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## Presentation Notes

### **Background:**

- INBM sequence → learned how culture has a big influence on consumption.
- For example, the color red in China symbolizes luck and happiness, but, in the Middle East it evokes caution and danger.
- Cultural numbers gathered from “Culture Factor Tool,” gathering in-depth historical and current data cross-examined with scientific journals.
- Power Distance → a cultural norm for class differences and unequal power distribution.
- Individualism → self-reliance; the individual over the group.
- Motivation towards Achievements and Success
- Uncertainty Avoidance → prefer predictable outcomes rather than taking risks.
- Long Term Orientation → future-focused mindset
- Indulgence → culturally normal to indulge on desires
- North America: USA, Canada
- Latin America: Mexico, Brazil
- Europe: United Kingdom, Germany, Spain
- Asia-Pacific: Japan, China, India.

### **Visualizations:**

- ONLY considered the original Coca-Cola (i.e. not their diet, coffees, teas, Sprite, etc.)
- Variables considered include: cultural factors, average monthly income (per worker), average annual income, and total GDP per country.
- Weaknesses in the dataset:
  - Small dataset of only 10 countries.
  - Time constraint of this project as we had a few weeks to really look into key insights.
- Outside influences one must consider:
  - For example, differences in population sizes across these countries...
  - How quantifiable is culture and norms, etc. (hard thing to subject to numeric values).

### **Findings:**

- GDP and income have a much greater effect on sales than cultural norms.
- Ethical, legal, and societal implications:
  - Ethical in terms of how it is used → companies should try to use their newfound understanding of culture as a way to respect it and align with it.

- Legal → All of this information is found from world data and Coca-cola website, readily available.
- Societal implications → a good way for an American company to gain respect for a different country's culture.