Conditional probability
We are using conditional probability to represent data in following tables, which is calculated as follows for live phase records: **P(L|R) = N(L and R) / N(R)** where, N() is the counting function, L is liking criteria and R is region.

Liking condition [L] for each question

Question	Options			
Q1	Often	QuiteOften		
Q2	Often	QuiteOften		
Q3	Often	QuiteOften		
Q4	Often	QuiteOften		
Q5	Yes			
Q6	HateIt			
Q7	NotLikely			
Q8	WillBeSick	NotHappy		

Phase	live

Region wise count of responses

Region [R]	Count	Total menu shown (count * 4)
NorthIndia	76	304
SouthIndia	17	68
EastIndia	17	68
WestIndia	7	28
OutsideIndia	7	28

Q1: How many people do not like the food choice from the region they belong to? [answered using Q5 of survey ques]

Region	No		Yes		Can't say		Sum
	Count	Percentage	Count	Percentage	Count	Percentage	
NR	25	32.89	32	42.11	19	25	76
SR	5	29.41	6	35.29	6	35.29	17
ER	6	35.29	6	35.29	5	29.41	17
WR	4	57.14	3	42.86	0	0	7
	40	34.19	47	40.17	30	25.64	117

Q2: Do non-Indians relate to food available in India? [answered using Q5 of survey ques]

Region	No		Yes		Can't say		Sum
	Count	Percentage	Count	Percentage	Count	Percentage	
OR	11	39.29	12	42.86	5	17.86	28

Q3: How many people from each sub-region uses food recommendation system? [answered using P2-Q6 and final P7-Q1]

Sub-Region	No		Yes		Sum
	Count	Percentage from subregion who says NO	Count	Percentage from subregion who says YES	
Rural	5	13.51	9	13.85	14
SemiUrban	**12**	**32.43**	12	18.46	24
Urban	9	24.32	19	29.23	28
Metros	11	29.73	**24**	**36.92**	35
Others	0	0	1	1.54	1
Sum	37		65		

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> *Here regions are for respondent, means respondent is from region R and food is from any region.*

Table 1

Question	P(L|R)					Mean (M)	Variance (V)	Standard deviation (SD)
	North India (R = NR)	South India (R = SR)	East India (R = ER)	West India (R = WR)	Outside India (R = OR)			
Q1: To what extent have you consumed <food choice> (or a majority of it) in the past week?	**0.178**	0.176	0.118	0.107	0.107	0.137	0.0013	0.0366
Q2: To what extent will you prefer to consume <food choice> next week?	0.191	0.221	0.147	**0.071**	0.107	0.147	0.0037	0.0608
Q3: To what extent do friends around you consume <food choice> in a week?	**0.204**	0.25	0.176	0.143	0.107	0.176	0.003	0.055
Q4: To what extent do your family members consume <food choice> in a week?	0.158	0.147	**0.162**	0.143	0.107	0.143	0.0005	0.0218

Table 2

Question	P(L|R)					Mean (M)	Variance (V)	Standard deviation (SD)
	North India (R = NR)	South India (R = SR)	East India (R = ER)	West India (R = WR)	Outside India (R = OR)			
Q5: If you are given a choice of food item, would you have a preference for <food choice> over any other choice?	**0.395**	0.324	0.279	0.25	**0.393**	0.328	0.0043	0.0656
Q6: Suppose you were traveling and had to eat <food choice> for a majority of meal times in a week. How would you feel?	0.309	0.309	0.338	**0.429**	0.464	0.37	0.0052	0.0721

Table 3

Question	P(L|R)					Mean (M)	Variance (V)	Standard deviation (SD)
	North India (R = NR)	South India (R = SR)	East India (R = ER)	West India (R = WR)	Outside India (R = OR)			
Q7: Suppose you are setting up the menu of a mess. How likely are you to include this meal selection (shown on right) that includes <meal choice>?	**0.25**	0.309	0.294	0.286	0.357	0.299	0.0015	0.0389
Q8: Suppose you were traveling and had to eat this meals selection for a majority of meal times in a week. How would your health be impacted?	0.579	0.574	**0.544**	0.679	0.607	0.597	0.0026	0.0512

Here regions are for food, means food is from region R and respondent is from any region.

Table 1							
Question	**P(L|R)**				**Mean (M)**	**Variance (V)**	**Standard deviation (SD)**
	North India (R = NR)	**South India (R = SR)**	**East India (R = ER)**	**West India (R = WR)**			
Q1: To what extent have you consumed <food choice> (or a majority of it) in the past week?	0.145	0.081	**0.258**	0.161	0.129	0.0054	0.0732
Q2: To what extent will you prefer to consume <food choice> next week?	0.153	0.129	**0.226**	0.202	0.142	0.002	0.0444
Q3: To what extent do friends around you consume <food choice> in a week?	0.21	0.121	**0.266**	0.194	0.158	0.0036	0.0598
Q4: To what extent do your family members consume <food choice> in a week?	0.121	0.105	**0.202**	0.185	0.123	0.0023	0.0474

Table 2							
Question	**P(L|R)**				**Mean (M)**	**Variance (V)**	**Standard deviation (SD)**
	North India (R = NR)	**South India (R = SR)**	**East India (R = ER)**	**West India (R = WR)**			
Q5: If you are given a choice of food item, would you have a preference for <food choice> over any other choice?	0.347	0.306	0.363	**0.427**	0.289	0.0025	0.0503
Q6: Suppose you were traveling and had to eat <food choice> for a majority of meal times in a week. How would you feel?	**0.29**	0.411	0.315	**0.298**	0.263	0.0031	0.056

Table 3							
Question	**P(L|R)**				**Mean (M)**	**Variance (V)**	**Standard deviation (SD)**
	North India (R = NR)	**South India (R = SR)**	**East India (R = ER)**	**West India (R = WR)**			
Q7: Suppose you are setting up the menu of a mess. How likely are you to include this meal selection (shown on right) that includes <meal choice>?	**0.169**	0.355	0.298	0.266	0.218	0.0061	0.0779
Q8: Suppose you were traveling and had to eat this meals selection for a majority of meal times in a week. How would your health be impacted?	**0.556**	0.629	0.581	**0.556**	0.464	0.0012	0.0344

Further broken down as per both respondent's region and food's region

Q1		Region of the respondent					SD	Consolidated
		NR	SR	ER	WR	OR		For any region respondent
Region of the food shown	P3-Q1 [NR-food]	0.184	0.176	0	0	0.143	0.0931	0.145
	P4-Q1 [SR-food]	0.092	0.059	0.118	0	0	0.0534	0.081
	P5-Q1 [ER-food]	0.263	0.294	0.235	0.143	0.286	0.061	0.258
	P6-Q1 [WR-food]	0.171	0.176	0.118	0.286	0	0.1038	0.161
Consolidated	P#-Q1 [for any region food]	0.178	0.176	0.118	0.107	0.107	0.0366	

Q3		Region of the respondent					SD	Consolidated
		NR	SR	ER	WR	OR		For any region respondent
Region of the food shown	P3-Q3 [NR-food]	0.211	0.353	0.176	0	0.143	0.1271	0.21
	P4-Q3 [SR-food]	0.132	0.118	0.059	0.143	0.143	0.0351	0.121
	P5-Q3 [ER-food]	0.263	0.353	0.235	0.286	0.143	0.0768	0.266
	P6-Q3 [WR-food]	0.211	0.176	0.235	0.143	0	0.0924	0.194
Consolidated	P#-Q3 [for any region food]	0.204	0.25	0.176	0.143	0.107	0.055	

Q5		Region of the respondent					SD	Consolidated
		NR	SR	ER	WR	OR		For any region respondent
Region of the food shown	P3-Q5 [NR-food]	0.421	0.353	0.118	0.143	0.286	0.1313	0.347
	P4-Q5 [SR-food]	0.355	0.353	0.176	0.286	0	0.1497	0.306
	P5-Q5 [ER-food]	0.382	0.294	0.353	0.143	0.571	0.1548	0.363
	P6-Q5 [WR-food]	0.421	0.294	0.471	0.429	0.714	0.1537	0.427
Consolidated	P#-Q5 [for any region food]	0.395	0.324	0.279	0.25	0.393	0.0656	

Q7		Region of the respondent					SD	Consolidated
		NR	SR	ER	WR	OR		For any region respondent
Region of the food shown	P3-Q7 [NR-food]	0.092	0.353	0.235	0.286	0.286	0.098	0.169
	P4-Q7 [SR-food]	0.368	0.353	0.294	0.143	0.571	0.1542	0.355
	P5-Q7 [ER-food]	0.289	0.235	0.353	0.429	0.286	0.0747	0.298
	P6-Q7 [WR-food]	0.25	0.294	0.294	0.286	0.286	0.0183	0.266
Consolidated	P#-Q7 [for any region food]	0.25	0.309	0.294	0.286	0.357	0.0389	

Further broken down as per both respondent's region and food's region

Q2		Region of the respondent					SD	Consolidated
		NR	SR	ER	WR	OR		For any region respondent
Region of the food shown	P3-Q2 [NR-food]	0.171	0.294	0	0	0.143	0.1247	0.153
	P4-Q2 [SR-food]	0.171	0.059	0.118	0	0	0.0749	0.129
	P5-Q2 [ER-food]	0.211	0.294	0.294	0.143	0.143	0.0756	0.226
	P6-Q2 [WR-food]	0.211	0.235	0.176	0.143	0.143	0.041	0.202
Consolidated	P#-Q2 [for any region food]	0.191	0.221	0.147	0.071	0.107	0.0608	

Q4		Region of the respondent					SD	Consolidated
		NR	SR	ER	WR	OR		For any region respondent
Region of the food shown	P3-Q4 [NR-food]	0.132	0.235	0	0	0.143	0.1013	0.121
	P4-Q4 [SR-food]	0.118	0	0.176	0.143	0	0.0824	0.105
	P5-Q4 [ER-food]	0.211	0.118	0.235	0.143	0.286	0.0684	0.202
	P6-Q4 [WR-food]	0.171	0.235	0.235	0.286	0	0.1114	0.185
Consolidated	P#-Q4 [for any region food]	0.158	0.147	0.162	0.143	0.107	0.0218	

Q6		Region of the respondent					SD	Consolidated
		NR	SR	ER	WR	OR		For any region respondent
Region of the food shown	P3-Q6 [NR-food]	0.25	0.353	0.294	0.286	0.571	0.1285	0.29
	P4-Q6 [SR-food]	0.342	0.294	0.529	0.714	0.857	0.24	0.411
	P5-Q6 [ER-food]	0.316	0.353	0.294	0.429	0.143	0.1051	0.315
	P6-Q6 [WR-food]	0.329	0.235	0.235	0.286	0.286	0.0399	0.464
Consolidated	P#-Q6 [for any region food]	0.309	0.309	0.338	0.429	0.464	0.0721	

Q8		Region of the respondent					SD	Consolidated
		NR	SR	ER	WR	OR		For any region respondent
Region of the food shown	P3-Q8 [NR-food]	0.513	0.471	0.647	0.714	0.857	0.156	0.556
	P4-Q8 [SR-food]	0.618	0.588	0.647	0.571	0.857	0.1159	0.629
	P5-Q8 [ER-food]	0.618	0.588	0.471	0.714	0.286	0.1642	0.581
	P6-Q8 [WR-food]	0.566	0.647	0.412	0.714	0.429	0.1325	0.556
Consolidated	P#-Q8 [for any region food]	0.579	0.574	0.544	0.679	0.607	0.0512	