

# Opportunity Analysis of Food & Beverages Manufacturer.



# Project Objective:

## ❑ Customer Spend:-

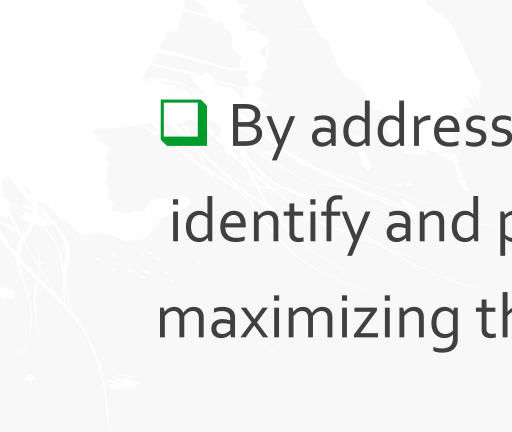
Gain a quick, visual understanding of the share of total spends and F&B spends from existing restaurant customers.

## ❑ Exploration of Non-Commercial Establishments:-

Analyze data on non-commercial establishments (hospitals, schools) to identify untapped opportunities for expanding the customer base.

## ❑ Understanding Retailer Presence:-

Investigate the retail outlets' data to determine the extent to which existing customers or prospects interact with retailers.



❑ By addressing these objectives, Shaun can efficiently leverage the available data to identify and prioritize opportunities, leading to strategic decision-making and maximizing the impact of the Food Services Division in the competitive F&B market.

## Process:

Built an interactive dashboard to visualize sales opportunities of F&B manufacturer services in three different business segments.

### ❑ **View of Total Spends: -**

- Calculate the total spend of existing restaurant customers across various F&B categories.

### ❑ **Share of F&B Spends: -**

- Calculate the percentage share of purchases from Shaun's company within each F&B category.

### ❑ **Explore Non-Commercial Establishments: -**

- Analyze data on hospitals and schools to identify geographic areas with potential opportunities.
- Consider factors such as population density, economic indicators, and existing market trends

### ❑ **Understand Retailer Data: -**

- Review the data on retail outlets and their geographic distribution.
- Identify which retailers Shaun's customers or prospects might be buying from.

## ❑ Evaluate Opportunities with Retailers: -

- Assess the impact of retailer presence on Shaun's customer base.
- - Explore potential collaborations to maximize opportunities arising from retailer connections.

## ❑ Geographic Granularity: -

- Break down the analysis by different levels of geographic granularity (e.g., city, region) to understand regional variations.
- Visualize the data on a map to provide a geographical perspective.

# Opportunity analysis on food and beverage services

Count of states

46

Count of restaurants

612

Total F&B purchases

180M

Avg % share of F&B purchase from company

0.5

Restaurants

All

MENU TYPE

AFRICAN

AMERICAN  
TRADITIONAL

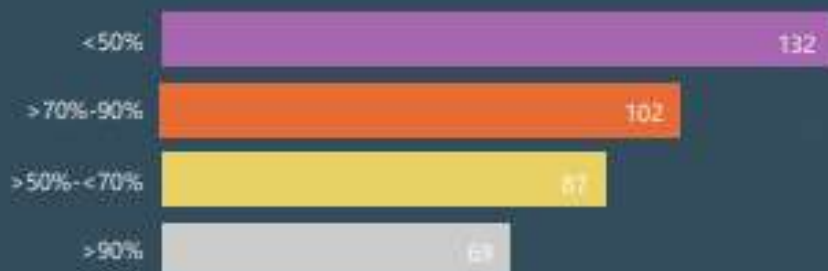
ASIAN UNCLASSIFIED

BAR & GRILL

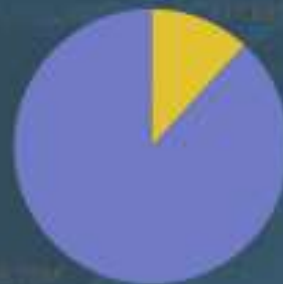
BARBECUE

CARIBBEAN

Sum of % Share of F&B Purchases from Company by Restaurant\_Category



Sum of BEVERAGE\_PURCHASE and Sum of FOOD\_PURCHASE

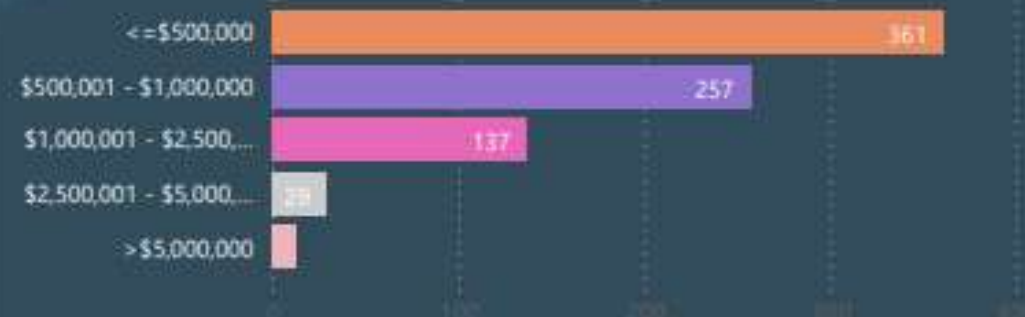


Location of restaurant



ANNUAL_SALES	\$5 TO \$7	\$50 TO \$75	\$7 TO \$10	NOT APPLICABLE	UNCODED	UNDER \$5	Total
\$1,000,001 - \$2,500,000	26.88	2.29	8.75	7.30		0.90	68.69
\$2,500,001 - \$5,000,000	0.14	1.06	1.39				14.66
\$500,001 - \$1,000,000	15.97	0.47	28.61	14.60		19.32	123.31
<=\$500,000	25.51		49.79	10.22	0.58	1.72	175.78
>\$5,000,000				5.84			6.47
Total	68.51	3.81	88.54	37.97	0.58	21.94	388.90

Count of NAME by ANNUAL\_SALES



# Conclusion :-

- It helps in preparation for the upcoming annual conference, this analysis provides a solid foundation for strategic discussions.
- The data-driven insights will guide decision-making, enabling Shaun and the team to prioritize efforts in areas with the highest potential return on investment.
- The narrative around our biggest opportunities is clear, and we are well-positioned to capitalize on these insights for the continued success of the Food Services Division.





Thank you