

SQL Analysis Assessment

Business Analysis and Structured Data – DAT - 7470 – BMBAN1

Catarina Jesus, Student ID: 26810706



Whole Foods Market is a supermarket company that offers natural and organic products. The company sells its own brand, Whole Foods Brand, who represents 14% of the retail sales in 2015. This brand allows the company to offer more than 550 exclusive products in terms of flavor, quality, and size and permits it to maintain its standards.

Although, some of the categories that are sold are underrepresented. According to the United States (U.S.) Department of Health and Human Services underrepresented population refers to a subgroup of that population whose representation is disproportionately low relative to the total population.

The excel sheet "Business Question" contains real and expected data on the number of products per category in Whole Foods Brand and Not Whole Foods Brand. After calculating the chi-square, it was given a result of 0.056%. This probability is less than 5%, so we accept the hypothesis that category and Whole Foods Brand are associated weakly. Most likely, some of the categories are underrepresented in the conglomerate of Whole Foods Brand.

Furthermore, it was calculated how much each category represented in the Whole Foods Brand, and the Whole Foods Brand represented in the total of products, and it was concluded that the categories Beauty, Beverages, Body Care, Bread Rolls and Bakery, Lifestyle, Meat, Produce, Snacks Chips Salsas and Dips, and Wine Beer Spirits are underrepresented once the difference between the previous percentages is negative.

The U.S. population is represented by 2% of Jews, how to follow a kosher diet. Whole Foods Market has available a diversity of kosher products, and due to the type of products that are offered in these supermarkets, it is one of the few supermarkets that offer this food. The amount of kosher food provided by the Whole Foods Brand is high, however, compared with all the other brands that are sold in the supermarkets is still lower.

Moreover, the company sells a variety of vegan products within a few categories. Nowadays, a lot of people decided to change than eating habits due to health and environmental reasons, so the adoption of a plant-based diet has been becoming famous around the world and specifically in the U.S. population. Even though most of the products available for sale do not belong to the brand, they have a lower average price compared to the other brands' average prices.

To increase sales and profits, and reduce costs associated with purchasing non-whole foods branded products, the company must offer a greater variety of Whole Foods Brand vegan and kosher products and always maintain the lowest price compared to its competitors.

References:

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