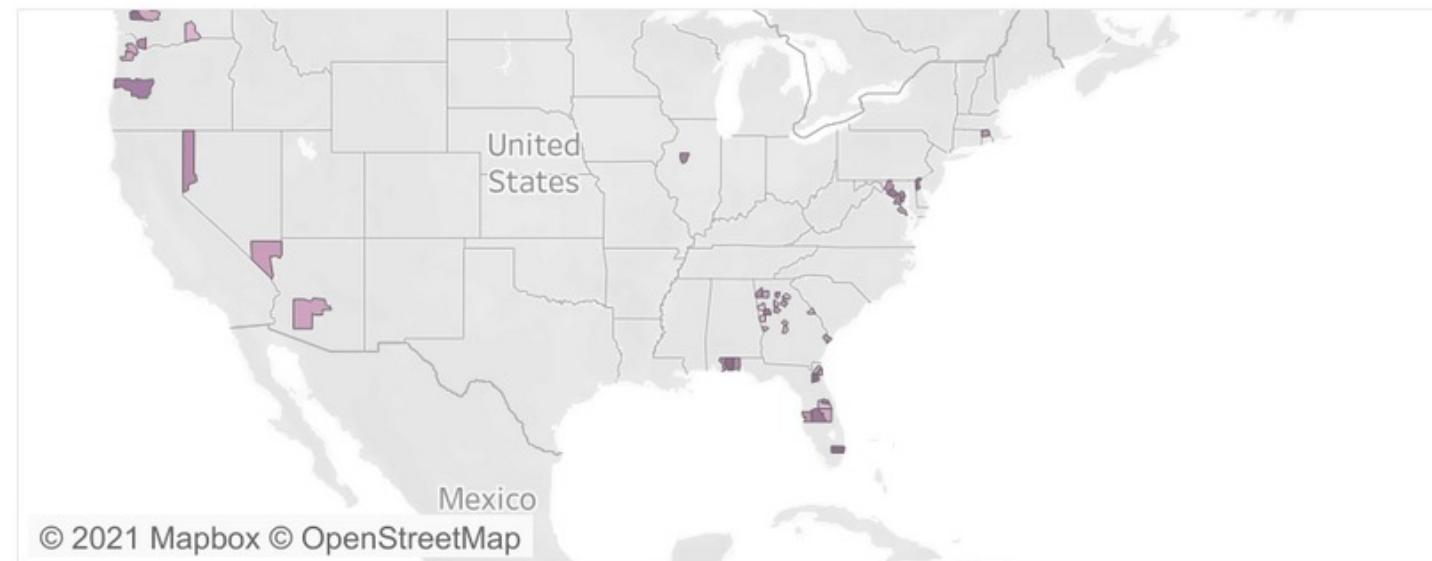
501
193

San Diego County, CA
City: San Diego

Insights, Future Beyond Meat Counties

Beyond Meat Feature Dashboard

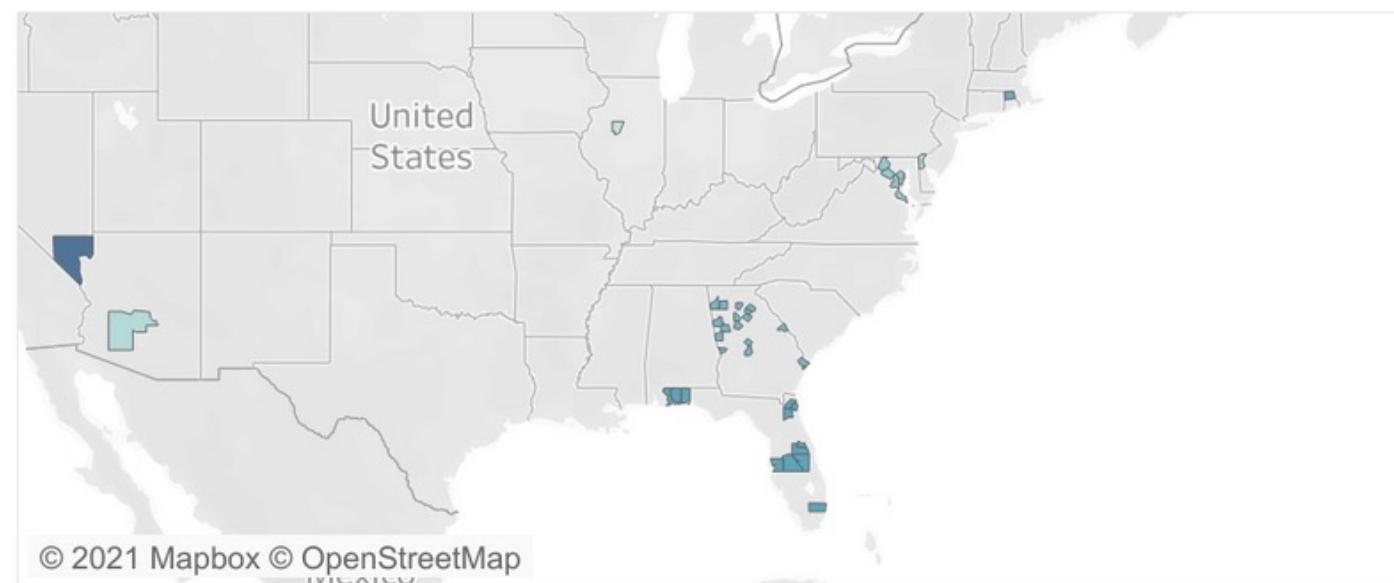
Female Median Age



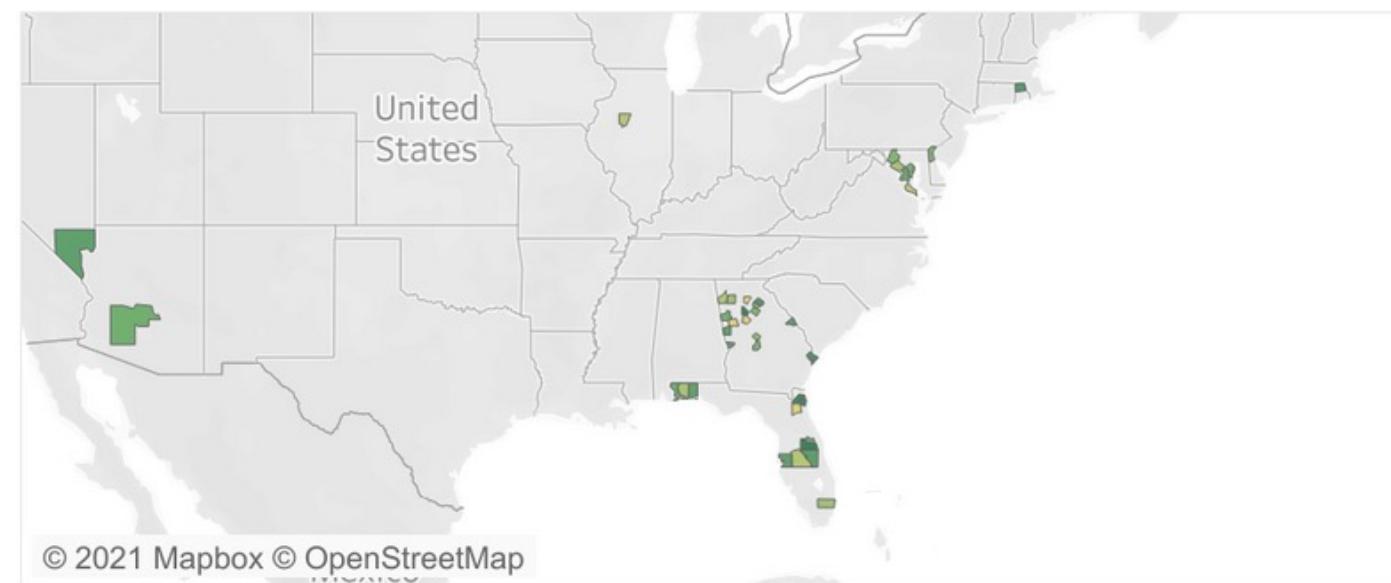
Percentage over 25 with Bachelors Degree



Google Trends, Search for Veggie Burger



Percentage of Millenials by County



Female, Total Pop, Media..

35.700 41.900

Veggie burger Interest

78 90

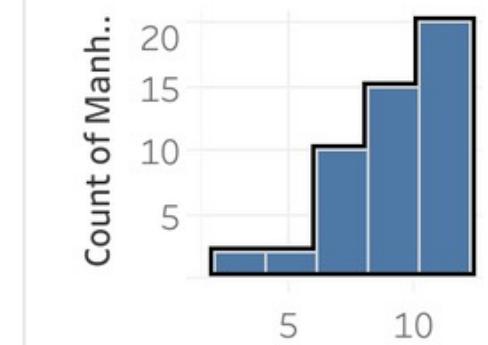
Millenials

17.600 24.200

Percent EDUCATIONAL AT..

13.00 26.60

Manhattan Score Filter



Future Beyond Meat Counties & Cities

Richmond, GA

Carroll, GA

Forsyth, GA

Providence, RI

Pierce, WA

Santa Rosa, FL

Clark, WA

Honolulu, HI





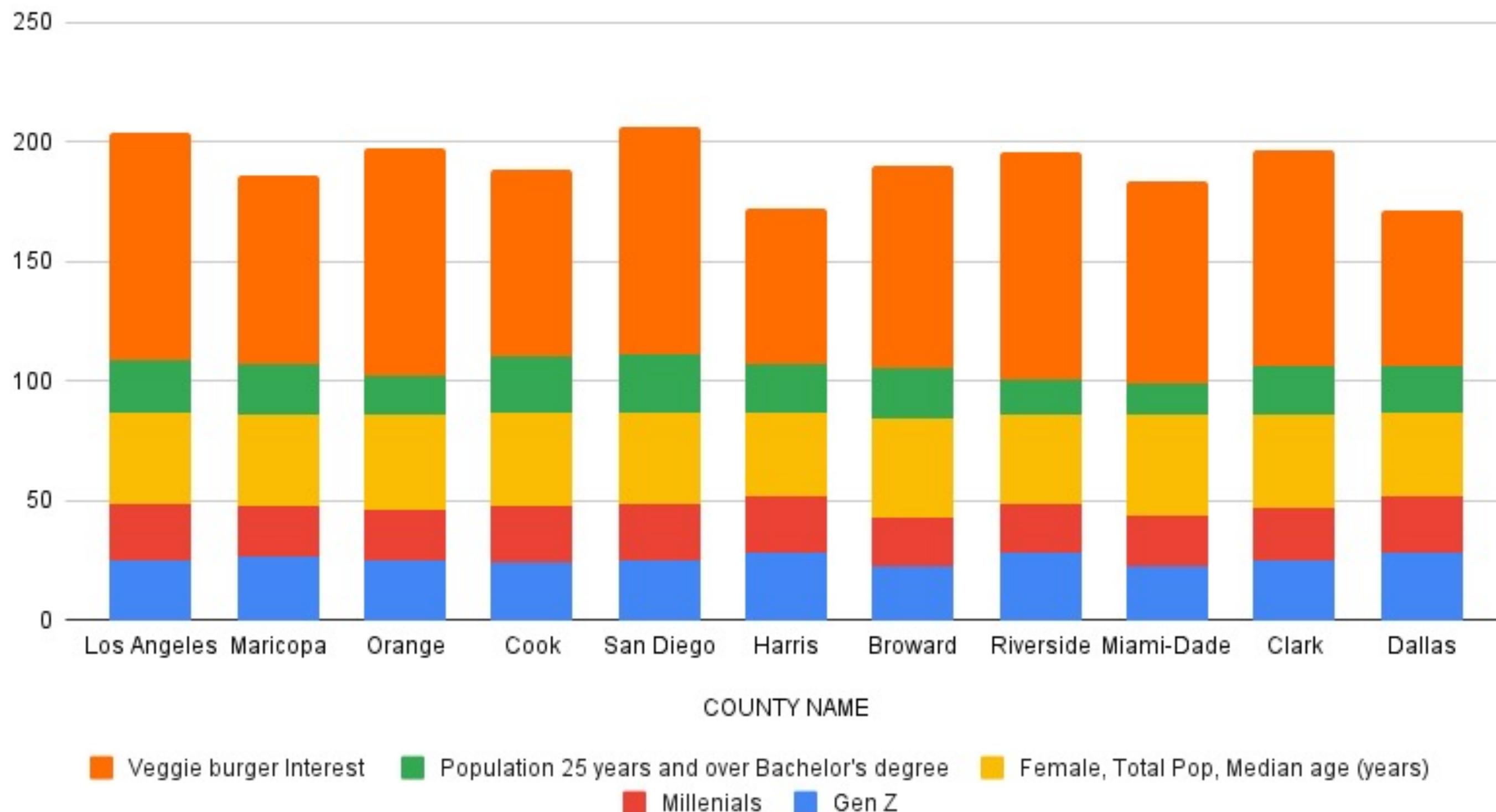
Conclusions

- Preliminary feature analysis identified future beyond meat counties predominantly on the east coast
- Results suggest there is room for growth in market penetration in this region
- A feature rich clustering algorithm would fine tune demand forecasting and provide strategic targeting for marketing campaigns

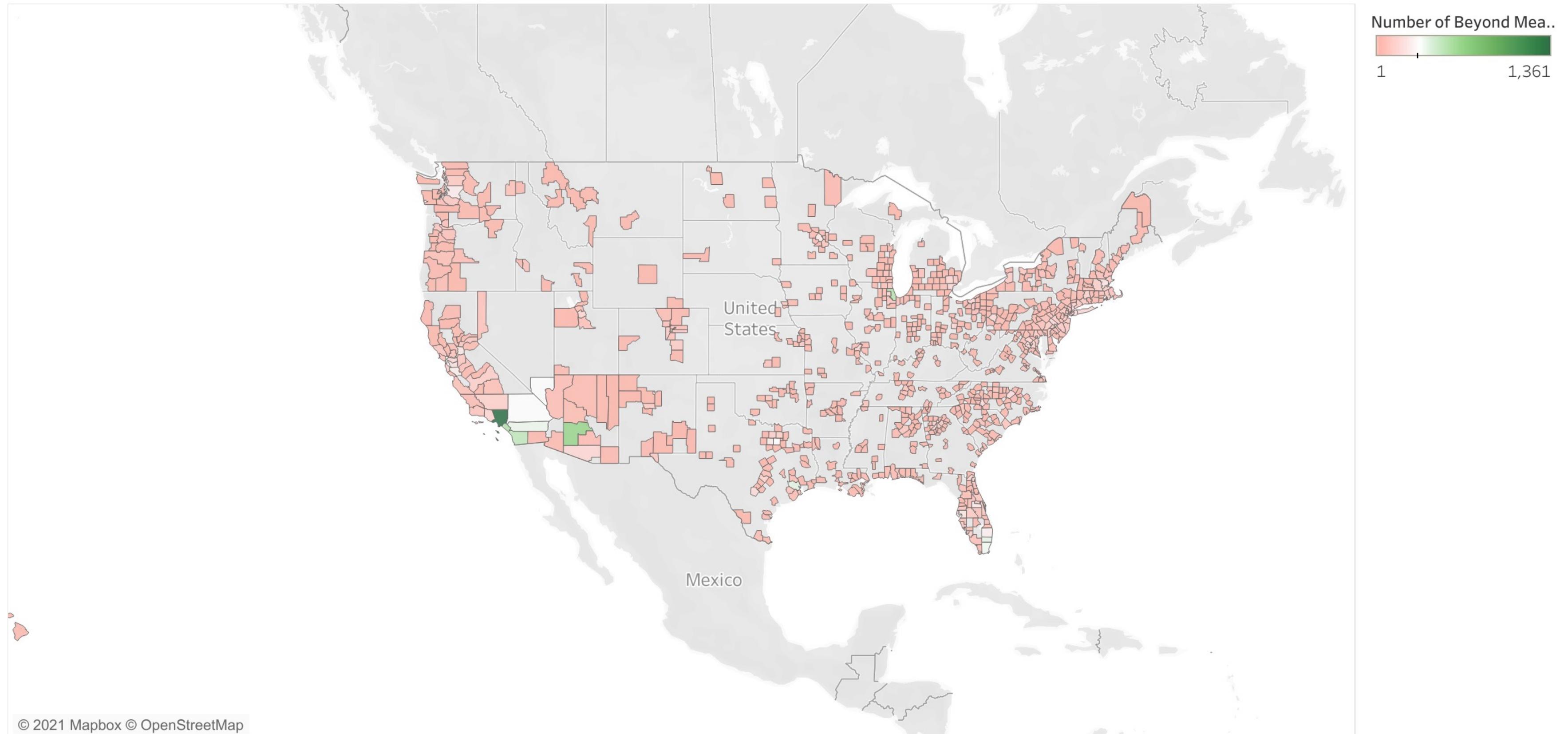


APPENDIX

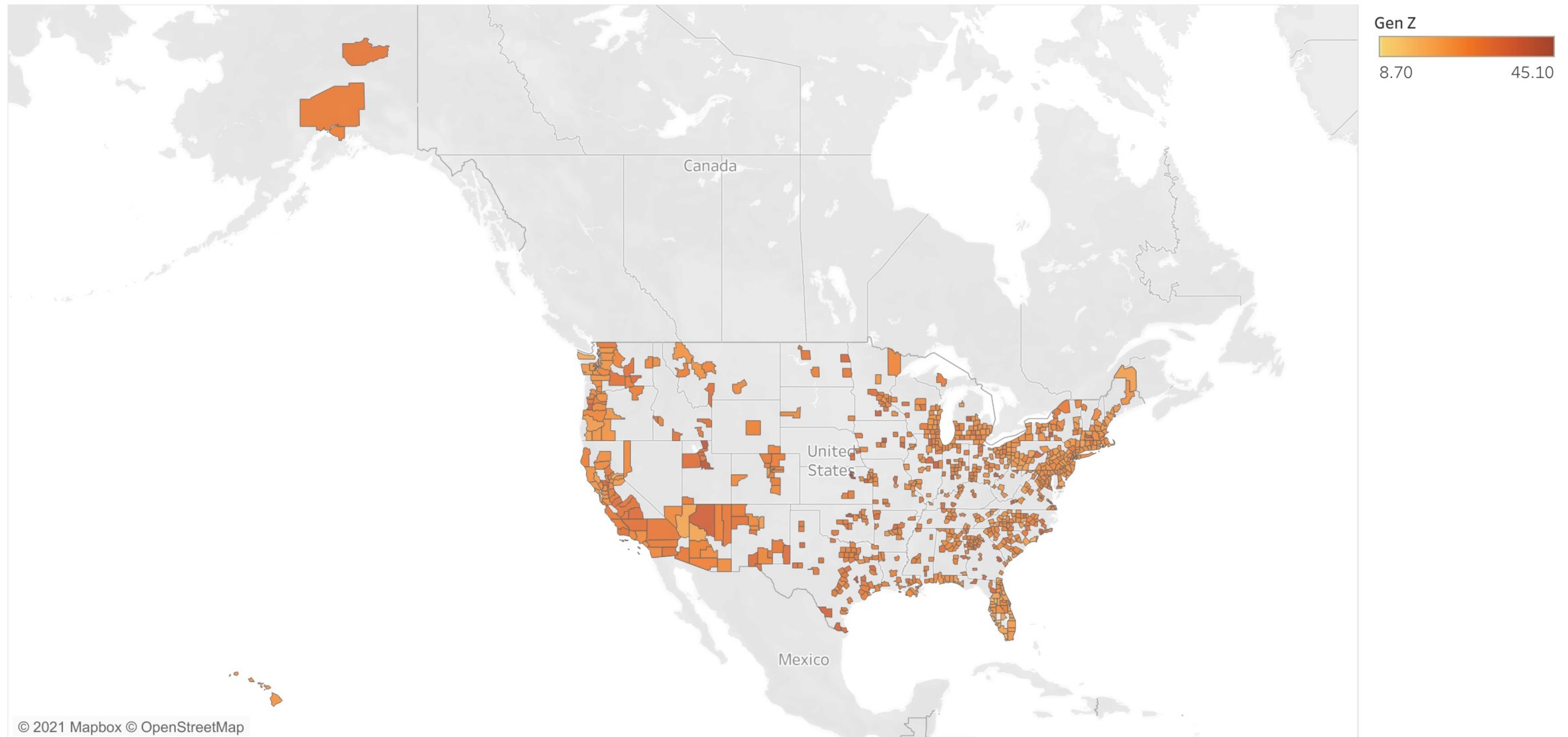
Feature Summary of Top Ten Counties



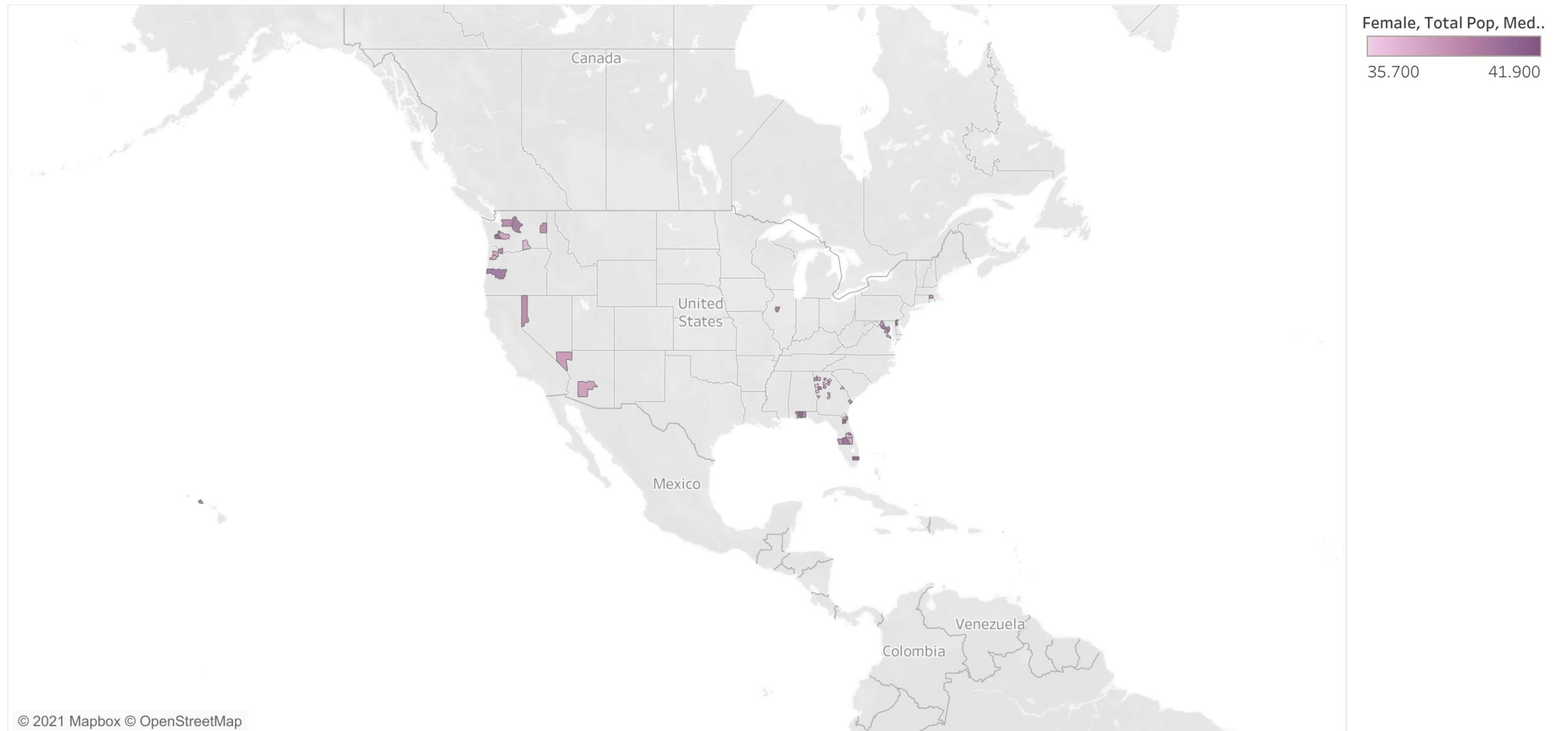
Beyond Meat Locations Per County



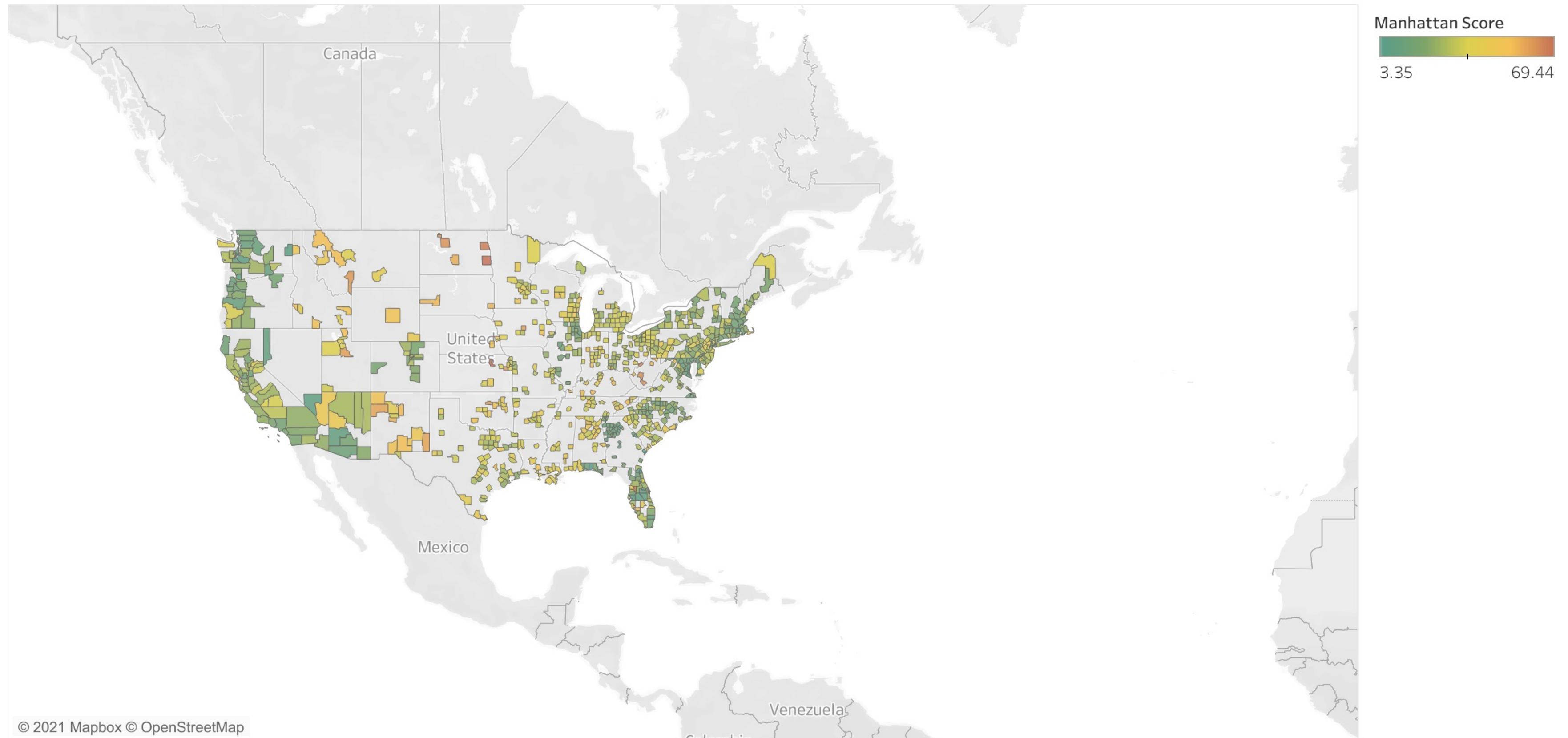
Percentage of Gen Z by County



Female Median Age



County by BM Manhattan Score



Manhattan Score Filter

