



Aunt Serena's Pancakes

*Aunt Serena is a brand that produces pancake mix, syrup, and other breakfast foods, based in Sacramento, USA.
A survey was conducted to gather insight on flavour of pancake preferences from MsBA Hult students in order to improve our product line.*

1. Which survey question you want to explore?

Question 1

2. Select the number of words you want to see



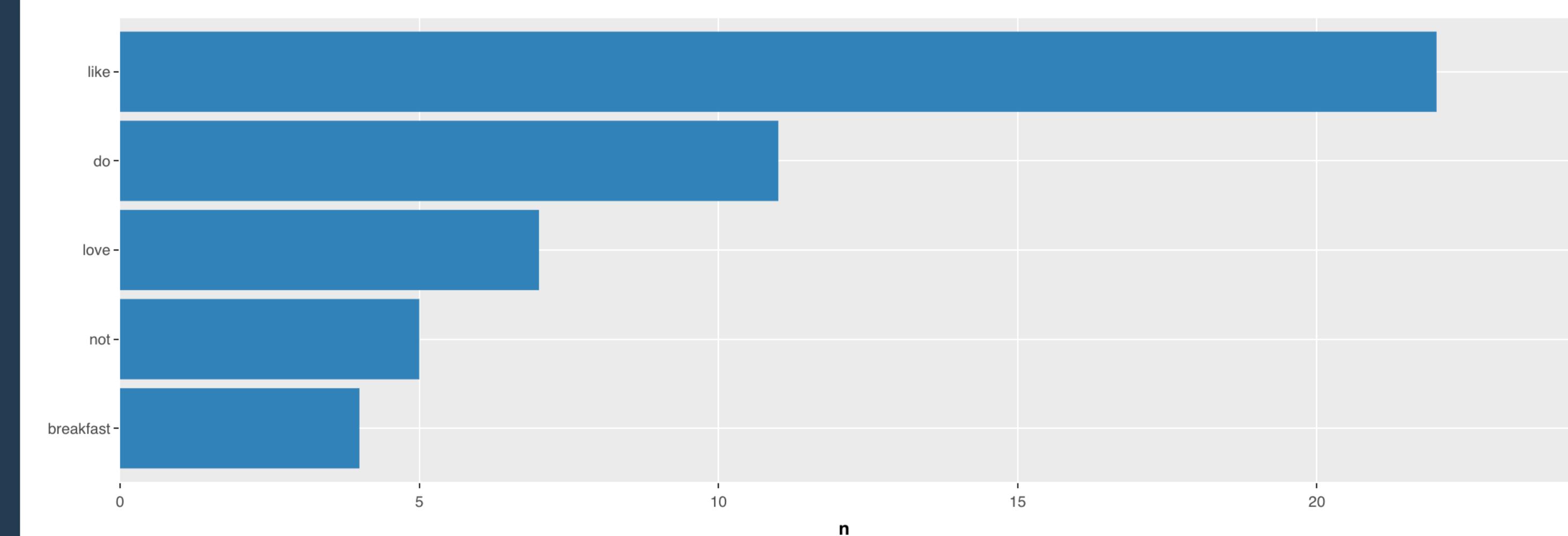
1. Do you like pancakes ?

Token Frequency Bar Plot

TFIDF Bar Plot

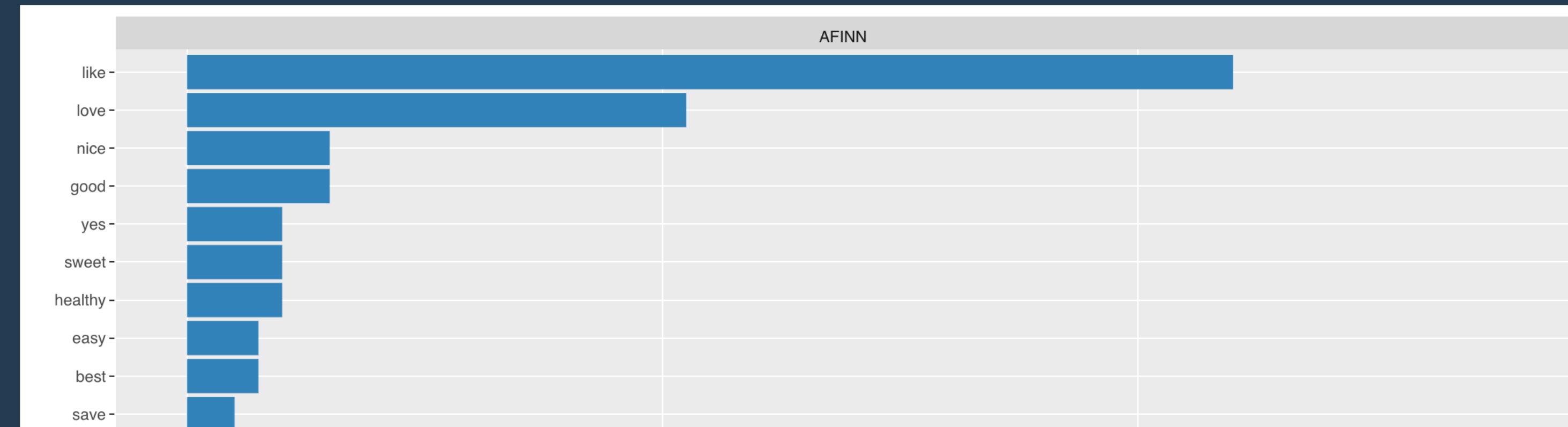
Insights & Recommendation

Word Frequencies



AFINN Sentiment Analysis

AFINN



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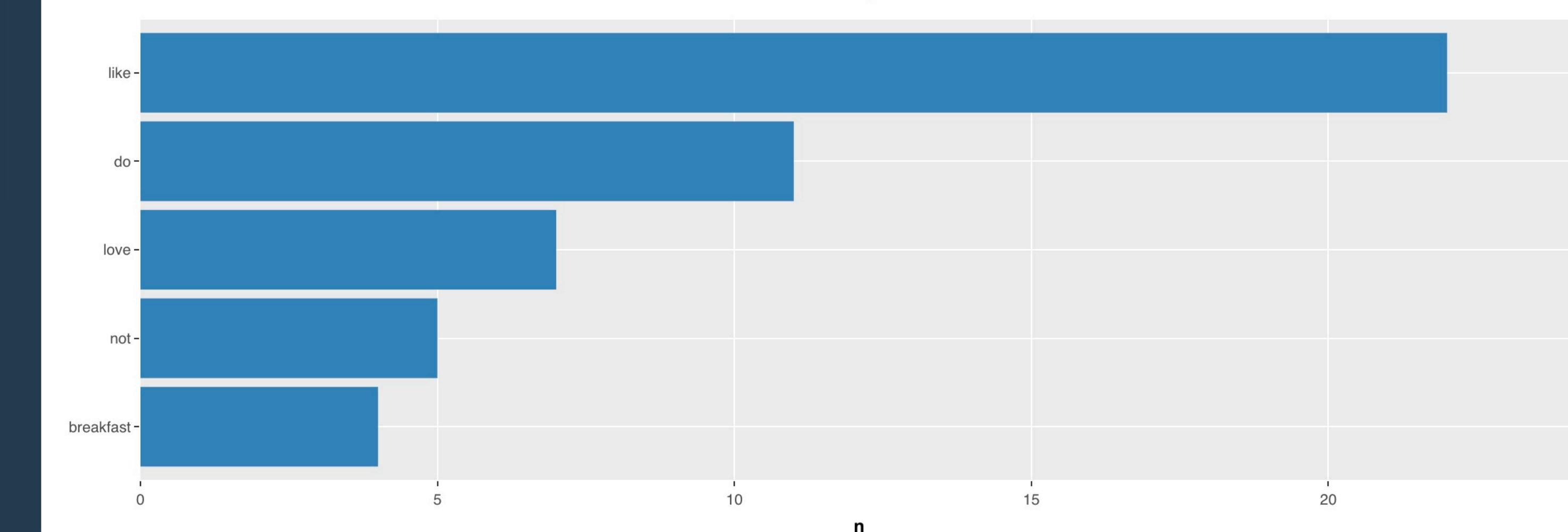
2 5 10

2 3 4 5 6 7 8 9 10

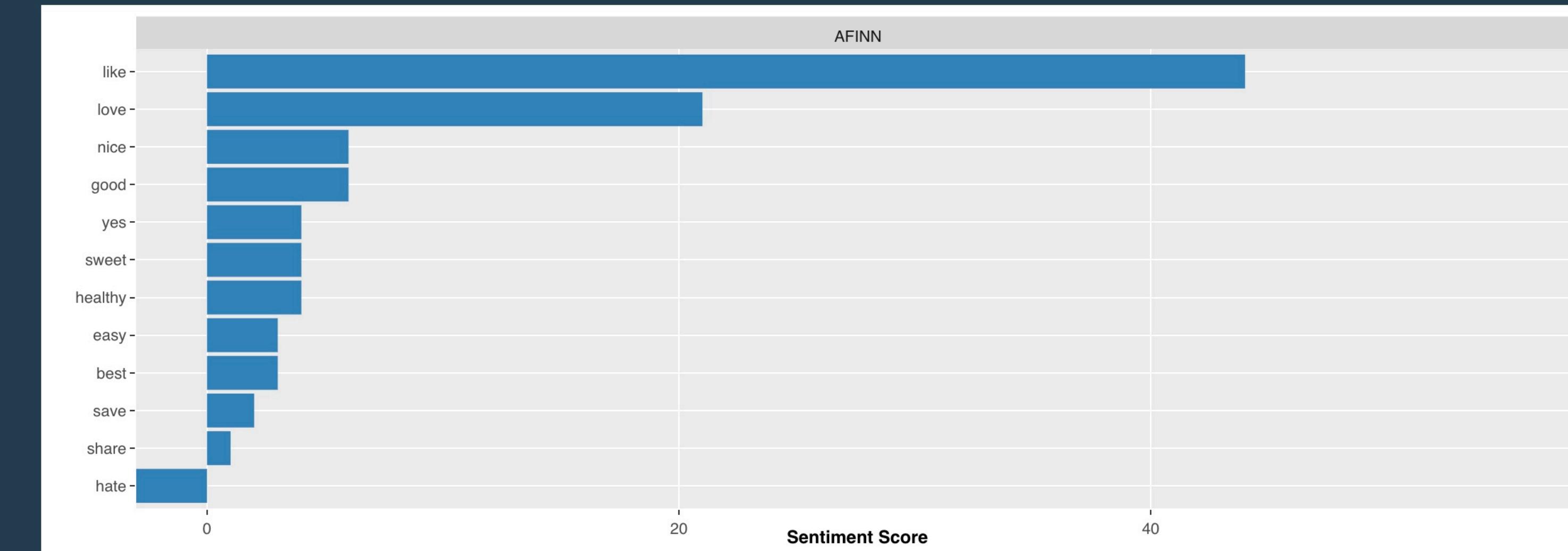
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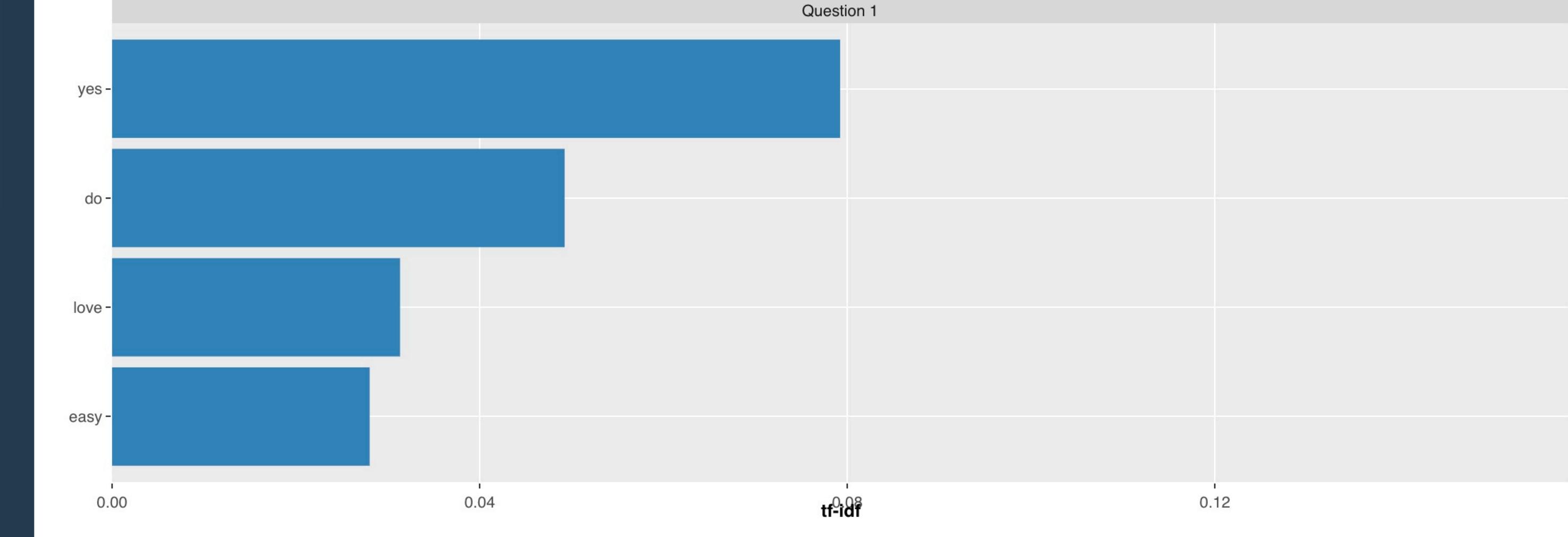


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1. Which survey question you want to explore?

Question 2

2. Select the number of words you want to see

2

8

10

2

3

4

5

6

7

8

9

10

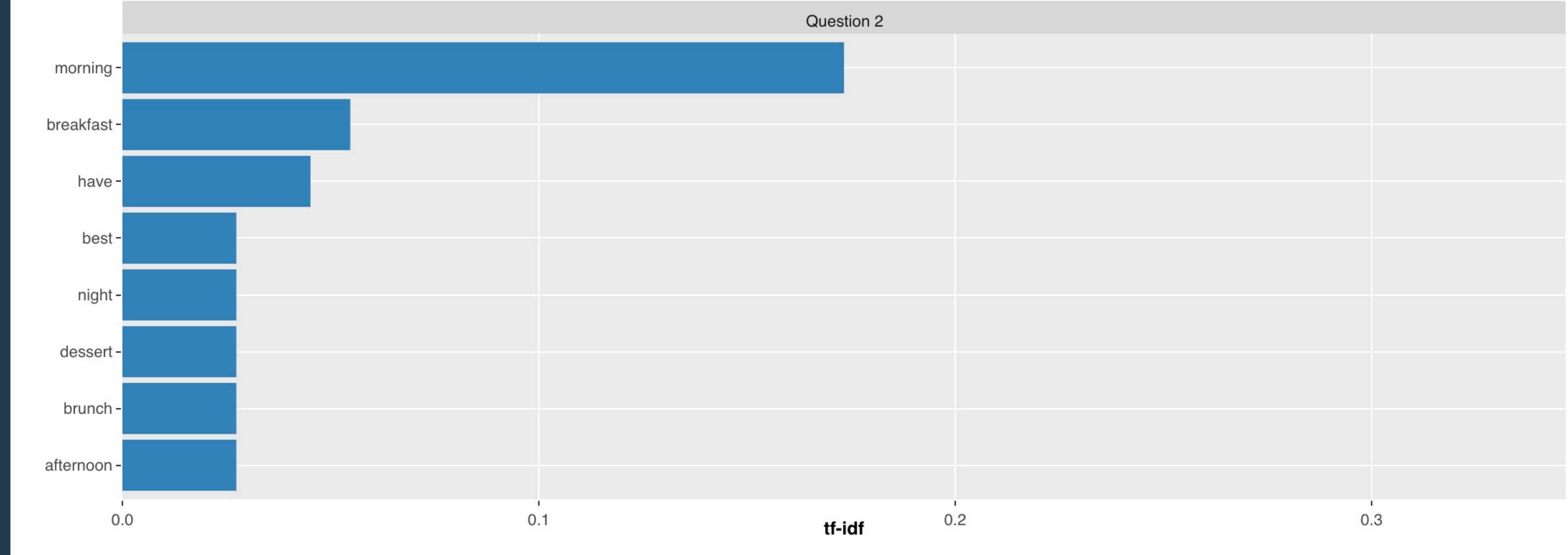
2. At what time do you prefer to eat pancakes? Why?

Token Frequency Bar Plot

TFIDF Bar Plot

Insights & Recommendation

Question 2





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1. Which survey question you want to explore?

Question 3

2. Select the number of words you want to see

2 5 10

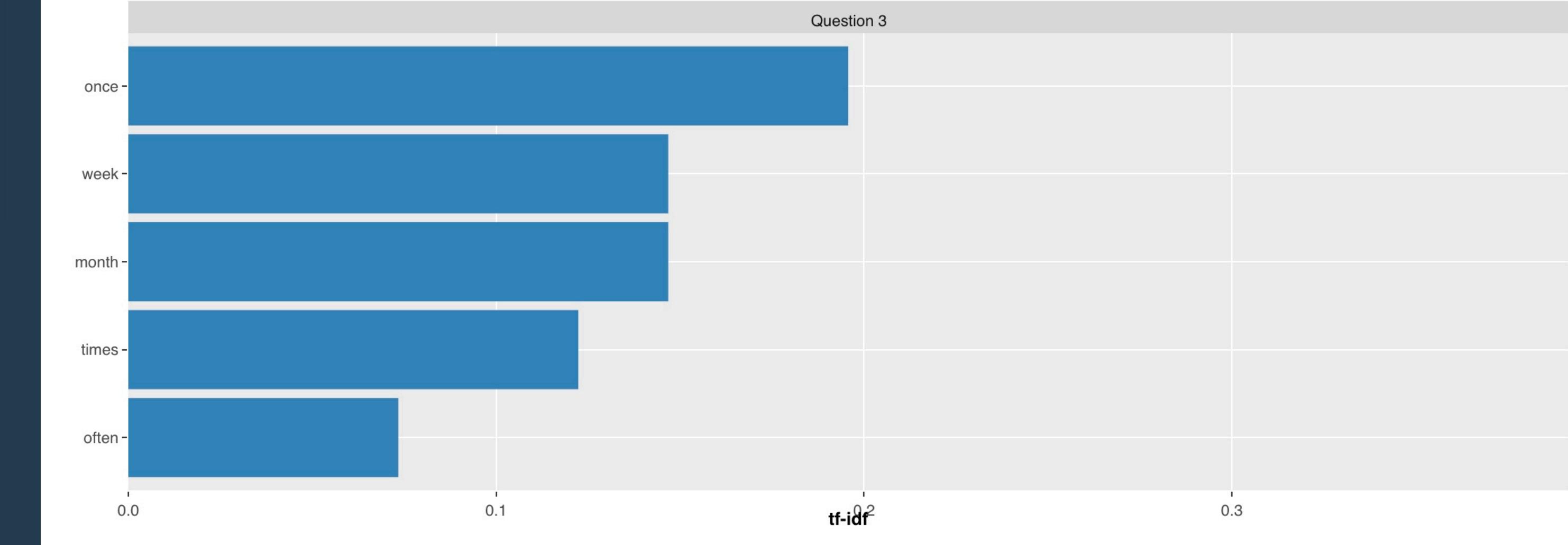
2 3 4 5 6 7 8 9 10

3. How often do you eat pancakes ?

Token Frequency Bar Plot

TFIDF Bar Plot

Insights & Recommendation





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1. Which survey question you want to explore?

Question 4

2. Select the number of words you want to see

2

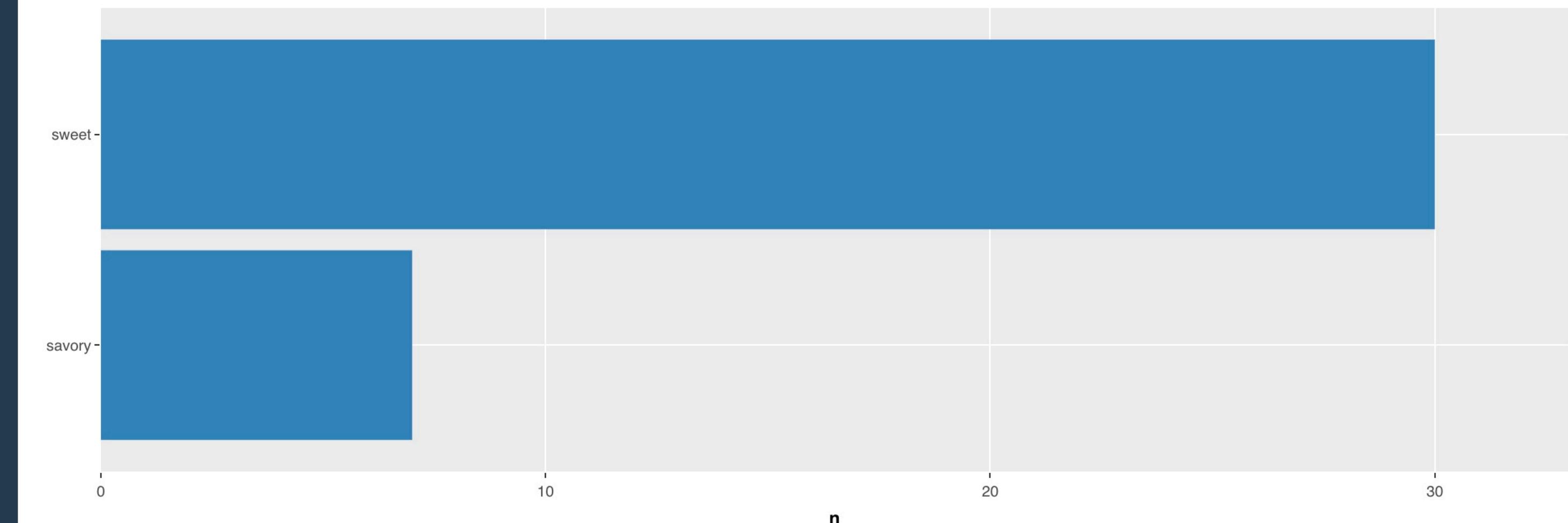
4. Do you prefer savory or sweet pancakes?

Token Frequency Bar Plot

TFIDF Bar Plot

Insights & Recommendation

Word Frequencies





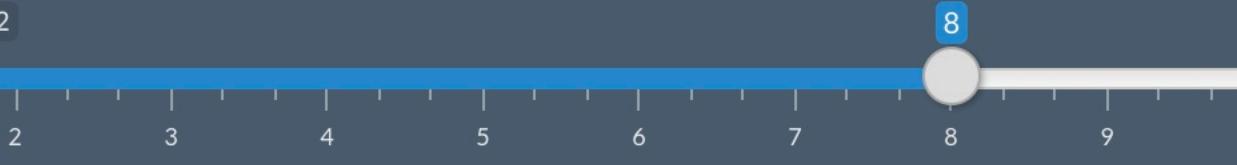
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1. Which survey question you want to explore?

Question 5

2. Select the number of words you want to see

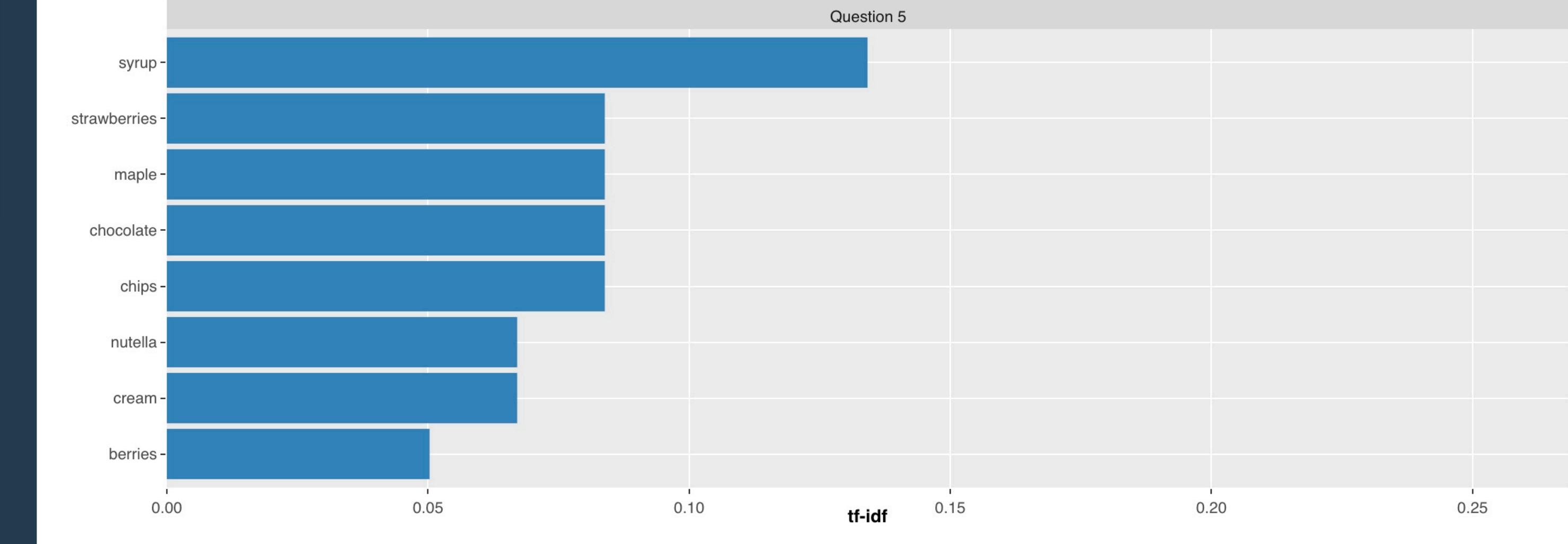


5. What are your three favorite pancake toppings

Token Frequency Bar Plot

TFIDF Bar Plot

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1. Which survey question you want to explore?

Question 6

2. Select the number of words you want to see

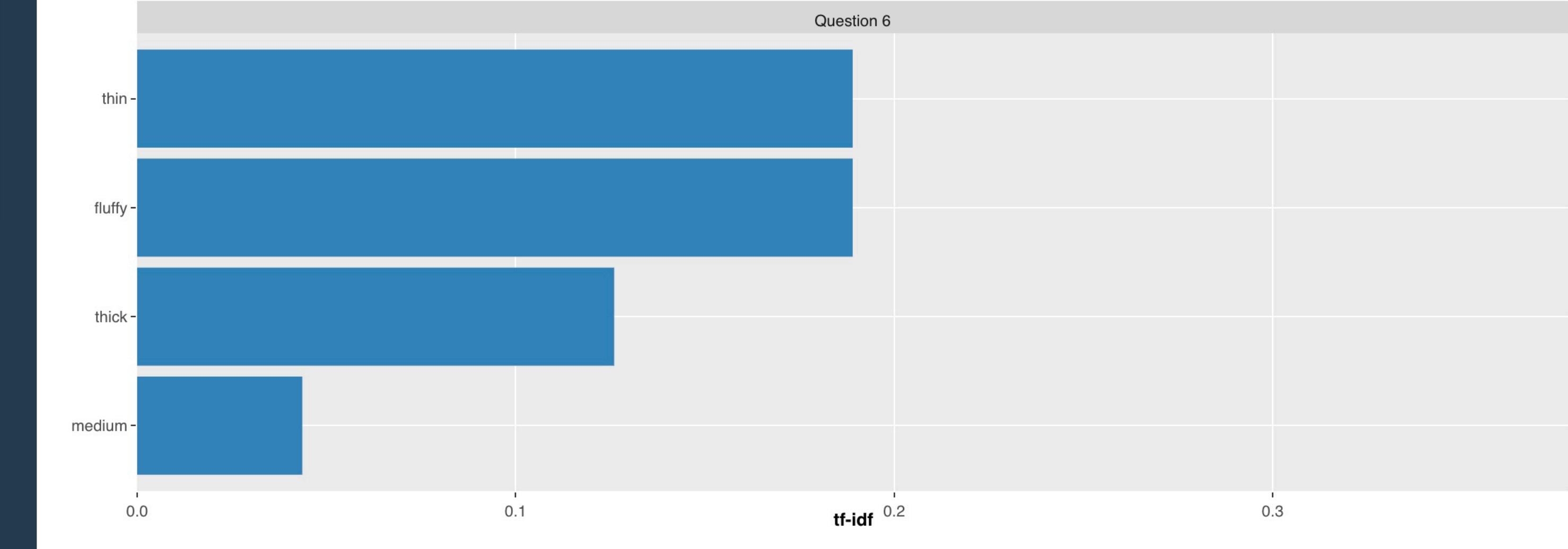


6. Describe why you prefer thin or fluffy pancakes?

Token Frequency Bar Plot

TFIDF Bar Plot

Insights & Recommendation



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1. Which survey question you want to explore?

Question 7

2. Select the number of words you want to see



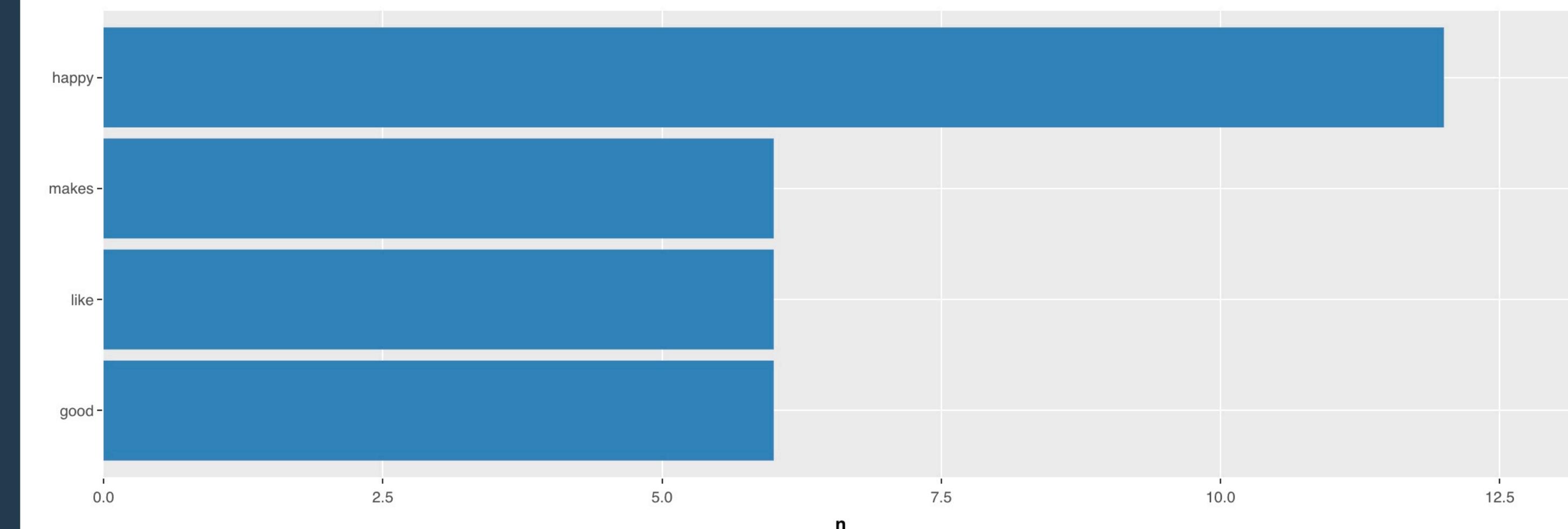
7. Describe how pancakes make you feel.

Token Frequency Bar Plot

TFIDF Bar Plot

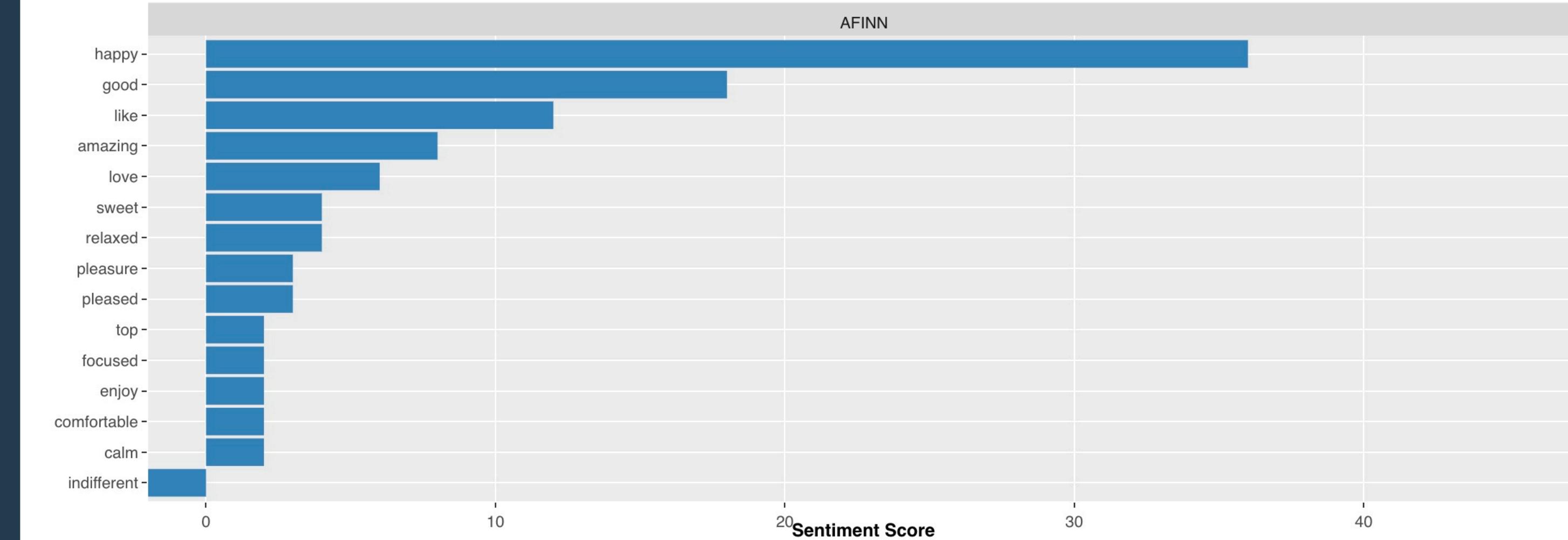
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1. Which survey question you want to explore?

Question 8

2. Select the number of words you want to see

2 4 10

2 3 4 5 6 7 8 9 10

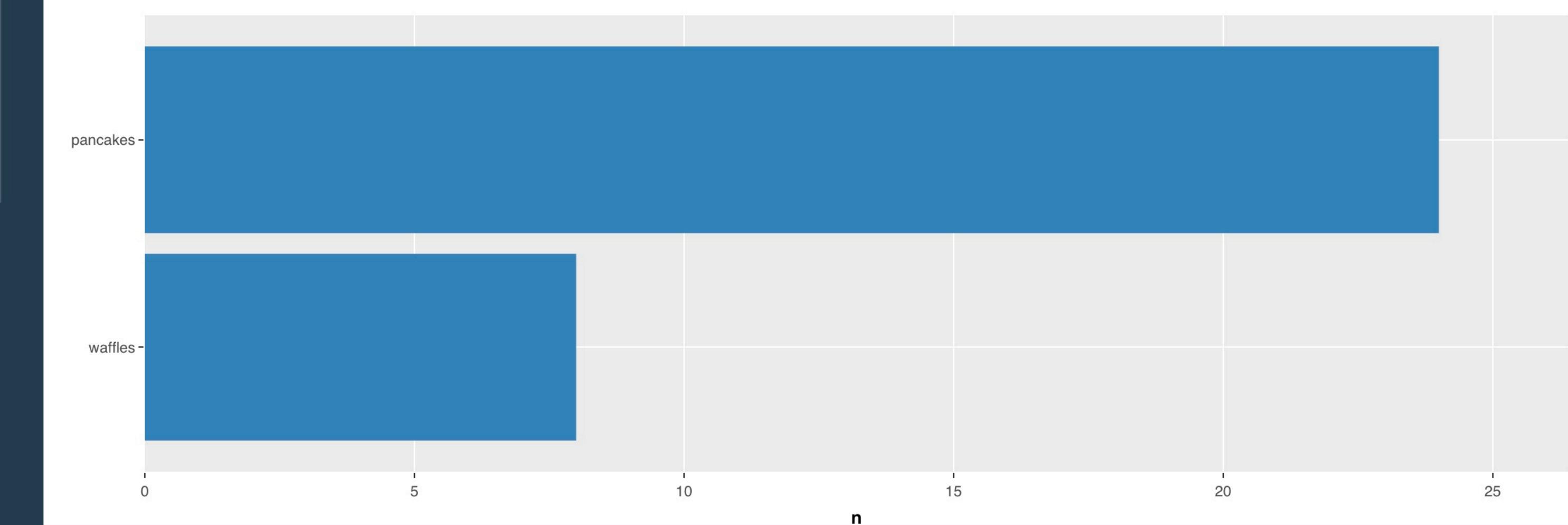
8. Do you prefer pancakes or waffles?

Token Frequency Bar Plot

TFIDF Bar Plot

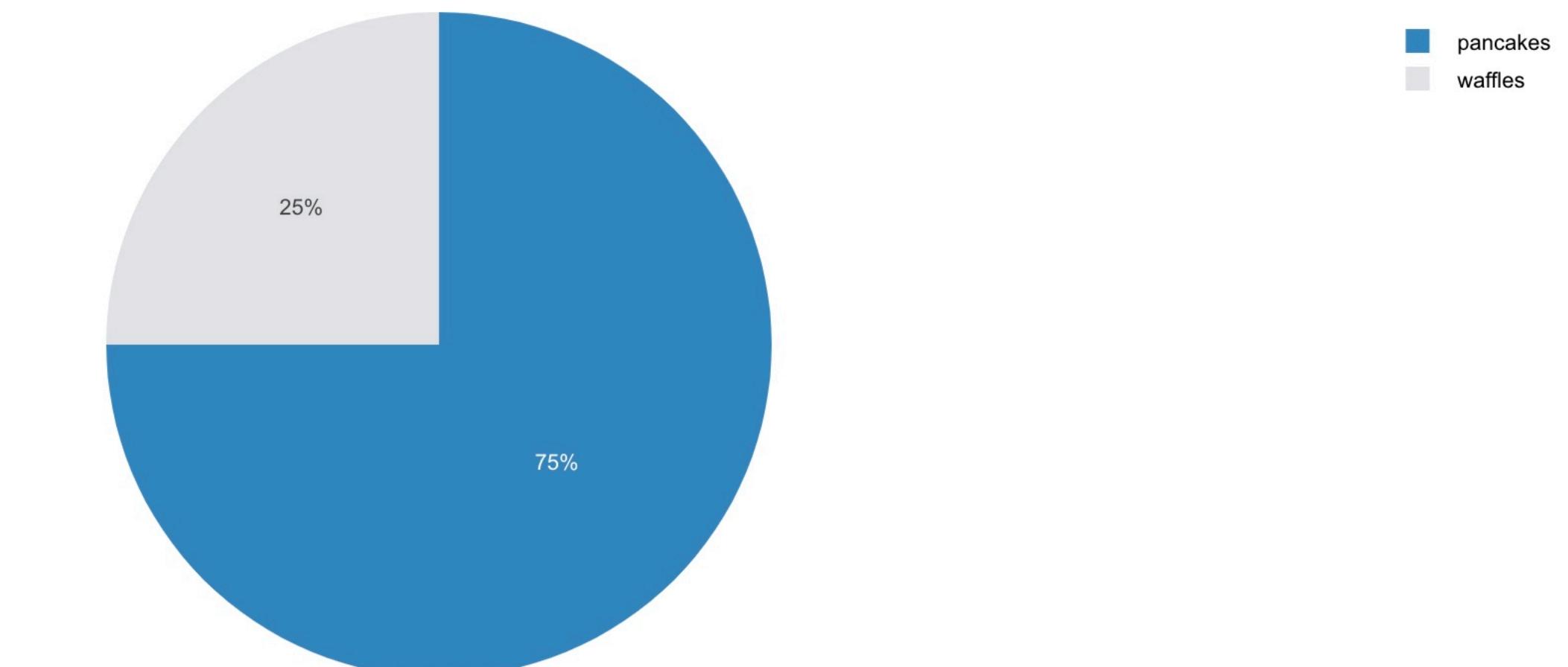
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Token Proportion

Token Counts: Do you prefer pancakes or waffles?





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8. Do you prefer pancakes or waffles?

Token Frequency Bar Plot

TFIDF Bar Plot

Insights & Recommendation

Insights:

- There is a notable positive association with pancakes amongst respondents.
- The majority of respondents prefer to eat pancakes for breakfast/morning but will also eat them throughout the day.
- Pancakes are not an everyday food for the majority of respondents. People eat them weekly, monthly or occasionally as a treat food.
- The vast majority of respondents prefer sweet over savoury flavours coupled with their pancakes
- Sweet toppings are dominating: syrup, chocolate and fruits being the crowd favourites.
- A small majority prefers fluffy and thick pancakes over thin, but this is a polarising characteristic as respondent's had a strong preference for one over the other.
- 3/4 of respondents prefer pancakes over waffles

Next Steps:

- Deals with supermarkets/grocery stores: Place pancake mixes next to cereals and breakfast items to capitalise on the association with morning/breakfast
- A range of premium flavoured mixes to capitalise on popular flavours: maple syrup and chocolate
- Potential to sell a more premium version of our product , as this isn't an everyday occurrence but an indulgence consumers may be willing to spend more for a higher quality product
- Diversify our product lines within the sweet category; with a mixture of sweet syrups, flavourings and toppings
- Create a waffle mix; low R&D costs because of high similarity to appeal to a wider audience
- Increasing marketing across social media platforms of other topping possibilities, to encourage experimentation with product
- On product packaging and on social media: clearly state the two distinctive recipes to make the batter either thin or fluffy