

DATA ANALYSIS OF FOOD AND BEVERAGES

COMPANY

INTRODUCTION

- Shaun would like to use this to perform an “Opportunities Analysis”. He has an annual conference coming up in less than a week to prepare for, but wanted to get this started without delay.
 - Shaun is a Sales Director, Food Services Division at a major Food & Beverages, Manufacturer.
 - Shaun jotted down a few bullets to convey what he has in mind as the charter for the analysis.
- Get a quick view of share of total spends and F&B spends for existing customers (restaurants)

- What are the adjacent opportunities from the non-commercial establishments to additionally sell into (note that there are no customers currently in the non-commercial segment)
- Retailers is a different business division and hence out of scope for me (Shaun), but some of my customers / prospects could be buying from these retailers – so getting a view of retailer presence adjacent to his customers & prospects will help understand how much of these opportunities are being met / unmet.
- Analysis has been carried out mainly focusing on above points.

Dashboard on Analysis of Data for a Food and beverages company

49

Count of STATE

613

Count of NAME

0.49

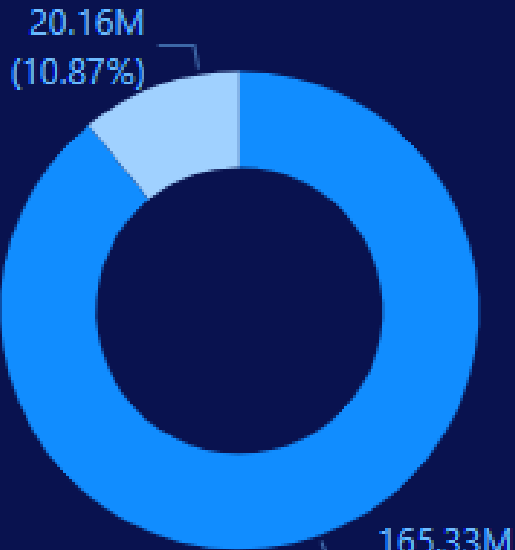
Average of % Share of
F&B Purchases from Com...

185.49M

Sum of
FOOD_BEVERAGE_PURCHASE

NAME

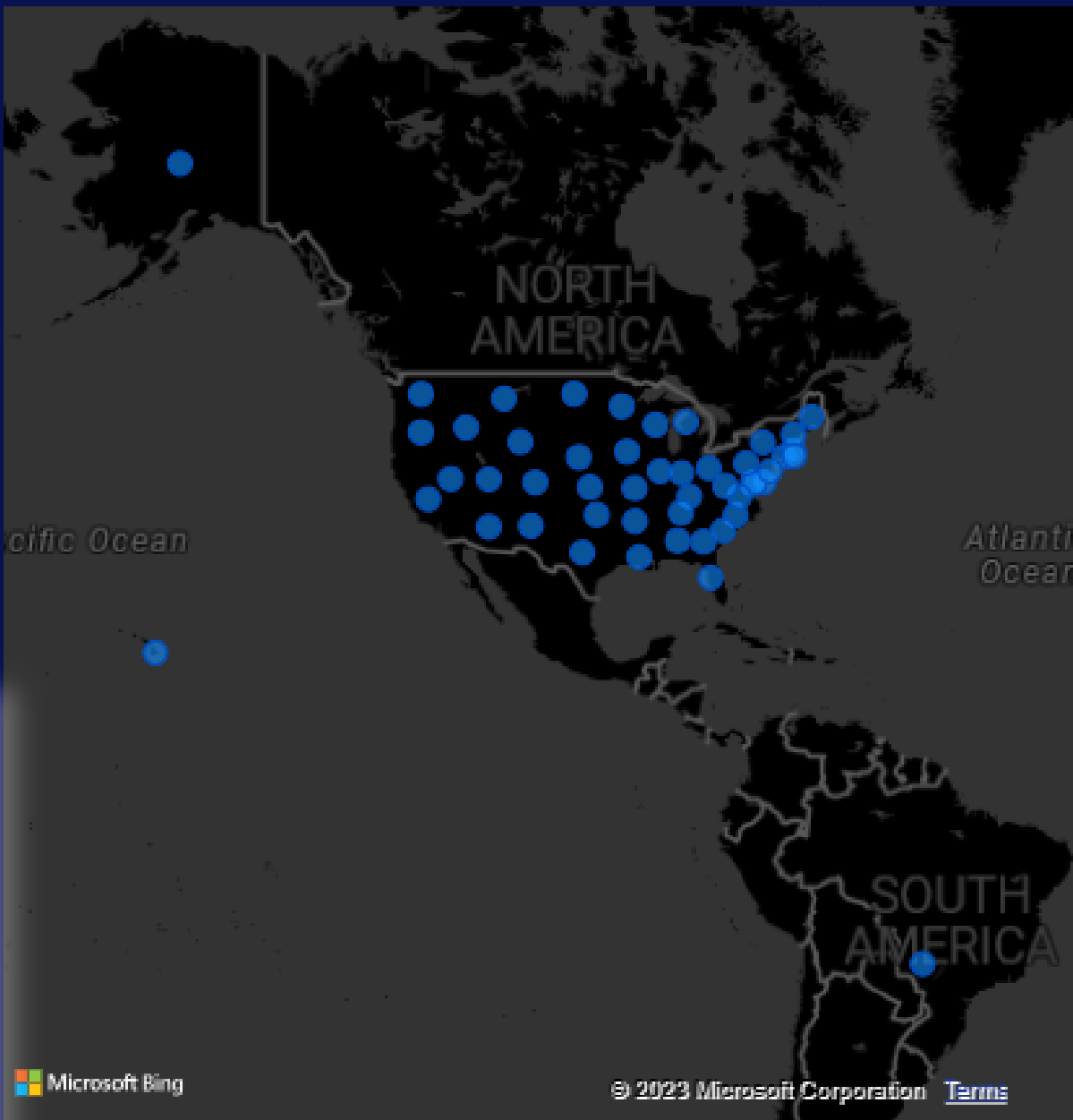
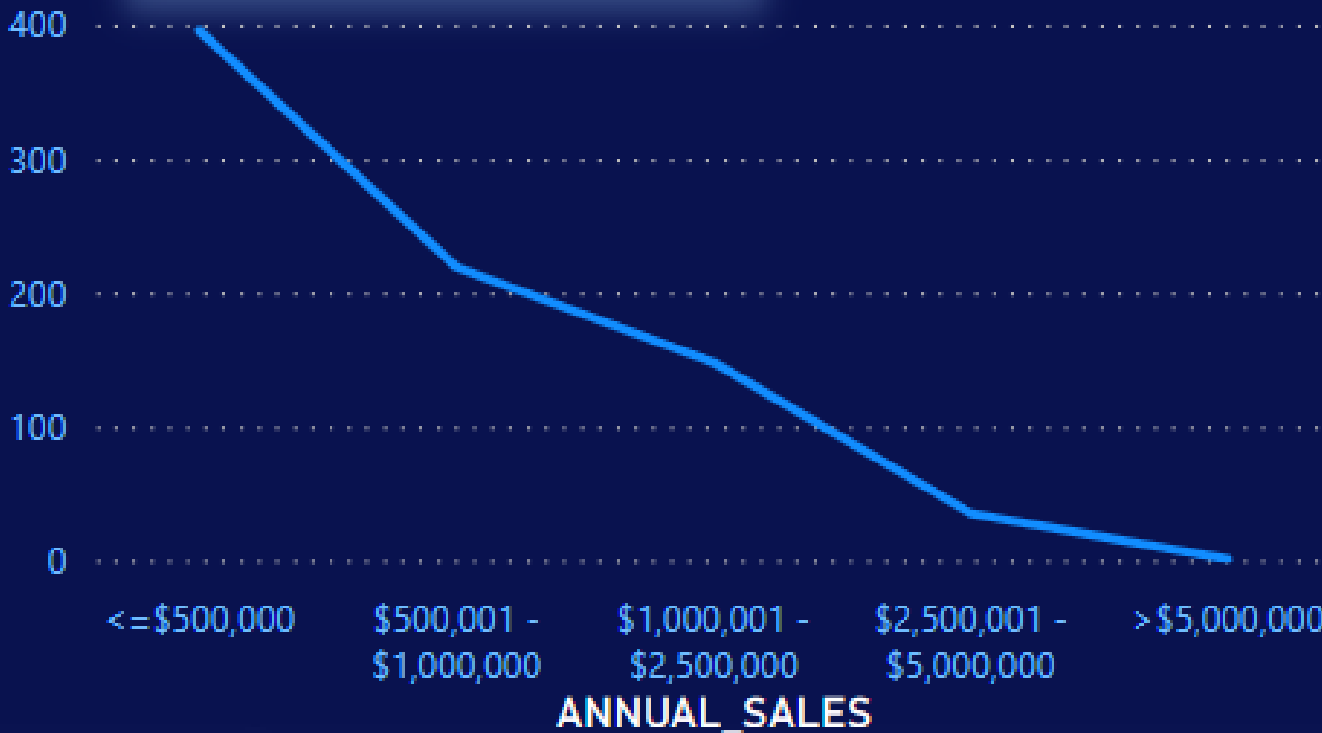
All



Sum of FOO...

Sum of BEVE...

Count of ANNUAL_SALES



ANNUAL_SALES	Average of % Share of F&B Purchases from Company
\$500,001 - \$1,000,000	0.49
<=\$500,000	0.49
\$1,000,001 - \$2,500,000	0.50
\$2,500,001 - \$5,000,000	0.51
>\$5,000,000	0.63
Total	0.49



INSIGHTS :

- **There are 613 Unique restuarants**
- Among these Shauns company has good relationship with Restuarants having annual sales of $\leq 5000,000$
- In the F&B purchases, the sum of food purchase is higher than the Beverage purchase as food purchase is 165.33M(89%) and beverage purchase is 20.16M (11%).
- The Average Share percentage of F&B company is 49%(0.49)

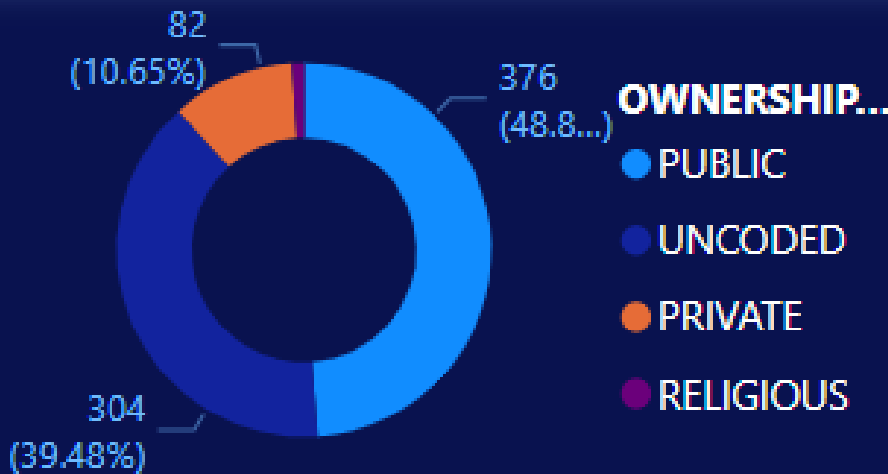
Analysis of the non-commercial establishments

770

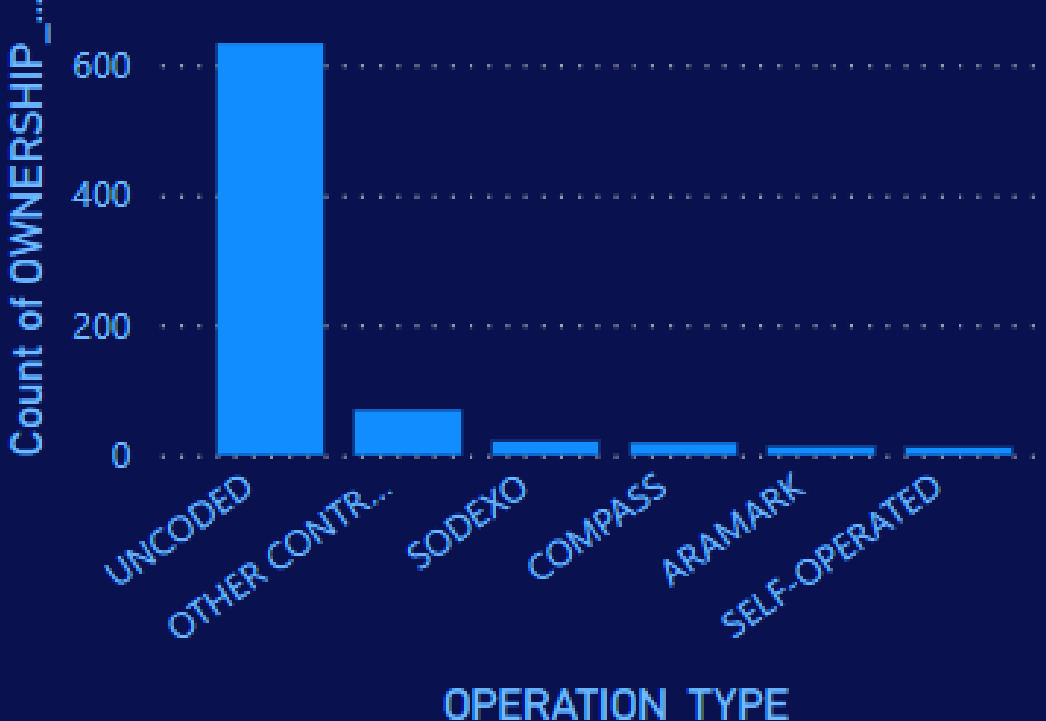
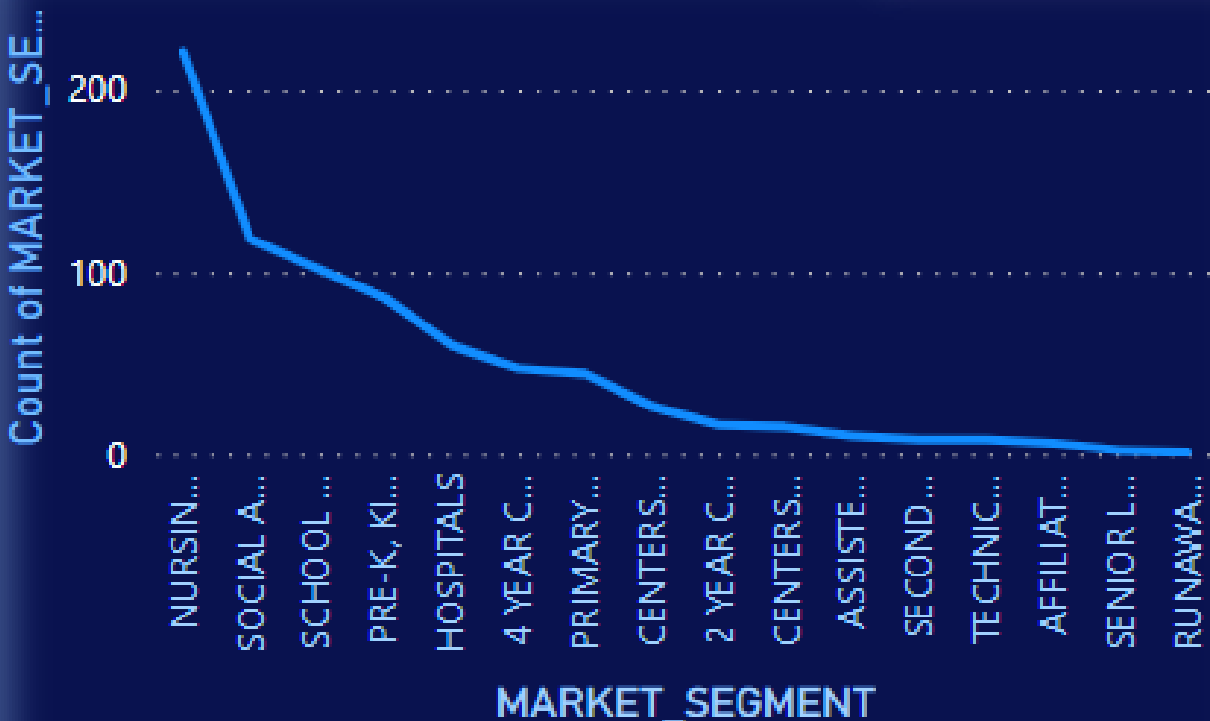
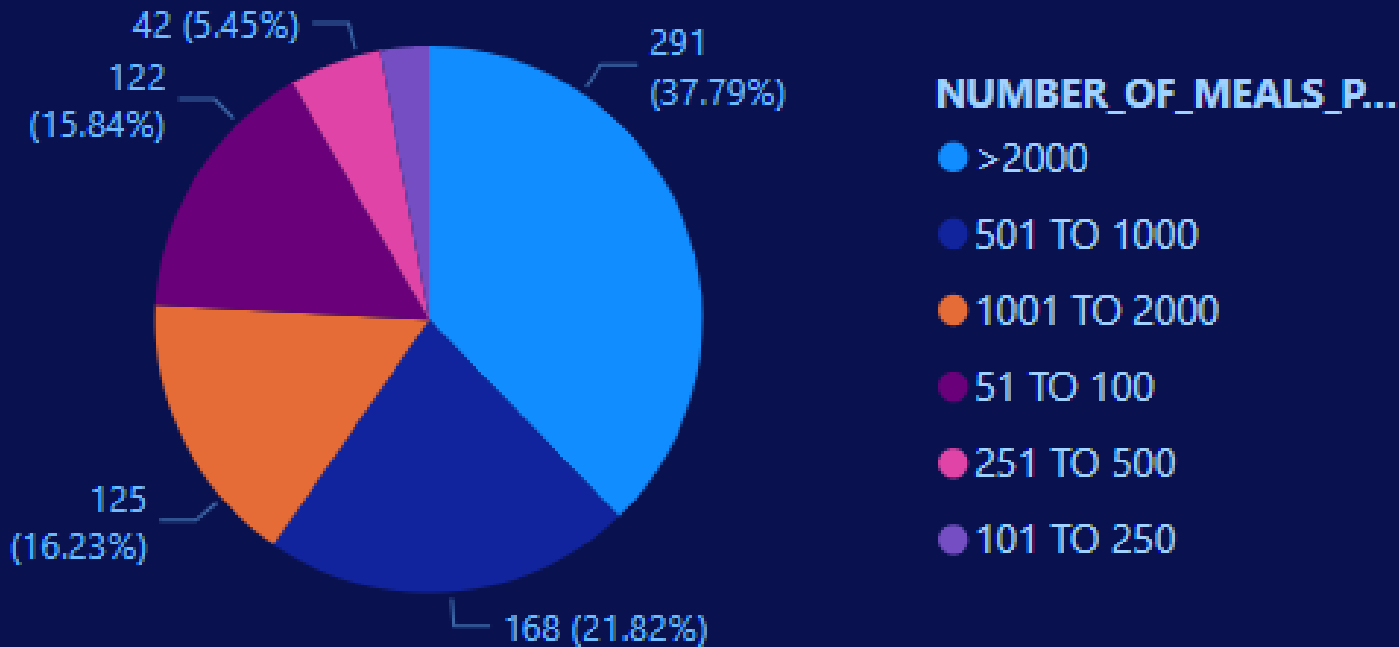
Count of NAME

104.83

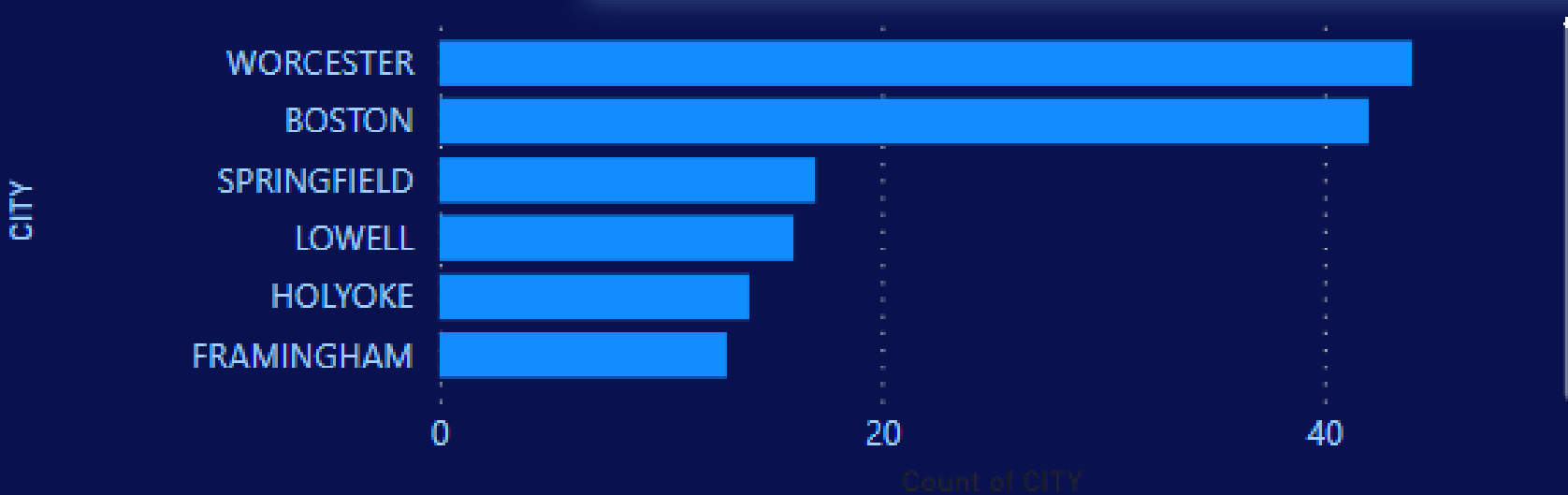
Average of AVERAGE_DAILY_CENSUS



CAPACITY_BEDS_RANGE	PRIVATE	PUBLIC	RELIGIOUS	UNCODED	Total
1 TO 50		38		21	59
101 TO 500	1	128		31	160
501 TO 1000				3	3
51 TO 100		69		17	86
NOT APPLICABLE	81	141	8	232	462
Total	82	376	8	304	770



NUMBER_OF_SCHOOLS_RANGE	>2000	1001 TO 2000	101 TO 250	251 TO 500	501 TO 1000	51 TO 100	Total
1		6	1	3	4		14
10 AND PLUS	14						14
2		2			1		3
3 TO 5	22	16					38
6 TO 9	29	4					33
NOT APPLICABLE	226	97	21	39	163	122	668
Total	291	125	22	42	168	122	770

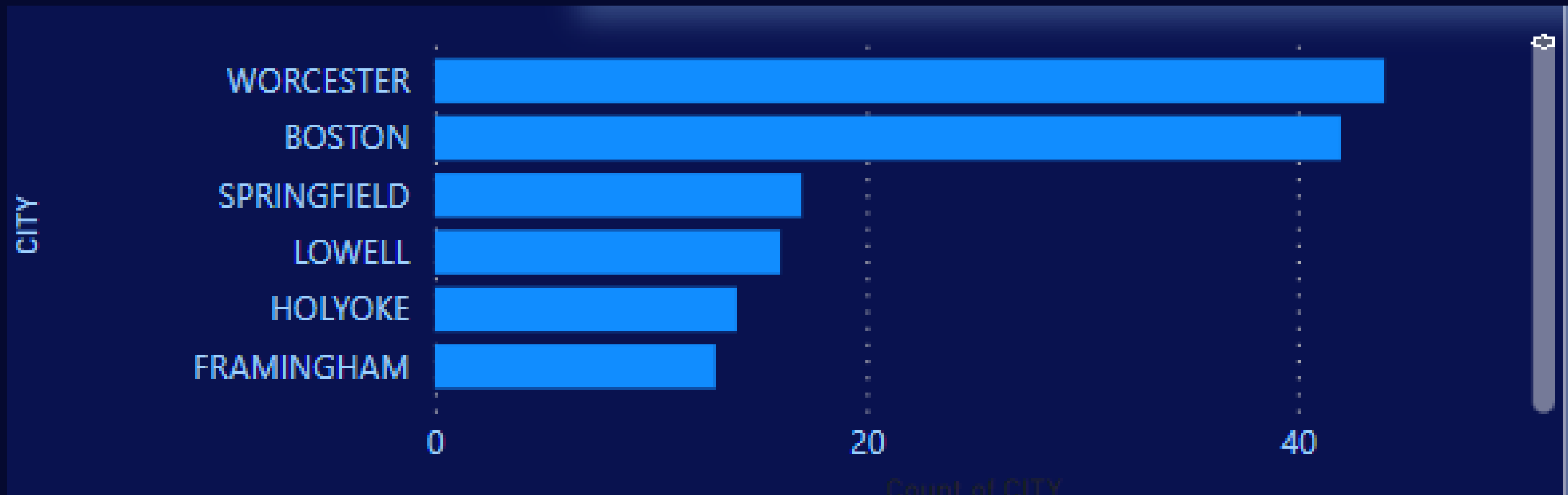


Insights & Opportunities from Non-Commercial establishments

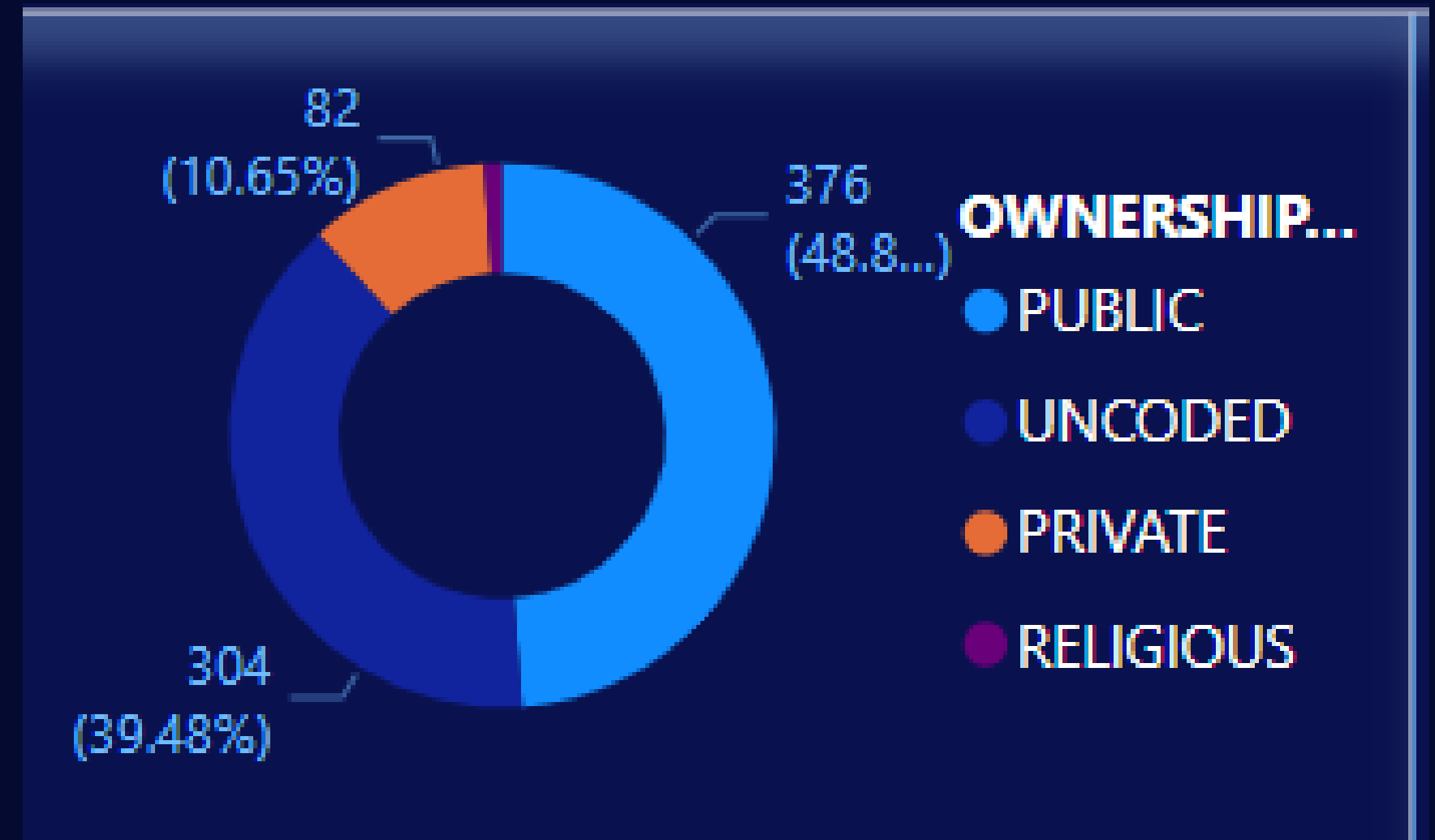
- There are 770 Non-commercial establishments
- Out of 770 there 231 nursing homes .
- The school range of 3-5,6-9 and 10 plus schools only provide >2000 meals per day

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10 AND PLUS	14						14
2		2			1		3
Total	291	125	22	42	168	122	770

- We have an opportunity of in the school range of 2 it is providing only 1000-2000 meals perday
- The majority of the establishments are located in worcester and Boston.



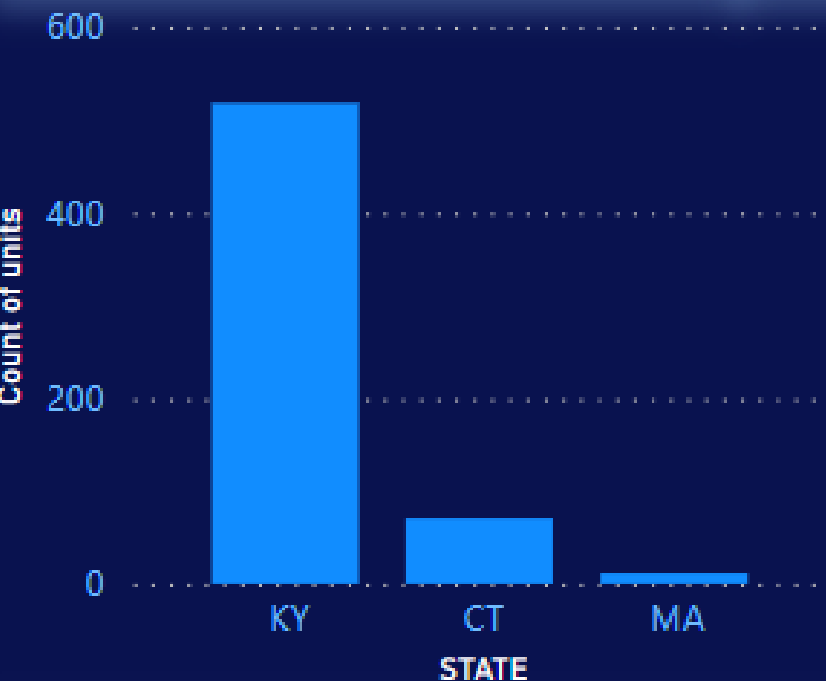
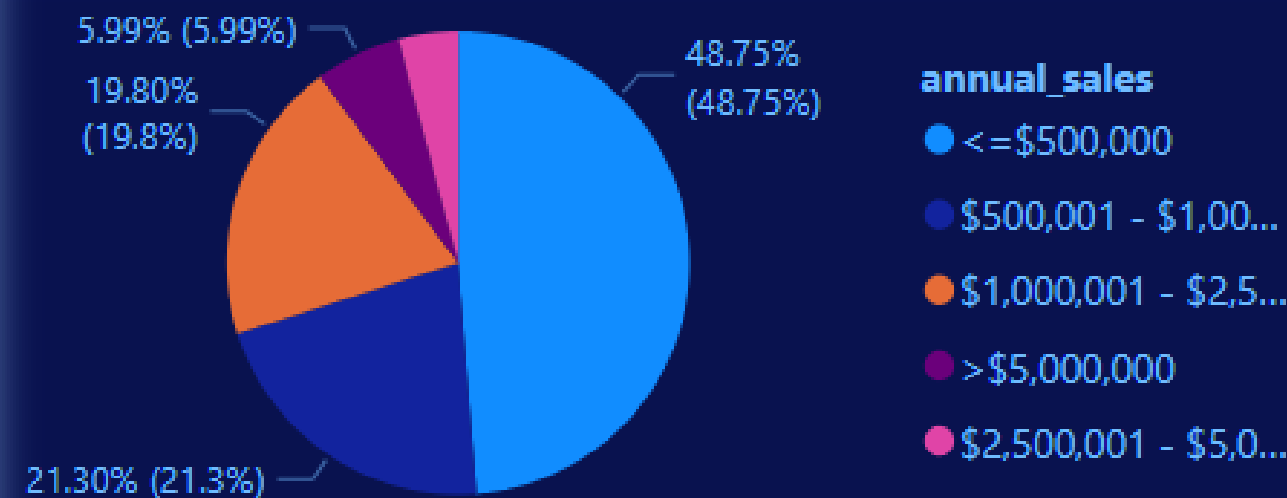
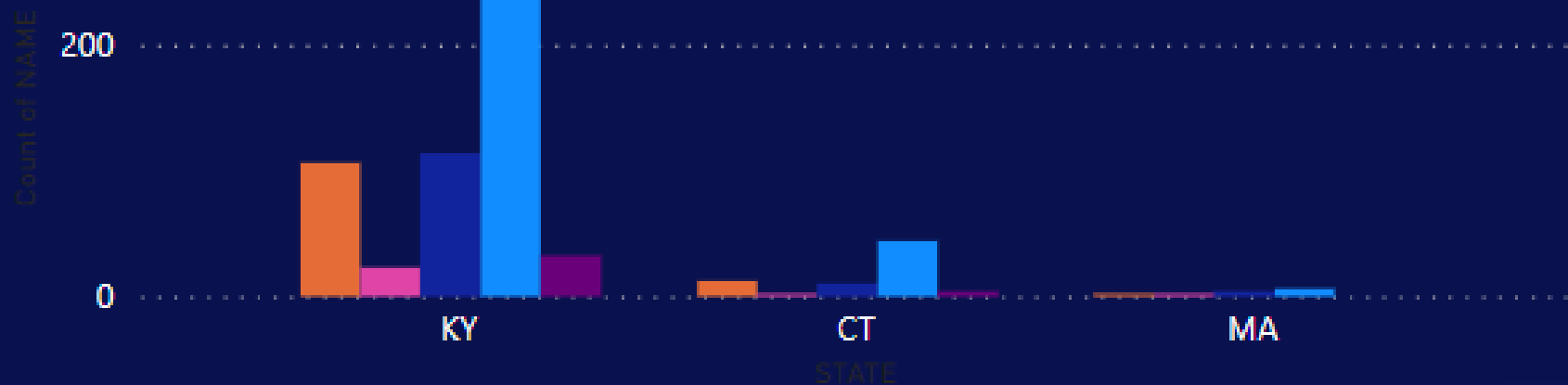
- The public ownership is higher among the non commercial establishments 376(48%).
- Most of the operationship type is operated through contract basis(69)
- The non-commercial establishments hospitals which are operated by public ownership has the maximum capacity of beds.



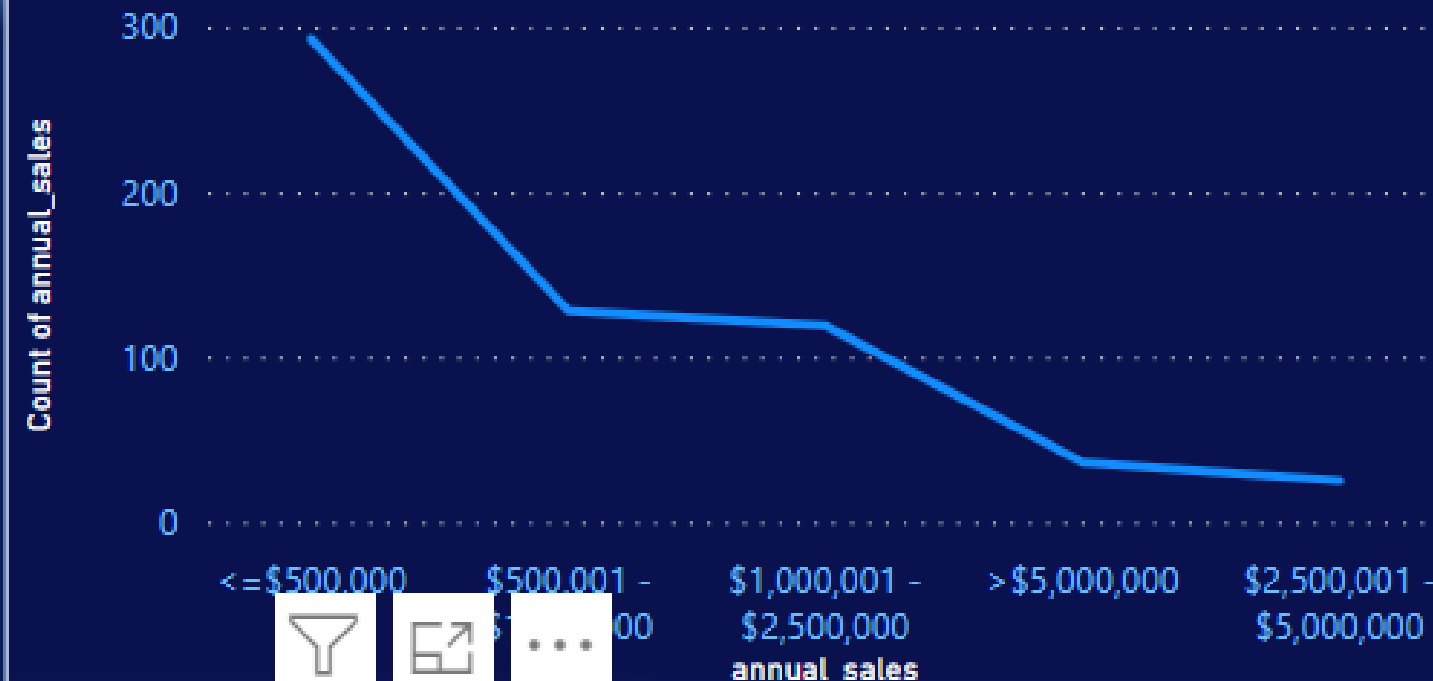
Analysis on the Retail outlets

601
Count of NAME

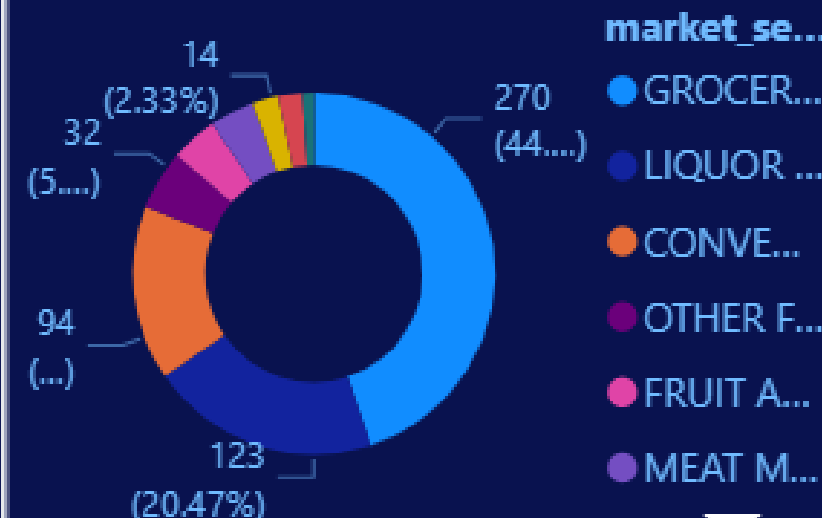
annual_sales ● \$1,000,001 - \$2,500,000 ● \$2,500,001 - \$5,000,000 ● \$500,001 - \$1,000,000 ● <=\$500,000 ● >\$5,000,000



market_segment2	CT	KY	MA	Total
OTHER FOOD SPECIALIST RETAILERS	4	27	1	32
MEAT MARKET	2	22		24
LIQUOR STORES	30	88	5	123
GROCERY STORES (LIMITED CHANNEL DISTRIBUTOR)	20	246	4	270
GAS STATIONS	1	12		13
FRUIT AND VEGETABLE MARKETS	3	20	2	25
FISH & SEAFOOD MARKET	1	5		6
CONVENIENCE STORES	10	84		94
CONFECTIONERS		14		14
Total	71	518	12	601



market_segment2	\$1,000,001 - \$2,500,000	\$2,500,001 - \$5,000,000	\$500,001 - \$1,000,000	<=\$500,000	>\$5,000,000	Total
CONFECTIONERS	2		6	5	1	14
CONVENIENCE STORES	13		16	61	4	94
FISH & SEAFOOD MARKET		1	1	3	1	6
FRUIT AND VEGETABLE MARKETS	7		5	13		25
GAS STATIONS	3	1	5	4		13
GROCERY STORES (LIMITED CHANNEL DISTRIBUTOR)	59	13	64	119	15	270
LIQUOR STORES	30	2	88	5		123
Total	119	25	128	293	36	601



INSIGHTS FROM RETAIL OUTLETS

- There are 601 unique Retail outlets
- Maximum outlets of 518 are located in KY state(Kentucky)
- Out of 601 retail outlets 293 (48.75%) of stores have annual sales of $\geq \$500,000$
- Most of the retail stores are grocery stores(270), liquor stores(123),convenience store(92)
- According to market segment grocery stores and liquor stores generates highest revenue

Conclusion

After careful analysis of shauns company data the conclusions are as below:

- Shaun's company has a good relationship with restaurants generating sales revenue of $\leq 500,000$ most of them have share 50% F&B purchase from his company.
- It would be beneficial if company can make a good relationship with noncommercial establishments working on contract basis and hospitals which are operated by public ownership.
- As Most of the retail stores are located in ky state have $\geq \$500,000$, it would be better to market in KY state and beneficial if company maintains a good relation and reputation in KY state with the stores .

Thank you



presentation By
Bhuvana kola