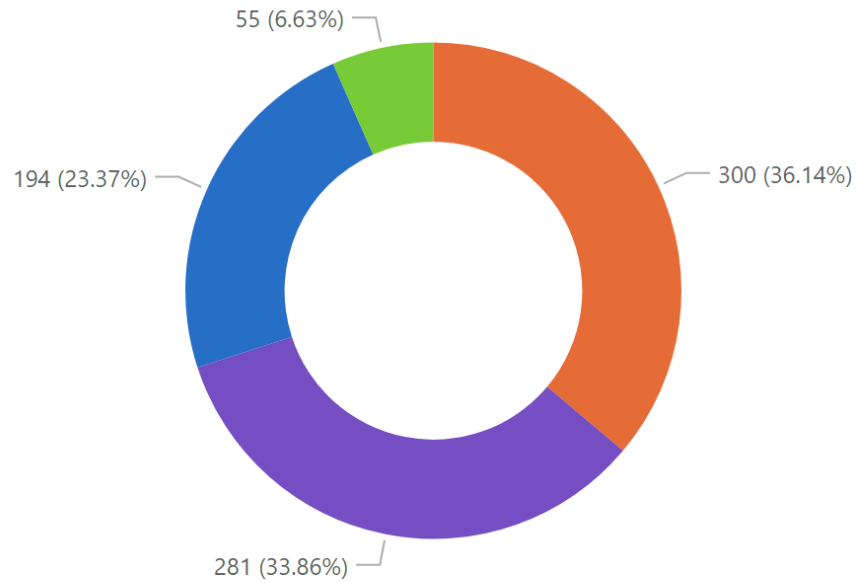# FlavorWiki Power BI

↗

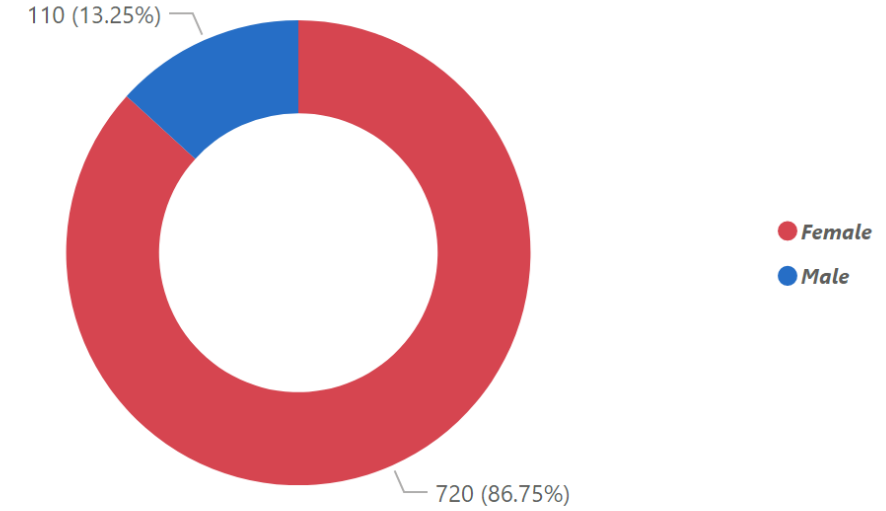**Last data refresh:**
12/16/2022 6:22:35 PM UTC

Downloaded at:
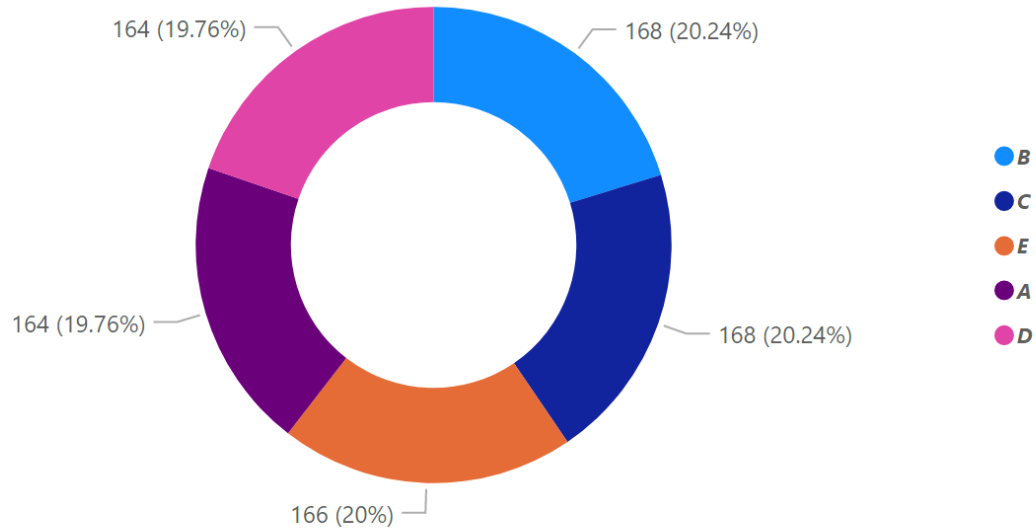2/11/2023 5:10:49 PM UTC

DISTRIBUTION OF AGE GROUP

55 (6.63%)

194 (23.37%)

300 (36.14%)

281 (33.86%)

- 35-44 (Young Adults)
- 18-34 (Millennials)
- 45-55 (Late Adults)
- 56-64 (Senior Population)

GENDER

110 (13.25%)

720 (86.75%)

- Female
- Male

PRODUCTS

164 (19.76%)

168 (20.24%)
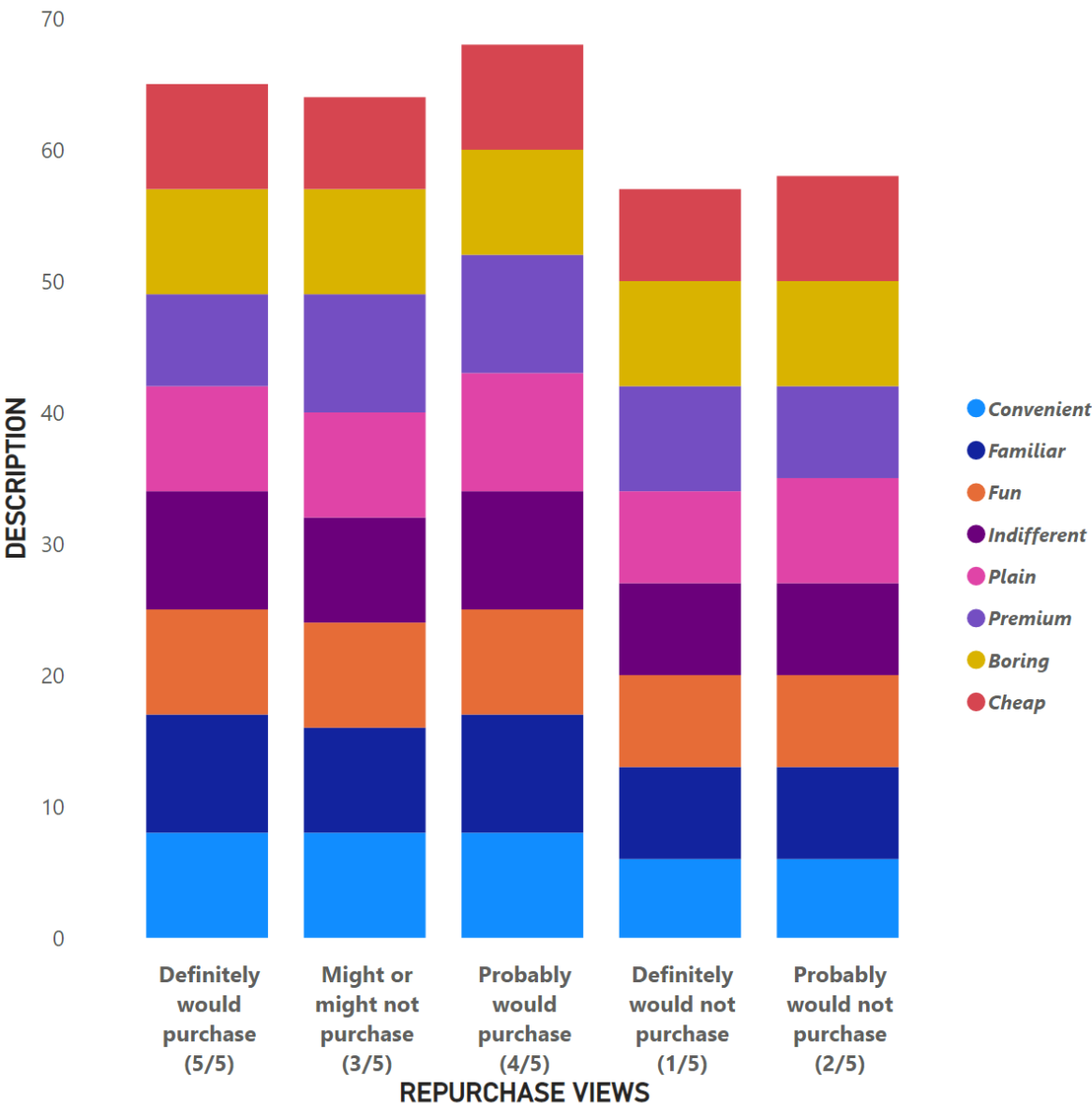
168 (20.24%)

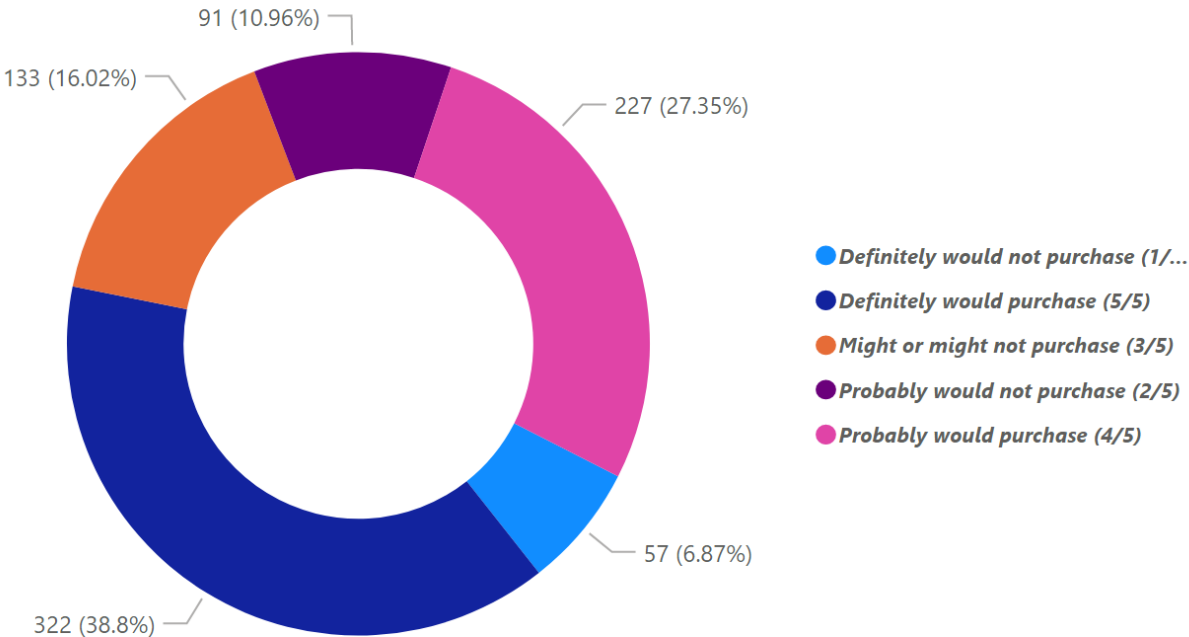164 (19.76%)

166 (20%)

- B
- C
- E
- A
- D

OBSERVATIONS

1. Most of the Female population took part in survey
2. Products under categories A, B, C, D and E are almost equally distributed.
3. People is age group from 18-55 took part actively in survey.
4. Only 6.63% of Senior Population took part in survey.
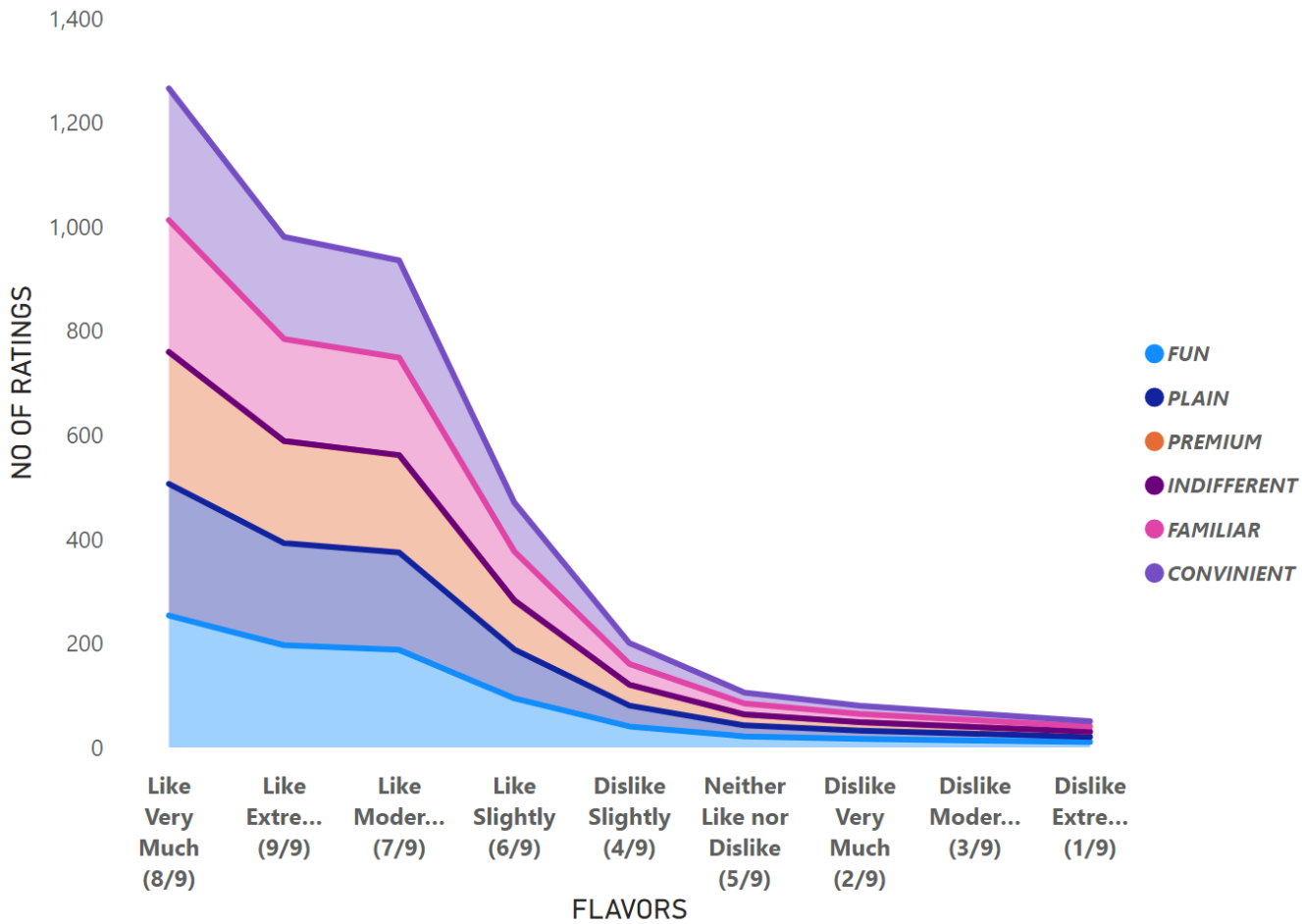
DESCRIPTION VS REPURCHASE

REPURCHASE

Legend (bar chart):
- Convenient
- Familiar
- Fun
- Indifferent
- Plain
- Premium
- Boring
- Cheap

Legend (donut chart):
- Definitely would not purchase (1/...
- Definitely would purchase (5/5)
- Might or might not purchase (3/5)
- Probably would not purchase (2/5)
- Probably would purchase (4/5)

Donut values:
- 91 (10.96%)
- 133 (16.02%)
- 227 (27.35%)
- 57 (6.87%)
- 322 (38.8%)

X-axis (REPURCHASE VIEWS):
- Definitely would purchase (5/5)
- Might or might not purchase (3/5)
- Probably would purchase (4/5)
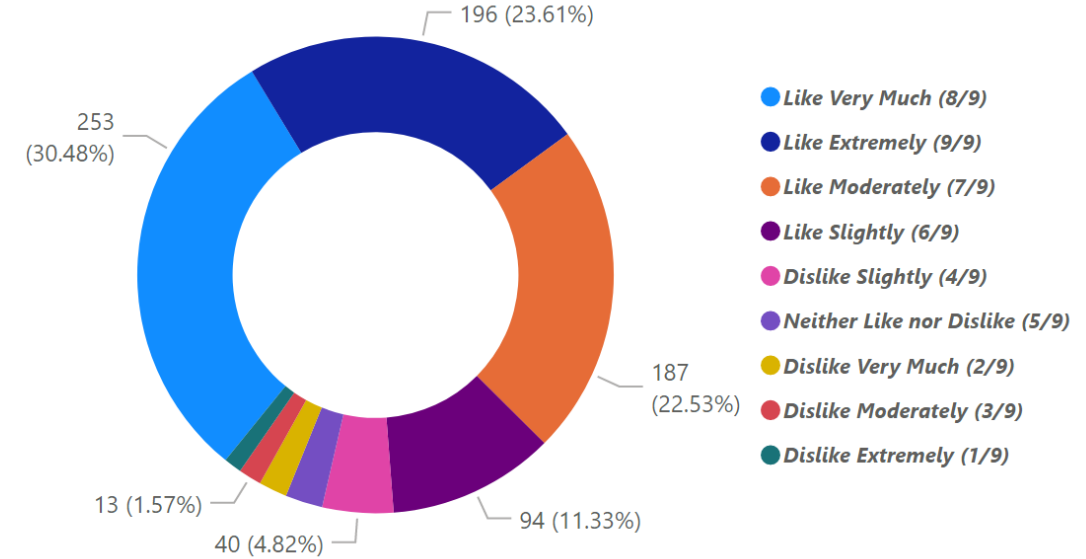- Definitely would not purchase (1/5)
- Probably would not purchase (2/5)

OBSERVATIONS

1. Description has little effect on Re-purchase
2. As ratings decreases Re-purchase decreases and vice-versa
3. People gave maximum 4 rating based on description with the view that they would probably purchase the product.

DESCRIPTION VS FLAVOR

Legend:
- FUN
- PLAIN
- PREMIUM
- INDIFFERENT
- FAMILIAR
- CONVINIENT

FLAVOR RATINGS

- 253 (30.48%)
- 196 (23.61%)
- 187 (22.53%)
- 94 (11.33%)
- 40 (4.82%)
- 13 (1.57%)

Legend:
- Like Very Much (8/9)
- Like Extremely (9/9)
- Like Moderately (7/9)
- Like Slightly (6/9)
- Dislike Slightly (4/9)
- Neither Like nor Dislike (5/9)
- Dislike Very Much (2/9)
- Dislike Moderately (3/9)
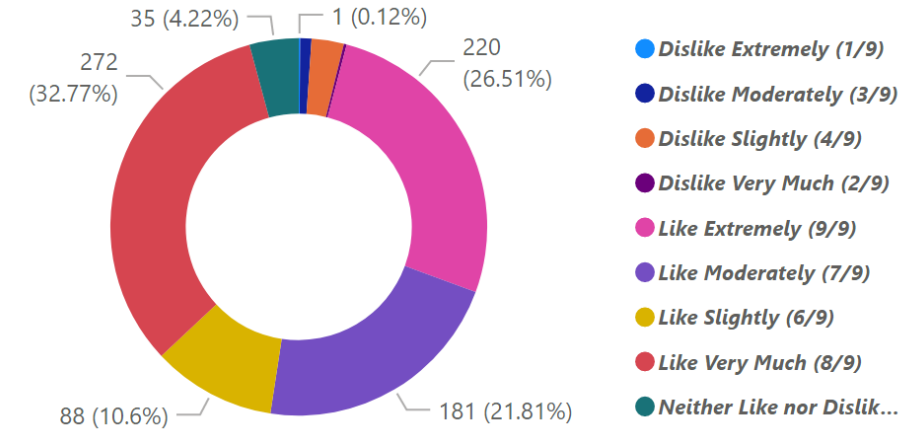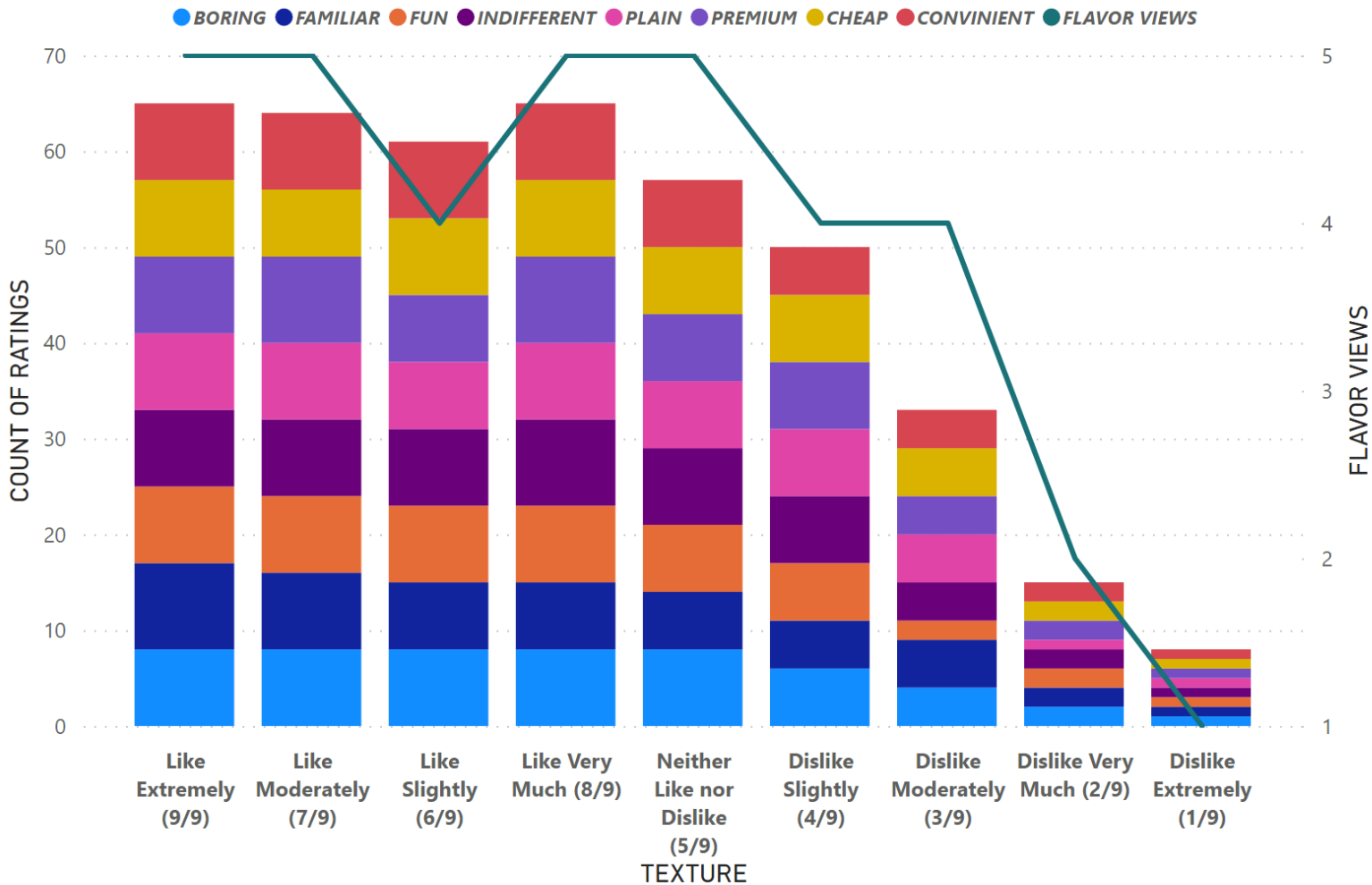- Dislike Extremely (1/9)

OBSERVATIONS

1. About 30% of people voted 8 out of 9 based on flavor
2. About 23% of the population like the flavor extremely.
3. Very few people extremely dislike or disliked the flavor
4. 5. Description ratings are directedly related to favors. As ratings decreases so the flavors.
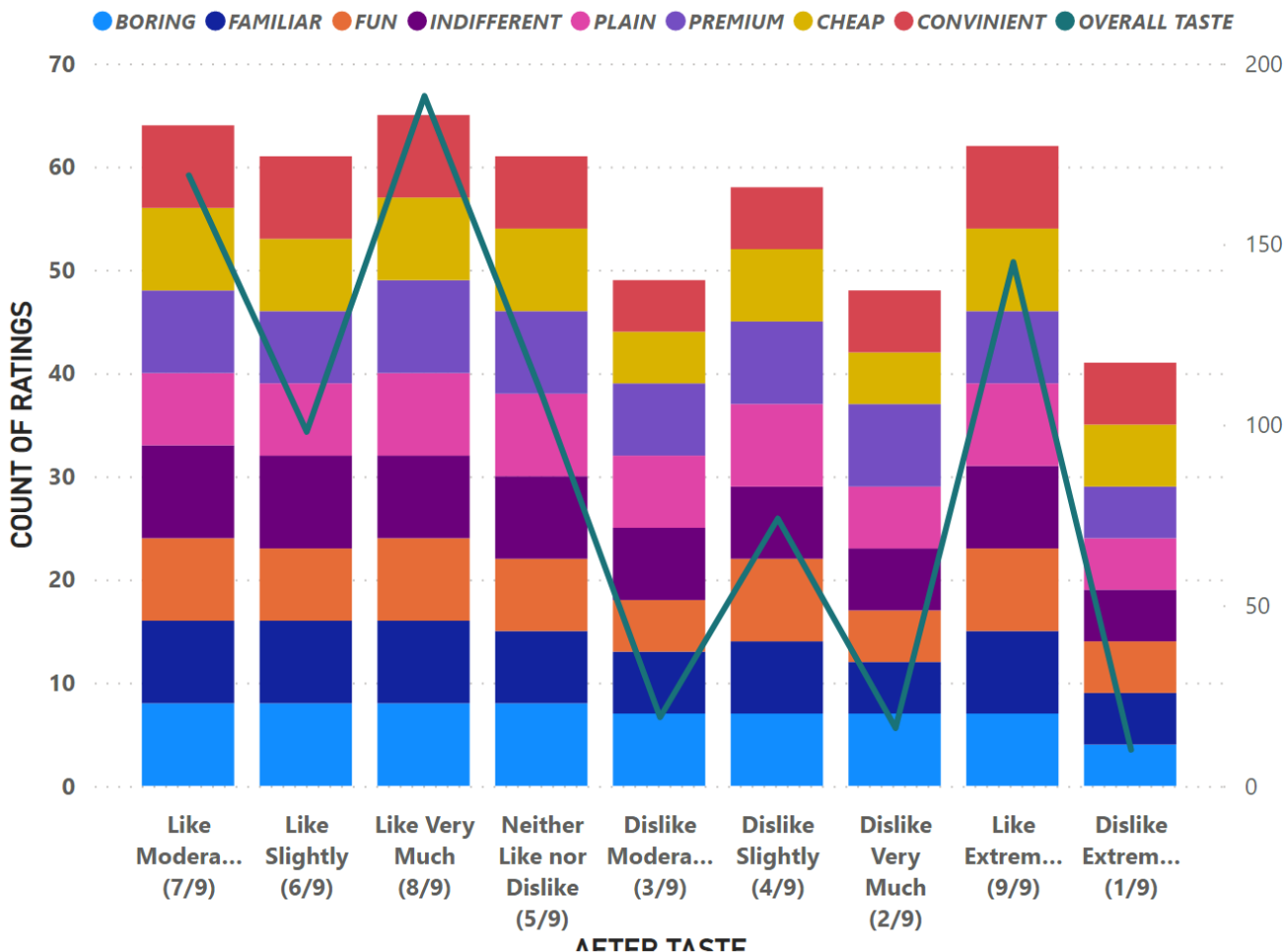
DESCRIPTION VS TEXTURE VS FLAVOR

TEXTURE

Legend (bar chart): BORING, FAMILIAR, FUN, INDIFFERENT, PLAIN, PREMIUM, CHEAP, CONVINIENT, FLAVOR VIEWS

X-axis (TEXTURE): Like Extremely (9/9), Like Moderately (7/9), Like Slightly (6/9), Like Very Much (8/9), Neither Like nor Dislike (5/9), Dislike Slightly (4/9), Dislike Moderately (3/9), Dislike Very Much (2/9), Dislike Extremely (1/9)

Y-axis left: COUNT OF RATINGS. Y-axis right: FLAVOR VIEWS

Donut chart (TEXTURE):
- Dislike Extremely (1/9)
- Dislike Moderately (3/9): 1 (0.12%)
- Dislike Slightly (4/9)
- Dislike Very Much (2/9)
- Like Extremely (9/9): 220 (26.51%)
- Like Moderately (7/9): 181 (21.81%)
- Like Slightly (6/9): 88 (10.6%)
- Like Very Much (8/9): 272 (32.77%)
- Neither Like nor Dislik...: 35 (4.22%)

OBSERVATIONS

1. Most of the people like texture of the product
2. Texture Rating is related to Description which are related to flavor rating.
3. As Description rating decreases, texture decreases and also the rating for flavors.
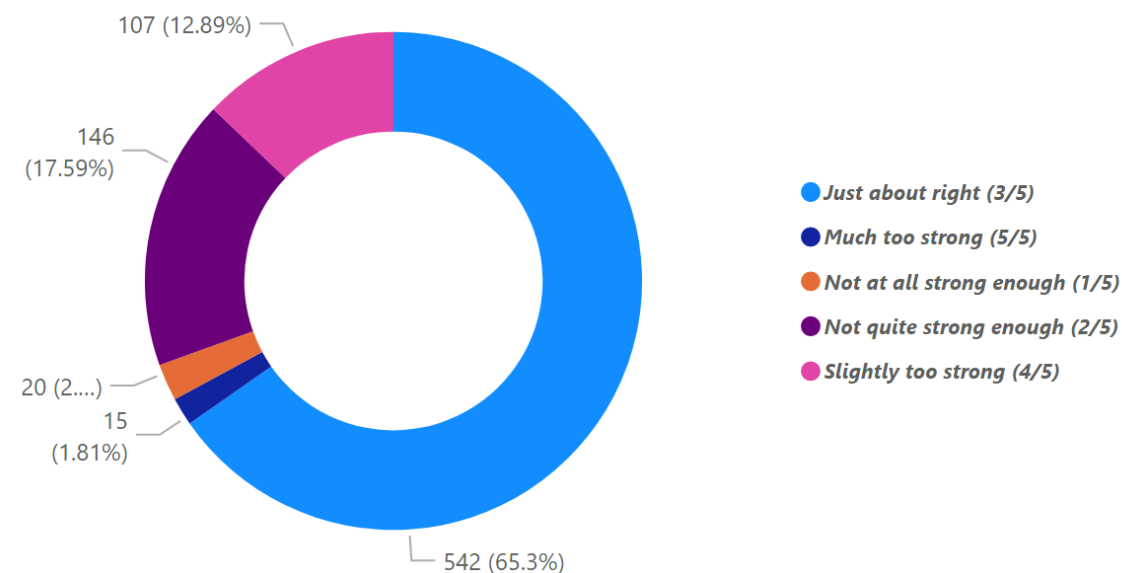
DESCRITTION VS TASTE

FLAVOR VIEWS

Legend:
- Just about right (3/5)
- Much too strong (5/5)
- Not at all strong enough (1/5)
- Not quite strong enough (2/5)
- Slightly too strong (4/5)

Donut chart values:
- 107 (12.89%)
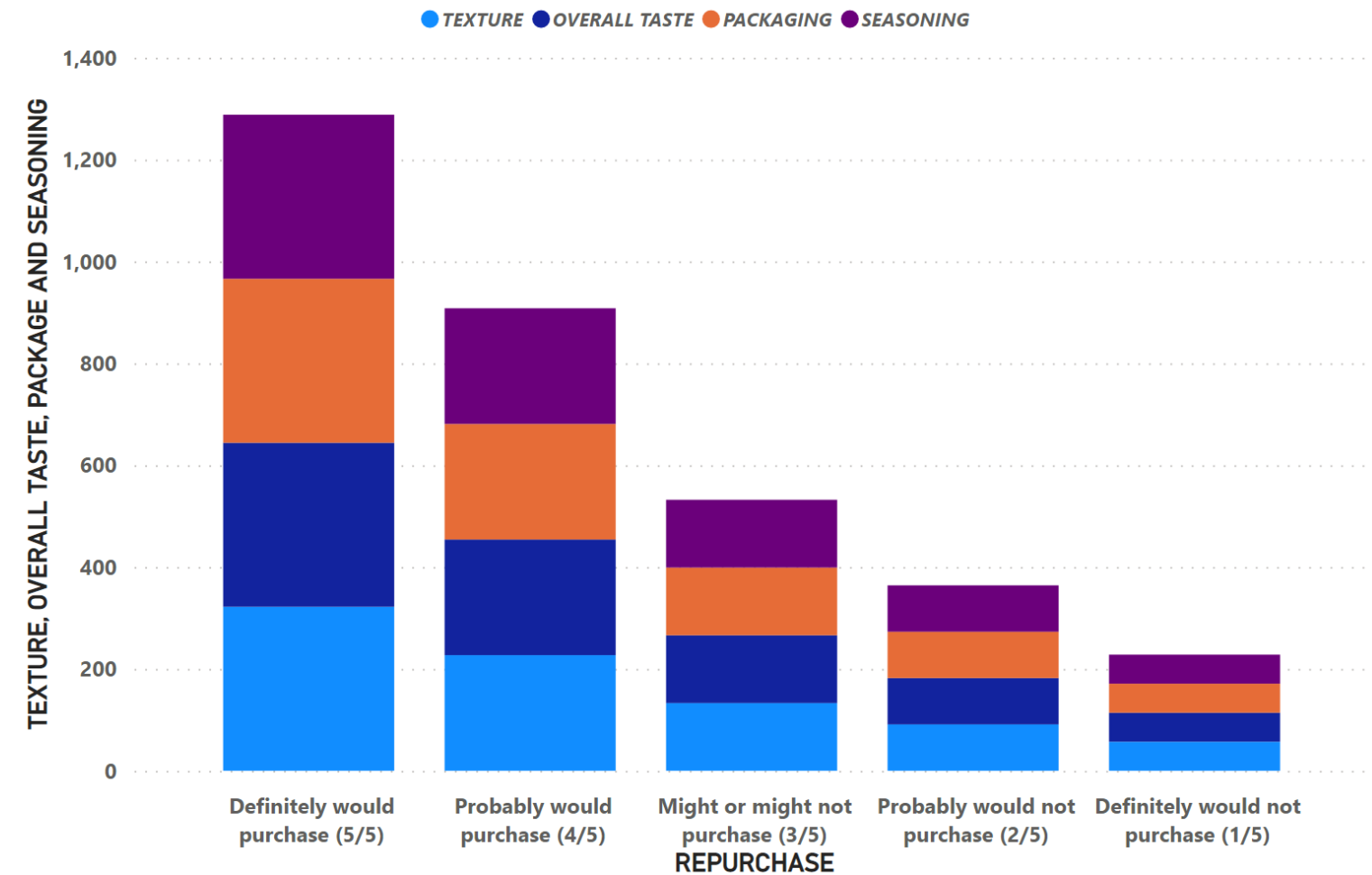- 146 (17.59%)
- 20 (2....)
- 15 (1.81%)
- 542 (65.3%)

OBSERVATIONS

1. Most people like the product very much after taste and rated 8 out of 9
2. Most people feel the flavor is just about right and rated 3 out of 5
3. About 13% felt the flavor slightly too strong.
4. Whereas about 18% felt the flavor Not quite strong enough for them.
5. People rated less for the product with lesser taste
6. After tasting fewer people liked the overall taste and many people rated 8/9 whereas rating changes observed in extremely dislike cases. Now lesser people dislike the product extremely, moderately or very much.
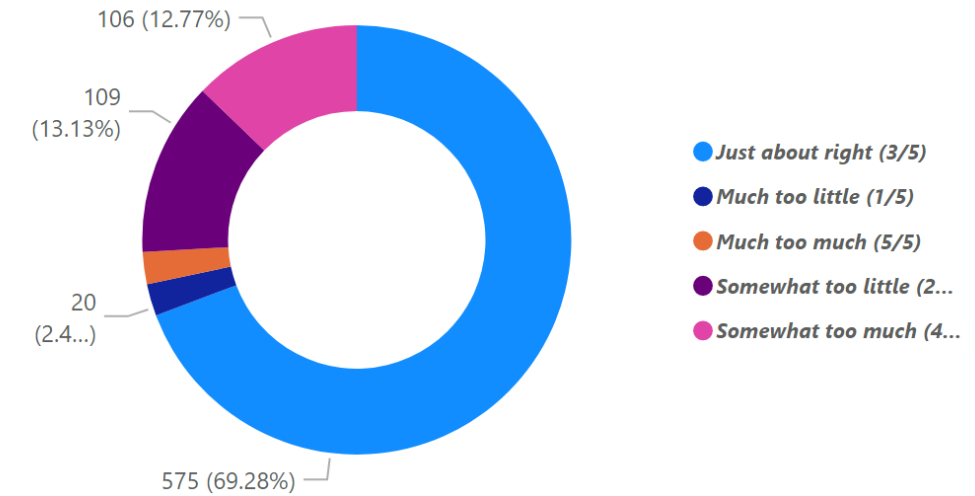
TEXTURE, TASTE, PACKAGING AND SEASONING VS REPURCHASE

SEASONING

Legend (bar chart): ● TEXTURE ● OVERALL TASTE ● PACKAGING ● SEASONING

X-axis (REPURCHASE): Definitely would purchase (5/5), Probably would purchase (4/5), Might or might not purchase (3/5), Probably would not purchase (2/5), Definitely would not purchase (1/5)

Y-axis: TEXTURE, OVERALL TASTE, PACKAGE AND SEASONING

Donut chart (SEASONING):
- 106 (12.77%)
- 109 (13.13%)
- 20 (2.4...)
- 575 (69.28%)

● Just about right (3/5)
● Much too little (1/5)
● Much too much (5/5)
● Somewhat too little (2...
● Somewhat too much (4...

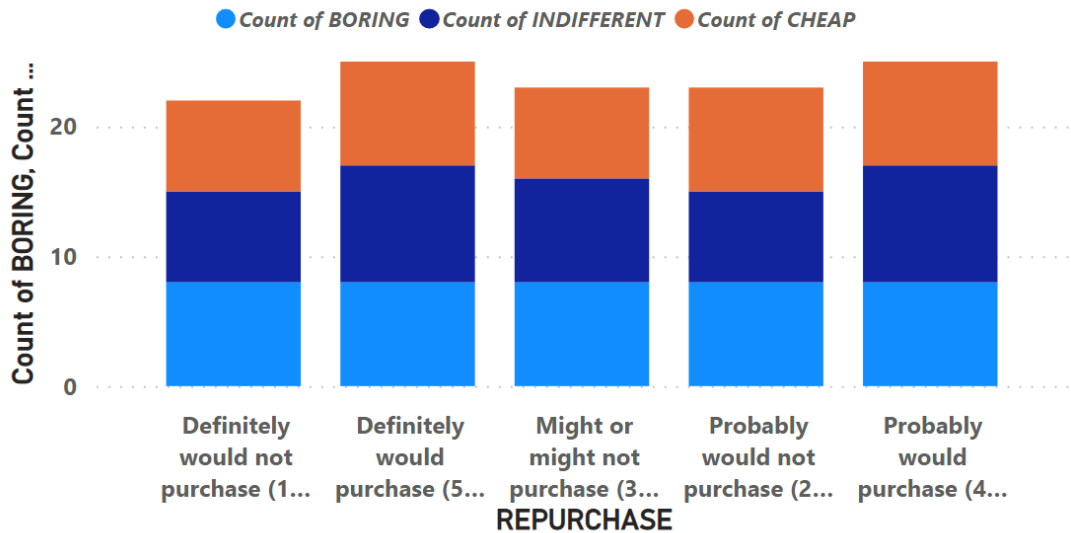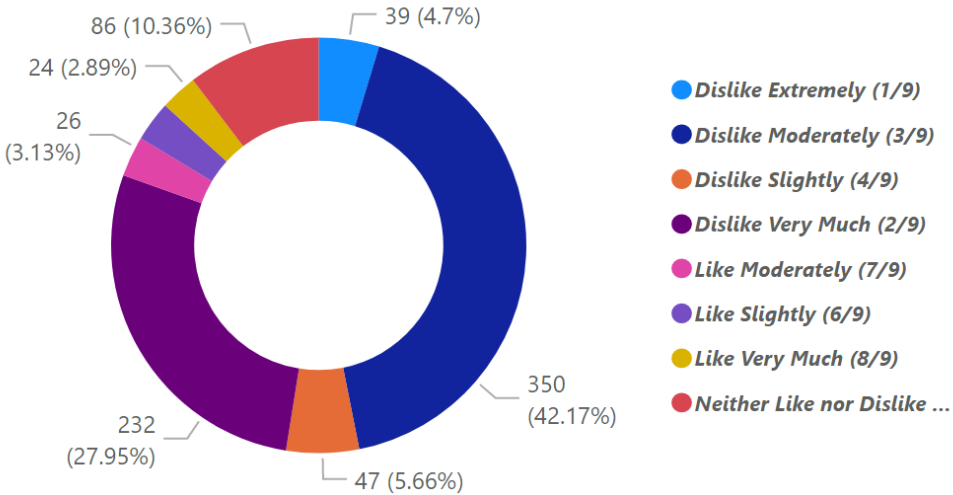## OBSERVATIONS:

1. Most people (About 70%) felt seasoning is just about right and rated 3 out 5 in seasoning.
2. As Rating for texture, packaging, taste and seasoning increases so is the re-purchase ratings. and vice-versa.

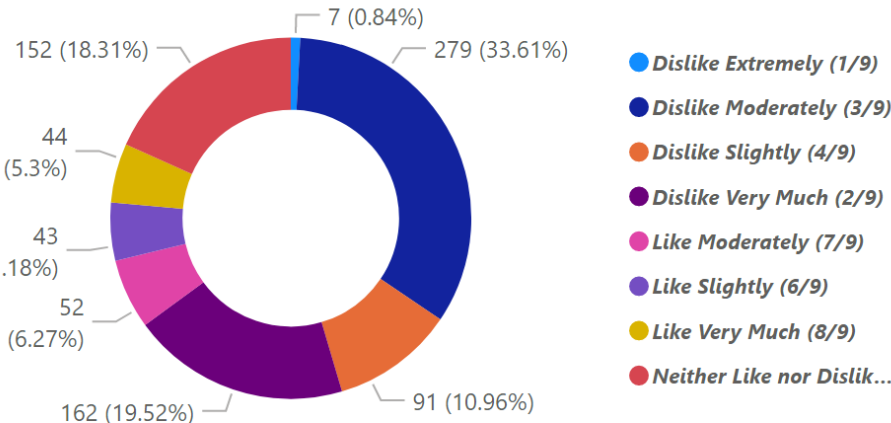# DESCRIPTION AS BORING, CHEAP AND INDIFFERENT VS REPURCHASE

● *Count of BORING* ● *Count of INDIFFERENT* ● *Count of CHEAP*

BORING

39 (4.7%)
86 (10.36%)
24 (2.89%)
26 (3.13%)
350 (42.17%)
47 (5.66%)
232 (27.95%)

● *Dislike Extremely (1/9)*
● *Dislike Moderately (3/9)*
● *Dislike Slightly (4/9)*
● *Dislike Very Much (2/9)*
● *Like Moderately (7/9)*
● *Like Slightly (6/9)*
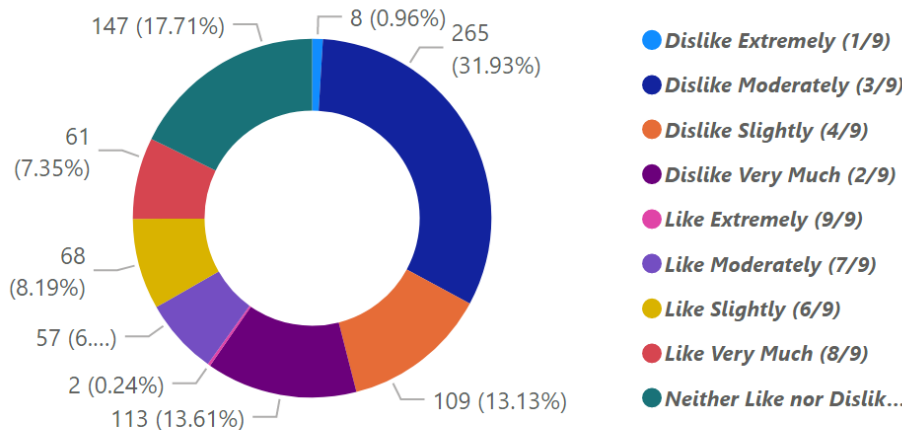● *Like Very Much (8/9)*
● *Neither Like nor Dislike ...*

OBSERVATIONS:

1. Most people rated dislike for product described as boring
2. Most People rated dislike for product described as cheap.
3. Most people rated dislike for product rated indifferent
4. Repurchase has lesser effect on product description has boring, cheap or indifferent.
5. Repurchase rating mostly deepened upon taste, texture, flavor and seasoning of the product.

CHEAP

7 (0.84%)
279 (33.61%)
152 (18.31%)
44 (5.3%)
43 .18%)
52 (6.27%)
162 (19.52%)
91 (10.96%)

● *Dislike Extremely (1/9)*
● *Dislike Moderately (3/9)*
● *Dislike Slightly (4/9)*
● *Dislike Very Much (2/9)*
● *Like Moderately (7/9)*
● *Like Slightly (6/9)*
● *Like Very Much (8/9)*
● *Neither Like nor Dislik...*

INDIFFERENT

147 (17.71%)
8 (0.96%)
265 (31.93%)
61 (7.35%)
68 (8.19%)
57 (6....%)
2 (0.24%)
113 (13.61%)
109 (13.13%)

● *Dislike Extremely (1/9)*
● *Dislike Moderately (3/9)*
● *Dislike Slightly (4/9)*
● *Dislike Very Much (2/9)*
● *Like Extremely (9/9)*
● *Like Moderately (7/9)*
● *Like Slightly (6/9)*
● *Like Very Much (8/9)*
● *Neither Like nor Dislik...*

CONCLUSION

* BUYING DEPENDS UPON TASTE, FLAVOR.
* PACKAGING HAS LESSER EFFECT ON RE-PURCHASE
* DESCRIPTION EFFECT REPURCHASE. POSITIVE DISCRIPTION INCREASES REPURCHASE WHILE NEGATIVE DESCRIPTION LOWERS REP URCHASE.
* PEOPLE VIEWS CHANGE AFTER TASTE AND BEFORE TASTE
* PEOPLE TASTING THE PRODUCT SHOWED MORE INTEREST IN BUYING THE PRODUCT
* VIEWS ON FLAVOR VARY FROM PEOPLE TO PEOPLE