



# BEYOND MEAT®

IDENTIFYING HIGH DEMAND





## GOAL

- Discover new cities with demand for Beyond Meat products using demographic features and Google Trend data

## 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



01

## Data Collection

- Locations selling Beyond Meat
  - Age distribution
- Female Median Age
  - Educational Attainment
- Interest in search terms

02

## EDA

Clean Data,  
Calculate  
Manhattan  
distance

03

## Top Beyond Meat Counties

Google Sheets,  
Identify &  
summarize key  
features

04

## Future Beyond Cities

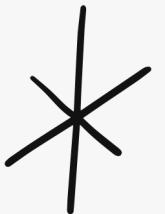
Manhattan  
Distance,  
Tableau

05

## Next Steps

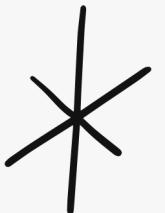
Incorporate more  
features, clustering

# 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

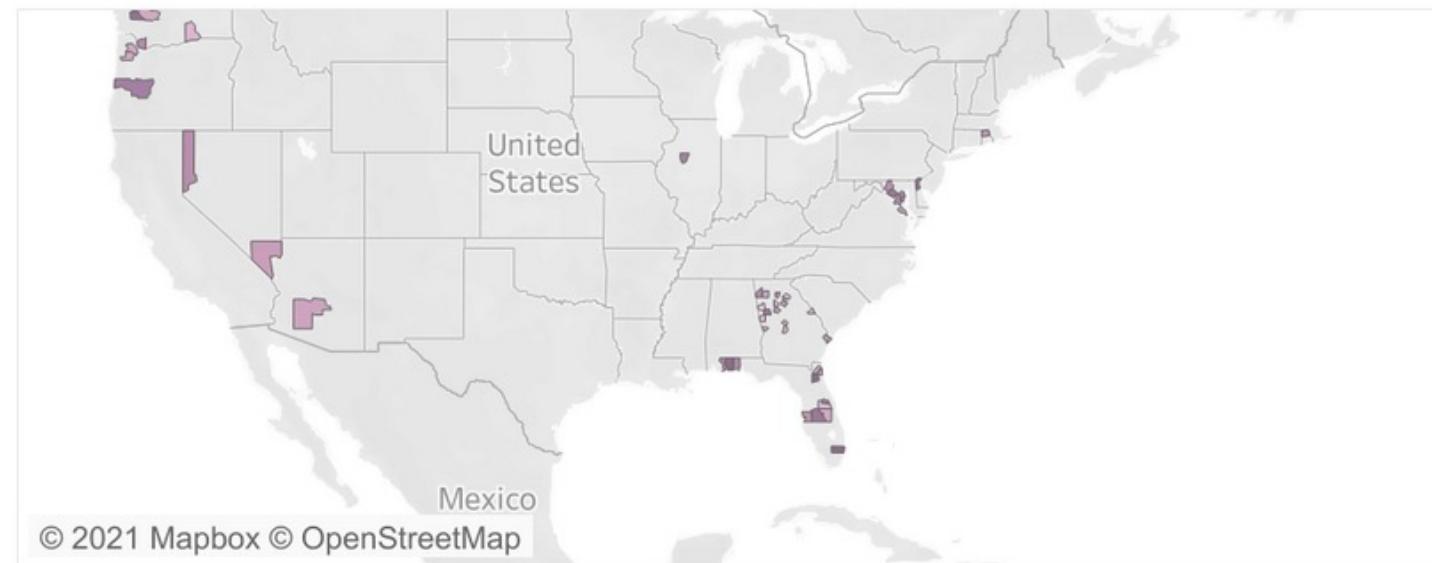
501  
193

San Diego County, CA  
City: San Diego

# Insights, Future Beyond Meat Counties

## Beyond Meat Feature Dashboard

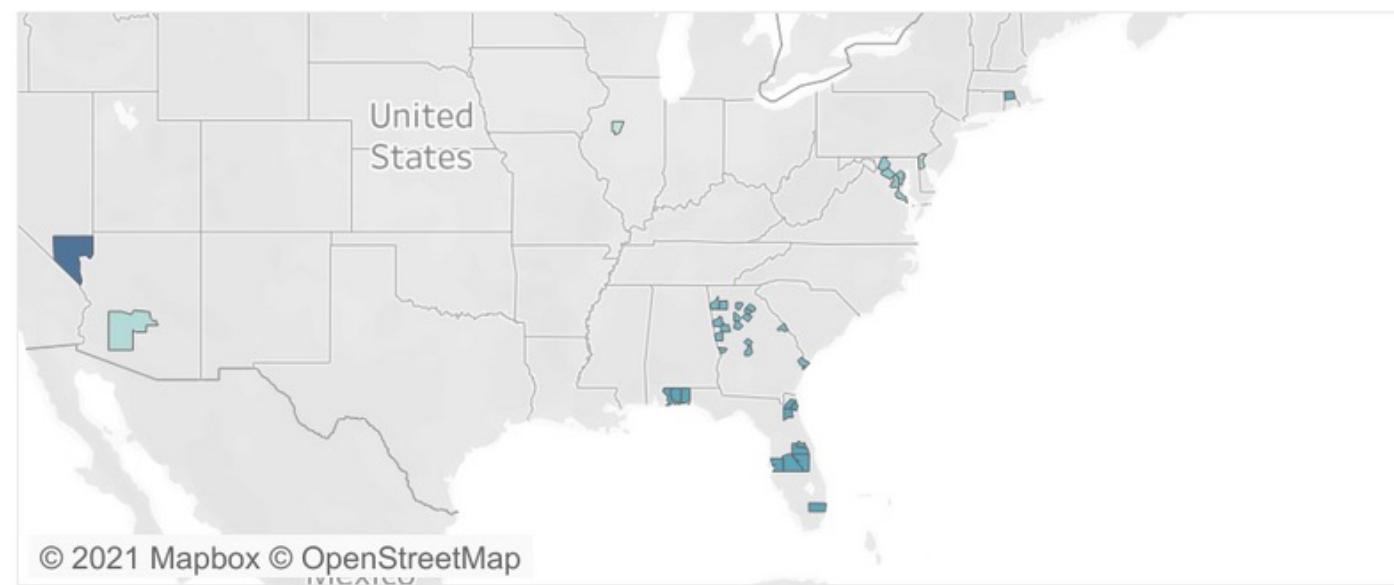
Female Median Age



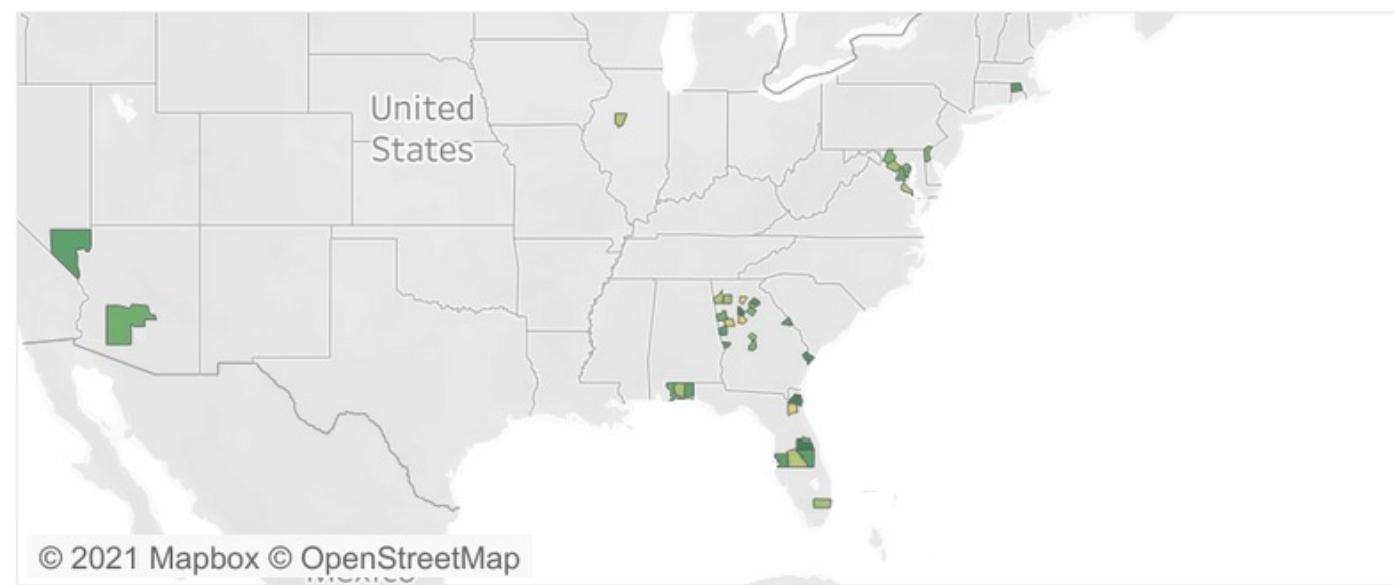
Percentage over 25 with Bachelors Degree



Google Trends, Search for Veggie Burger



Percentage of Millenials by County



Female, Total Pop, Media..

35.700 41.900

Veggie burger Interest

78 90

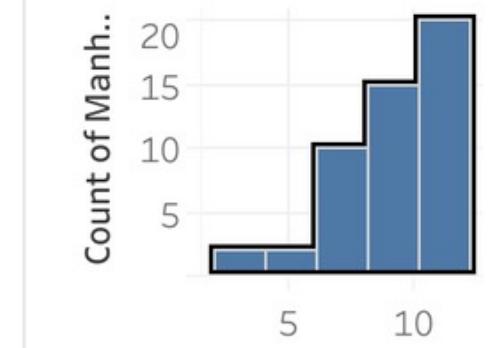
Millenials

17.600 24.200

Percent EDUCATIONAL AT..

13.00 26.60

Manhattan Score Filter



# Future Beyond Meat Counties & Cities

Providence, Rhode Island

## Providence

County Pop: 638,932

8 Institutions of Higher  
Learning

Prince George, Maryland

## DC Metro Area

Pop: 976,201

Largest affluent African  
American Population

Richmond, Forsyth, Henry, +  
**Atlanta Metro Area**

Area Pop: 2,427,143  
#10 in USA Interest in Veggie  
Burgers

Santa Rosa, Escambia

## Pensacola metropolitan area

Pop: 502,629

Fast growing, high tourism





## Conclusions

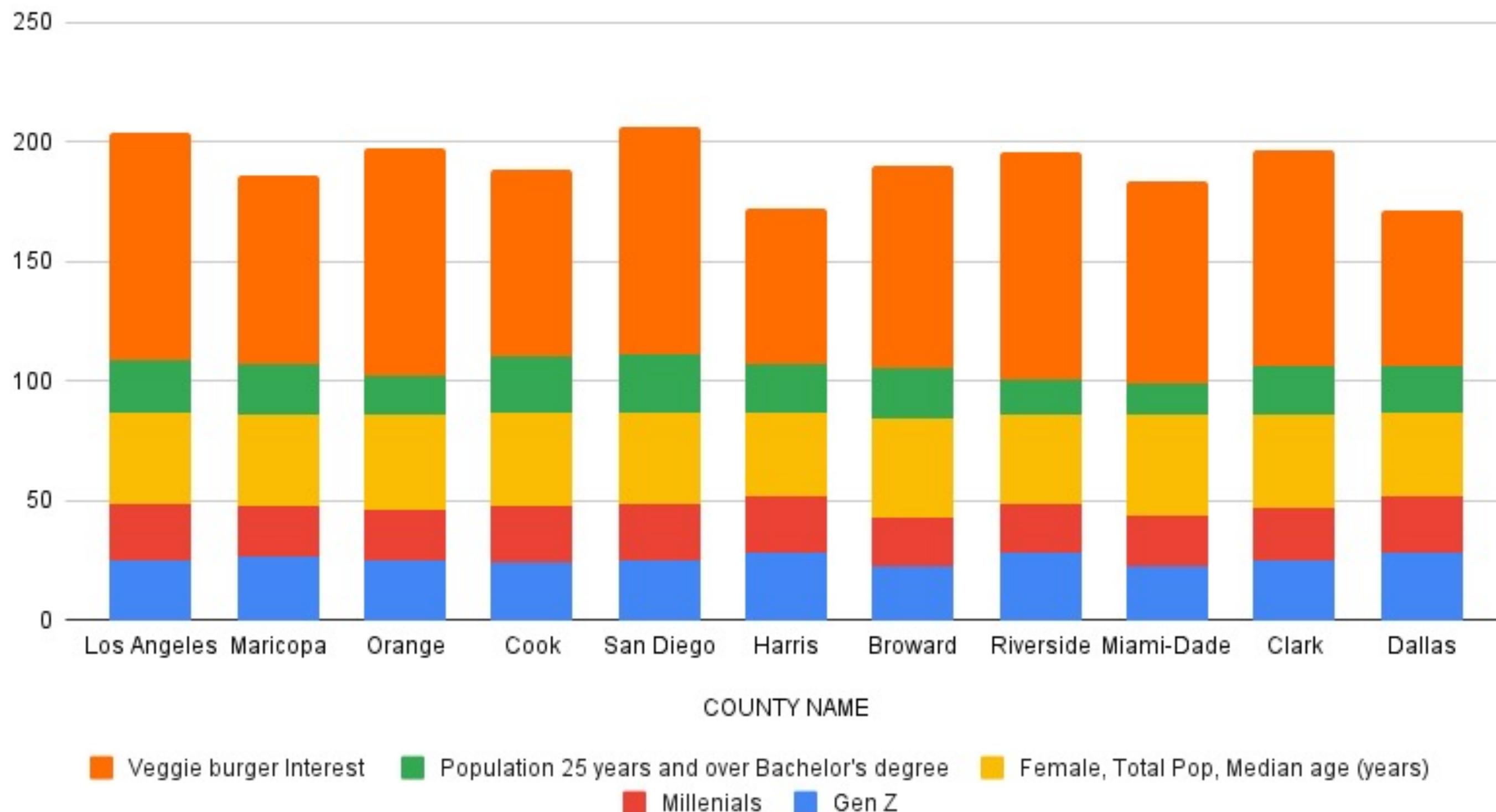
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- Preliminary feature analysis identified future beyond meat regions predominantly on the east coast
- Results suggest there is room for growth in market penetration in this region
- A feature rich clustering algorithm would fine tune demand forecasting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

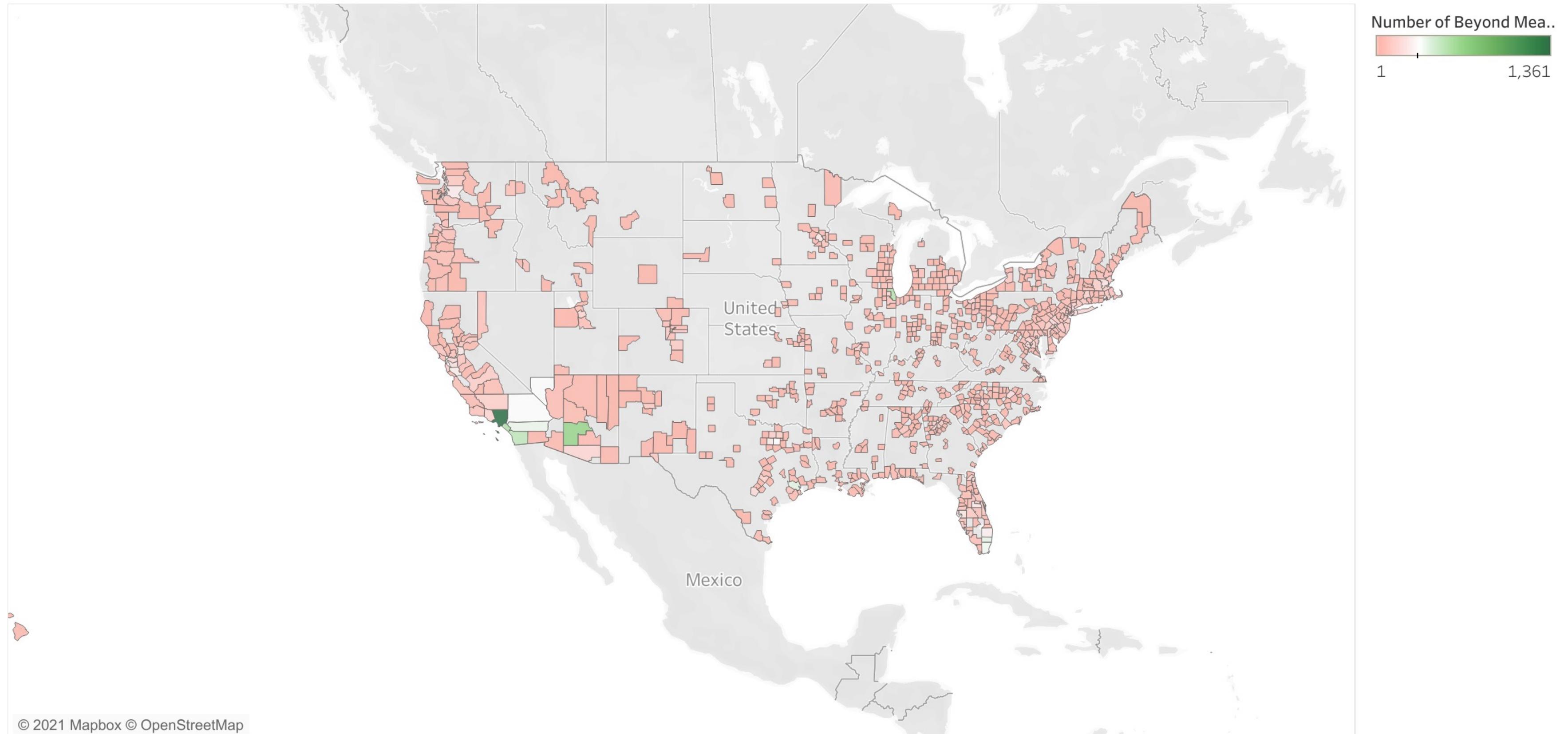


# APPENDIX

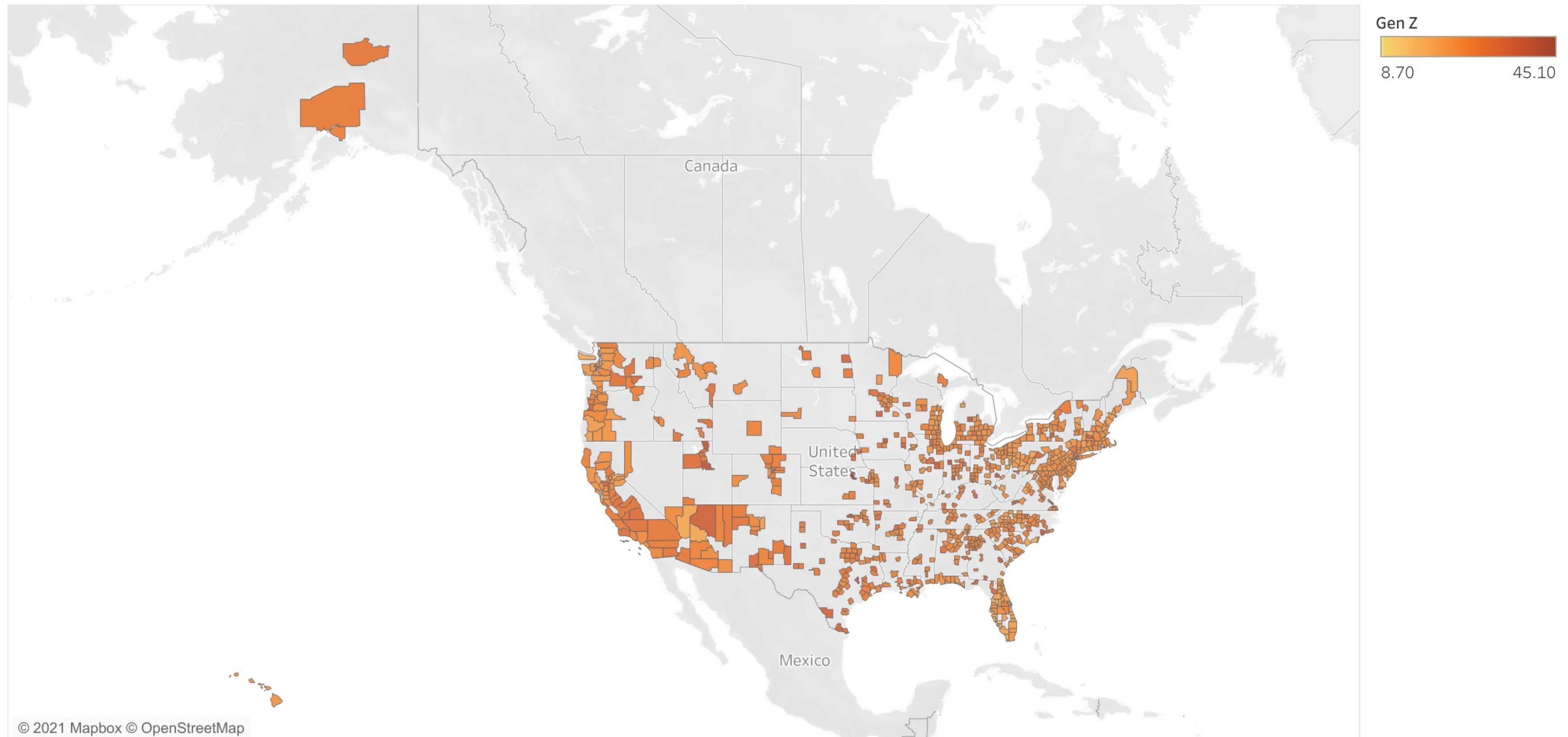
## Feature Summary of Top Ten Counties



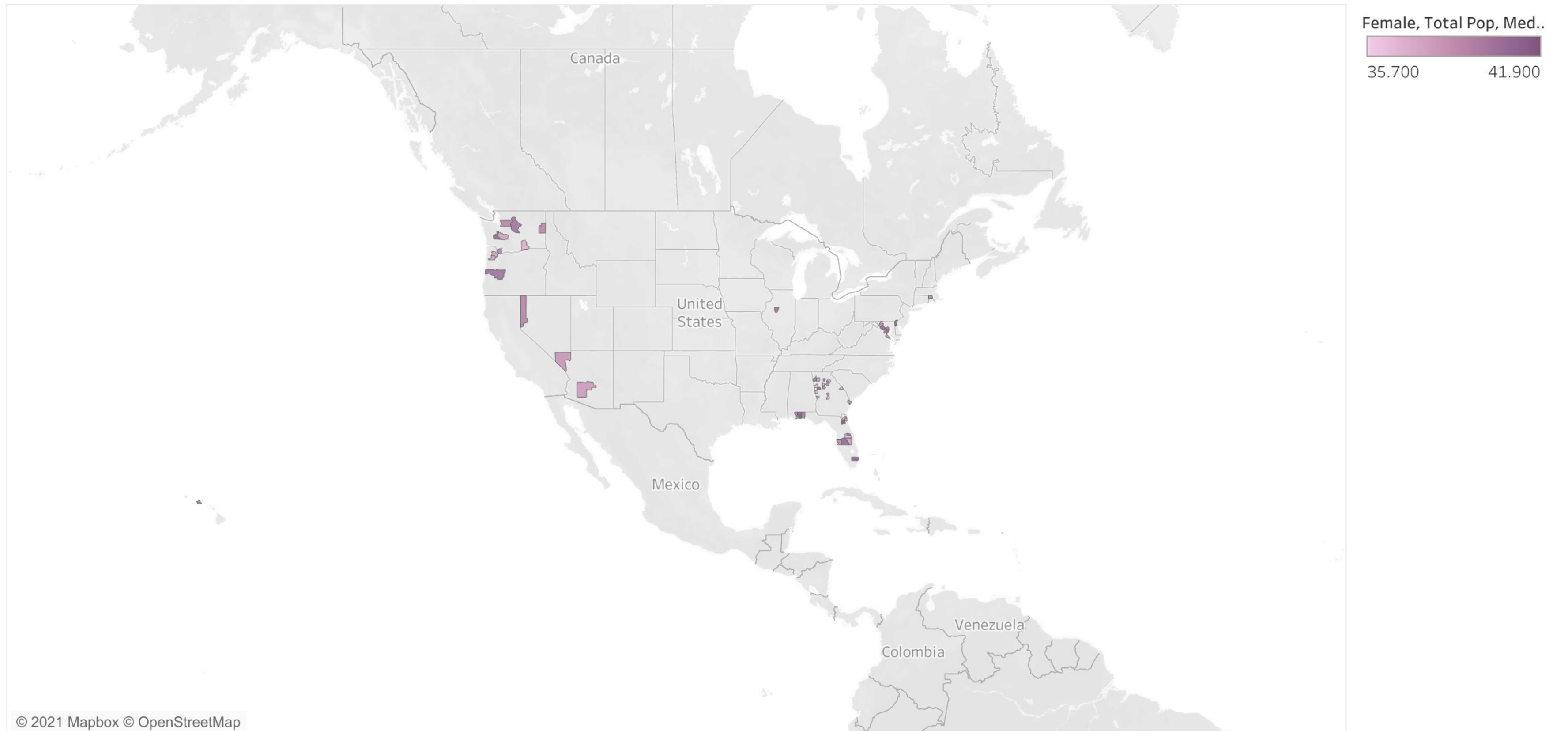
## Beyond Meat Locations Per County



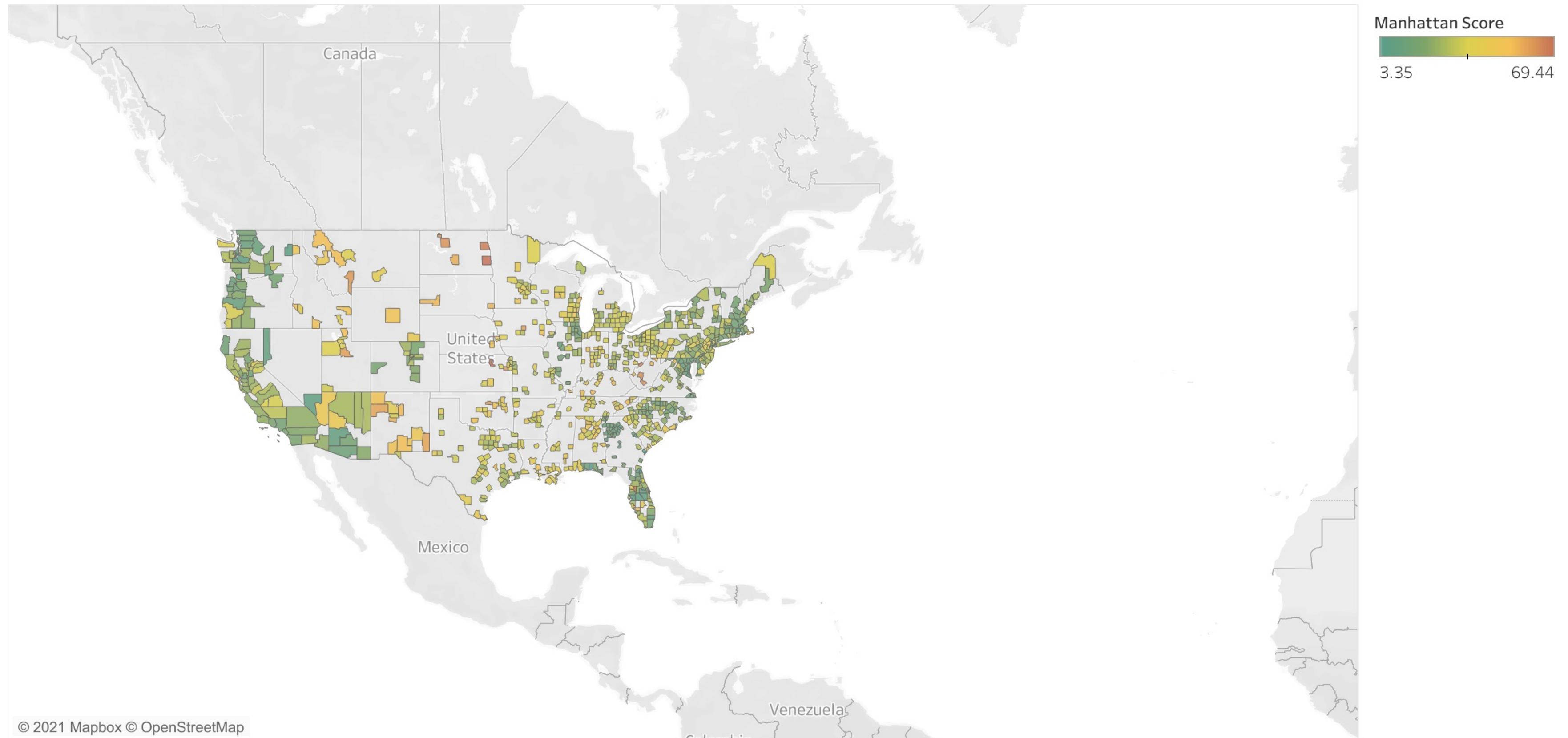
## Percentage of Gen Z by County



## Female Median Age



## County by BM Manhattan Score



## Manhattan Score Filter

