First Meeting Summary

SCCID:
Client:
Consultant: Aniruddha Rajendra Rao
Date: 25th September 2017

Research Field: Marketing and Food science

Project Title: French Fries

Project Description: A student from the marketing department (working in collaboration with the food science department) wants us to analyze the French fry data that has been collected over the course of 10 days. The samples were collected in such a way that each person got to taste 2 oil brands (out of 4) and had to rate it on taste, temperature, color, texture and overall liking from 1 to 9. Each oil was aged from 1 to 5. The data provided is raw and large.

Questions for the SCC:
1. How to analyze and interpret
2. To check if its ok to buy the cheapest oil each time and to see if aging of the oil has any affect or not
3. What attributes of the clients French fries can be improved and are important

Second Meeting: Lets meet in two weeks at the same time and place. We will do the analysis on the data and make a technical report, which can be discussed.

Thank you,
Aniruddha Rajendra Rao