How can ACME enter the Spanish health market?

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INTRODUCTION

01 Supermarket chain in the United States of America

Obese 39.00%

61.00%
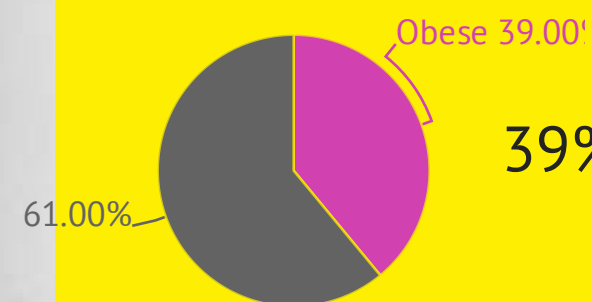
39% of the world's population is obese

03 Variety of products both healthy and unhealthy

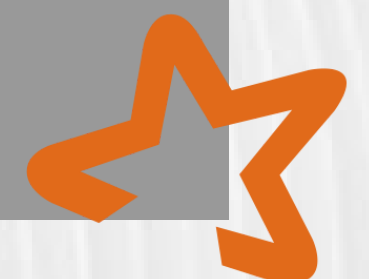Source: CDC National Center for Health Statistics (NCHS)]

04 Healthy food market has grown to 259 billion a year

$

05 Number of Centenarians living in Spain **4.3 times** higher than the world average

Assumptions & Limitations

A S S U M P T I O N S

1. NHS data on health representative for a daily healthy intake

2. Food is representative for a healthy life

3. Spain is health oriented → good market (mediterranian diet)

4. Health education in Europe still in the making

5. Chosen variables of interest = representative

L I M I T A T I O N S

1. Relatively small data set with many null values

2. Messy data set

3. Focus on small fraction of attributes

The healthiest places to live in the world

HEALTHY → UNHEALTHY

Top 20 Healthiest Places to Live

1	Spain ★	6	Italy	11	Slovenia	16	Denmark
2	Portugal	7	Sweden	12	Finland	17	Poland
3	Switzerland	8	Norway	13	Ireland	18	Germany
4	Japan	9	Singapore	14	France	19	Cyprus
5	Iceland	10	Austria	15	Estonia	20	England

*Based on obesity rates, pollution rates, food prices, life expectancy and sunlight hours

MONEY.CO.UK/HEALTHIEST-PLACES-TO-LIVE

Money

Product Information - Product Statistics

9 years

3 days

Average shelf life:

YEARS	1
MONTHS	4
DAYS	3
HOURS	17
MINUTES	19

0 2 4 6 8 10 12 14 16 18 20
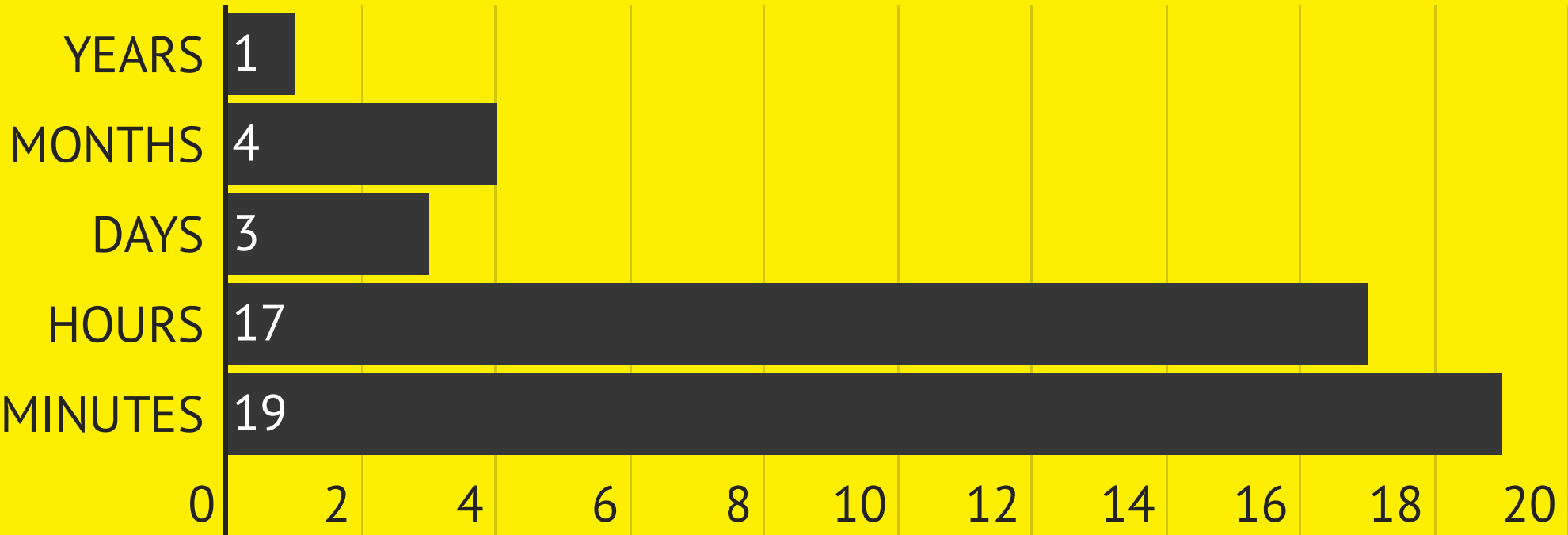
Top countries where products are sold to

Product Information - Product Categories

Top 5 selling categories

		Main Category	Count
🇪🇸	🧀	Cheeses	1219
🇪🇸		Biscuits	1085
🇪🇸	🫒	Extra Virgin Olive Oils	1084
🇪🇸		Prepared Meats	884
🇪🇸	🐨	Serrano Ham	740

Products by category

	Products Name	Main Category
🇪🇸	galego	11% white wine
🇪🇸	curcuma rama	3
🇪🇸	miel acacia	acacia honeys
🇪🇸	acacia con trozos de panal	acacia honeys
🇪🇸	panal miel de acacia	acacia honeys

Traces Analysis

Top 5 product trace information

- Nuts, Peanuts 13.41%
- Milk, Nuts 15.08%
- Nuts 34.08%
- Soybeans 16.00%
- Milk 21.43%
- Count
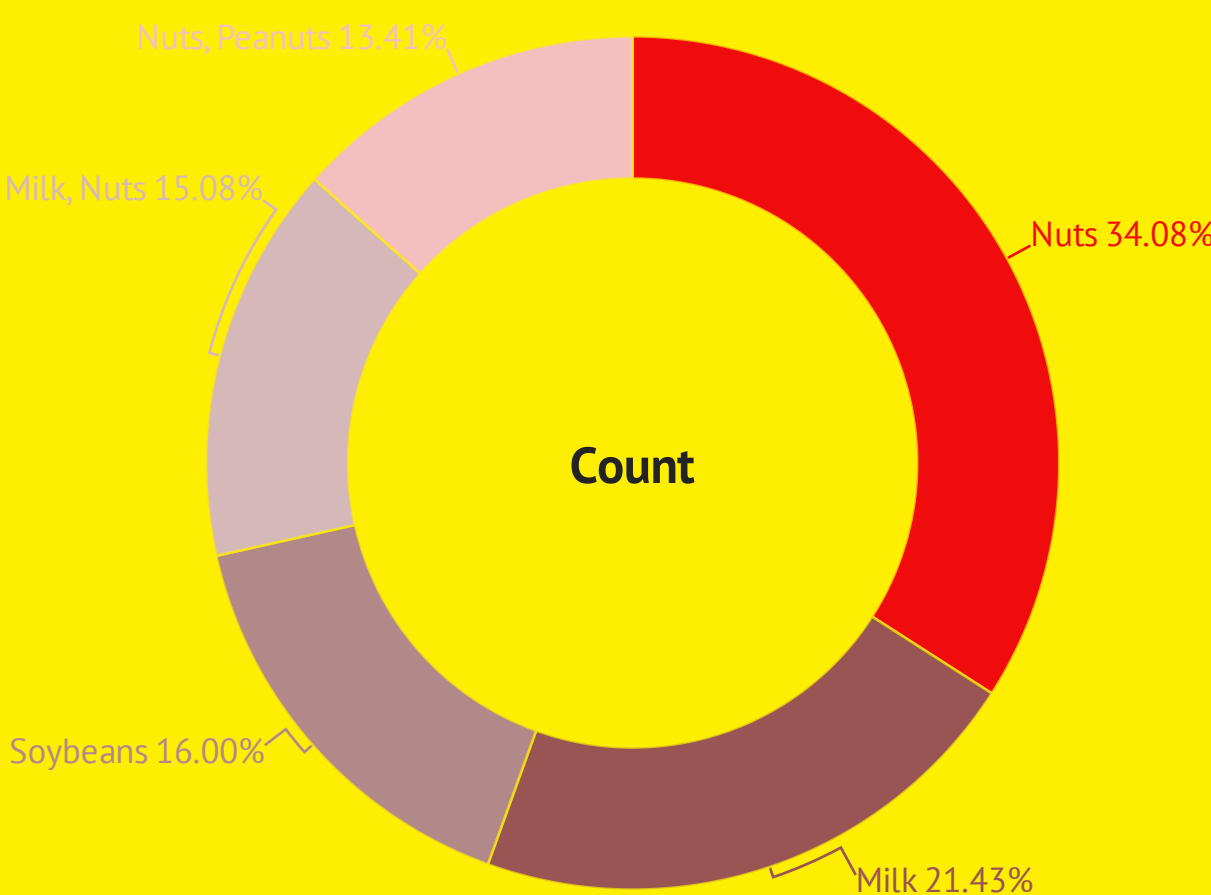
Product trace examples

		Product Traces	Product Name
	🇪🇸	almendra, avellana, nuez-pecan, pistacho	ser chocolate
	🇪🇸	balance-diet-and-a-healthy-lifestyle-is-recommended	out unsweetened milk
	🇪🇸	caffeina	infuso erbe al limone gr 50
	🇪🇸	cebada, contiene-derivados-de-soja-puede-contener	caldo de verduras
	🇪🇸	celery	crema de pollo con verduras

96% do not have complete traces info

Data Quality Analysis

% of products without complete analysis

27%

% of products without additives info´

95%

Number of products with complete info

149625

% of products without traces info

96%

Product Health Information - NHS Health Category Classification

Total Fat

High: 17.5g fat per 100g

Low: 3g fat per 100g

Saturated Fat

High: 5g saturated fat per 100g

Low: 1.5g saturated fat per 100g

Sugars

High: 22.5g sugar per 100g

Low: 5g fat per 100g

Salt

High: 1.5g salt per 100g

Low: 0.3g salt per 100g

Product Health Information - Data Profiling

```python
interestColumnsDF = (
    df
    .where(col("fat_100g").isNotNull())
    .where(col("saturated-fat_100g").isNotNull())
    .where(col("sugars_100g").isNotNull())
    .where(col("salt_100g").isNotNull())
    .withColumn("total_fat_level_100g",
                when(col("fat_100g")<=3, "low")
                .when((col("fat_100g")>3) & (col("fat_100g")<=17.5), "normal")
                .otherwise("high")
                )
    .withColumn("saturated_fat_level_100g",
                when(col("saturated-fat_100g")<=1.5, "low")
                .when((col("saturated-fat_100g")>1.5) & (col("saturated-fat_100g")<=5.0), "normal")
                .otherwise("high")
                )
    .withColumn("salt_level_100g",
                when(col("salt_100g")<=0.3, "low")
                .when((col("salt_100g")>0.3) & (col("salt_100g")<=1.5), "normal")
                .otherwise("high")
                )
    .withColumn("sugar_level_100g",
                when(col("sugars_100g")<=5, "low")
                .when((col("sugars_100g")>5) & (col("sugars_100g")<=22.5), "normal")
                .otherwise("high")
                )
    .cache() # optimization to make the processing faster
```

Product Health Information - Health Category Statistics

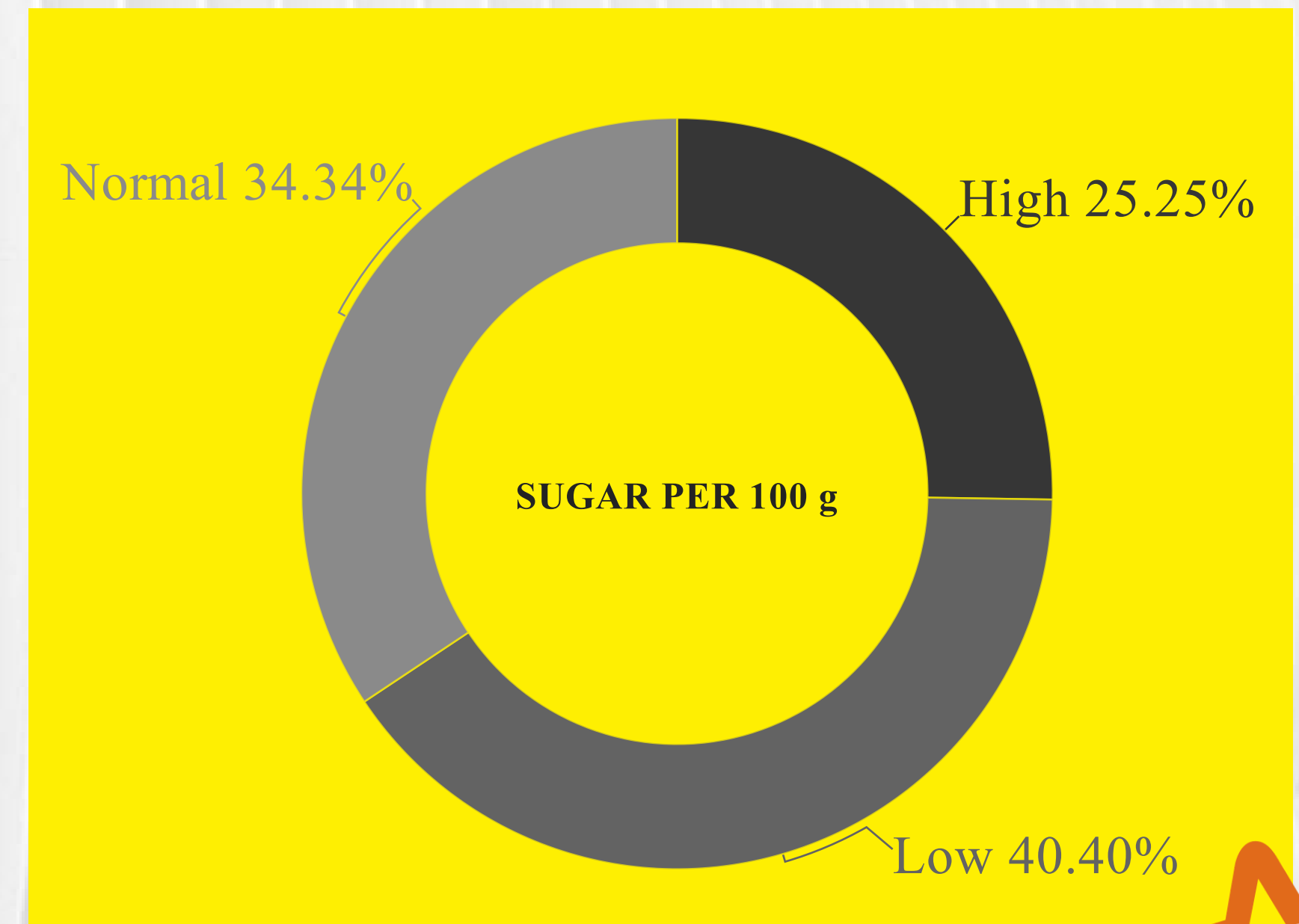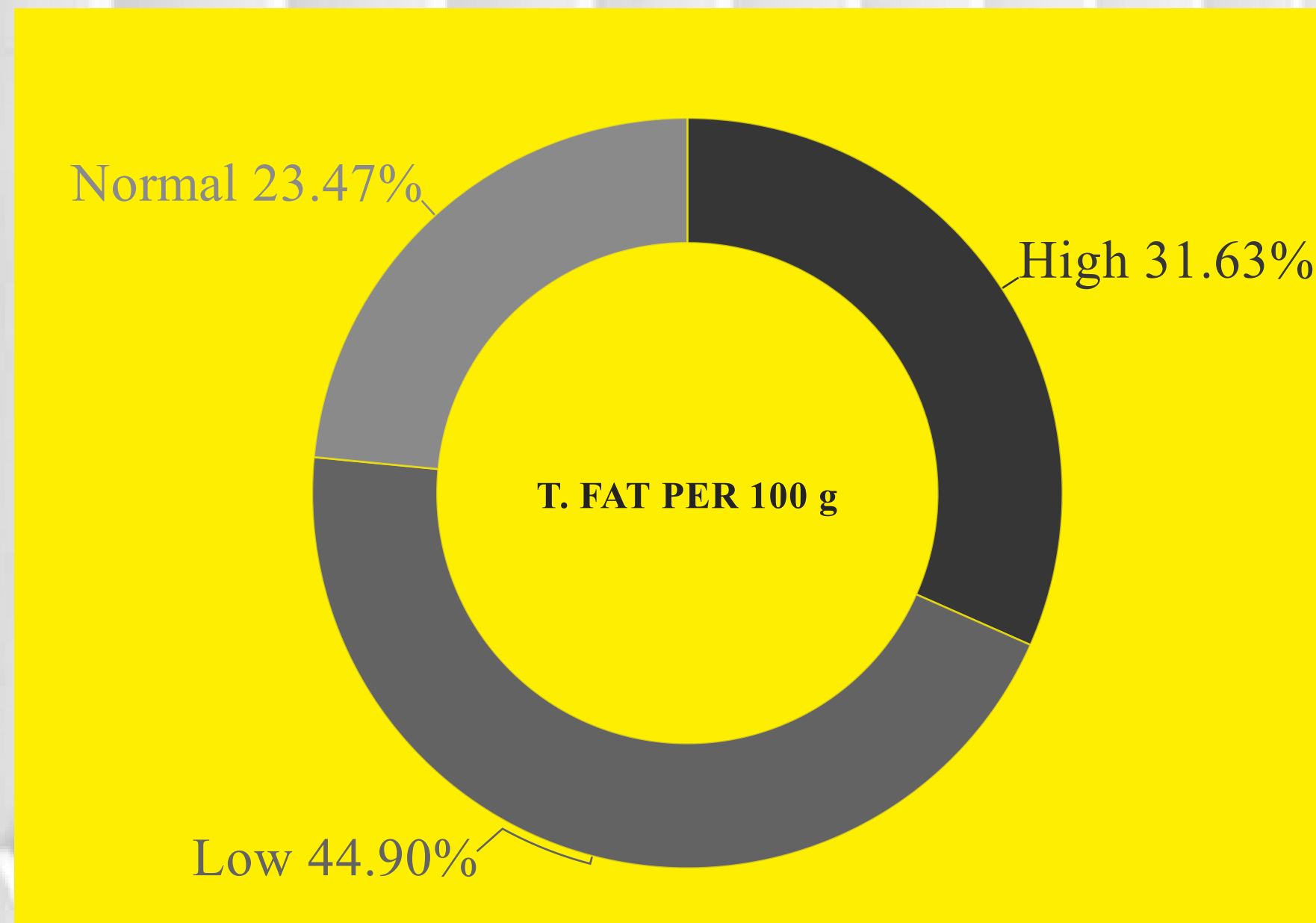T. FAT PER 100 g   S. FAT PER 100 g   SUGAR PER 100 g   SALT PER 100 g

T. FAT PER 100 g

Normal 23.47%
High 31.63%
Low 44.90%

SUGAR PER 100 g

Normal 34.34%
High 25.25%
Low 40.40%

Product Health Information

2179

Number of Healthy Products :

Go To Market Strategy

MEASUREMENTS

- QUESTION:
How tall are you & how much do you weigh?

- GOAL:
Health information

ACTIVITY

- QUESTION:
How many times a week do you do what sports?

- GOAL:
Required kcal & protein intake

TARGET

- QUESTION:
What is your goal?

GOAL:
Target

SOLUTION:

ML + RE algorithms to build perfect weekly baskets
(privacy through Blockchain, anonymising accounts)

BASKETS

Composition healthy products

FEEDBACK

What did you like last week?

Cheat day this week?

SUGGESTIONS

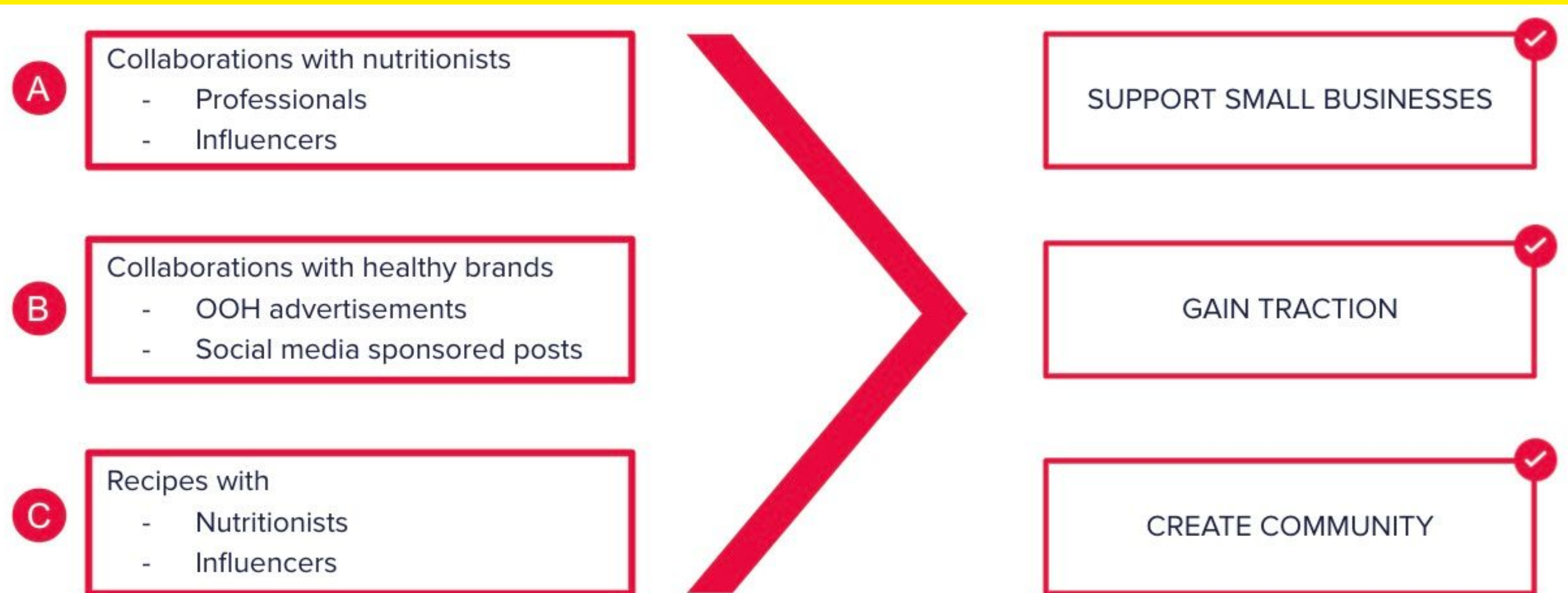"Check out this new basket?"

Select order of last week

APLICATION

Go To Market Strategy - Marketing

A Collaborations with nutritionists
- Professionals
- Influencers

B Collaborations with healthy brands
- OOH advertisements
- Social media sponsored posts

C Recipes with
- Nutritionists
- Influencers

SUPPORT SMALL BUSINESSES

GAIN TRACTION

CREATE COMMUNITY

"Your advisor in your pocket: going beyond the supermarket experience"

Thanks
Gracias
Danke
Teşekkürler
Bedankt