

Analyzing the customer response to foods campaigns using statistical computation

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I. INTRODUCTION

Food industries has huge customer base, they sell their products through different campaigns to gain market acceptability, but with increasing customer there is requirement of quick response to customer needs which can only be done by automation. In these paper we have suggested the methodologies through which we can understand customer responses to various food campaigns in different cities. The dataset on which methodologies will be applied consist of 3200 rows and 15 columns. The columns represent different attributes like State, County, Grocery stores, grocery stores per thousand population, convenience stores, specialized food store, school lunch program participant, free lunch program, reduce price lunch program, breakfast program, WIC participant, child & adult care program, farmers market, farmers market per thousand population, farm to school program.

II. GOAL / VALUE

Target is to increase customer base by reaching to him through various campaign in different

cities. For these customer segmentation is required. Drawing various customer to various programs can help with understanding the competition of market and developing strategies according to it and improving efficiency of customer acquisition and marketing campaigns. These understanding can help in moving in fierce competition. Food Market is not stable because of dynamic behaviour of customer but that can be controlled to some extent if analysis is done on response of customer and reducing unwanted campaigns in that cities and by replacing it in other cities.

Hypothesis

H0- There is relationship between grocery stores and school food programs.

H1- There is no relationship between between grocery stores and school food programs

III. STRATEGY

1. Logistic Regression
2. Multiple Regression