

Dashboard

The dashboard below shows the market analysis for chicken meat in Mexico with public information from the establishments in the country, as well as the expenditure and income of the population. The information is in Spanish because the client is Mexican but below you will find a small summary of each sheet below.

In this dashboard we can find information on the economic units in the Mexican territory and thus be able to find the points of possible sale of chicken.

We can also find general information on the Mexican population, such as the number of inhabitants by sex and age range.

We found information on average household spending by municipality, as well as how this money is normally spent

Goal

The purpose was to quickly and easily find possible points of sale for chicken with public information on the population and food establishments.

Results

It was shown that you can have an analysis to increase chicken sales in Mexico

Duration

This project took about 1 week.

Analisis de mercado | Fuentes potenciales

FUENTES

- Marco Geostadístico, INEGI, Diciembre 2021.
- Población, CONAPO, Proyección 2015-2030.
- Unidades económicas, DENUE, Mayo 2022.
- Ingresos y gastos por vivienda, ENIGH, Noviembre 2018

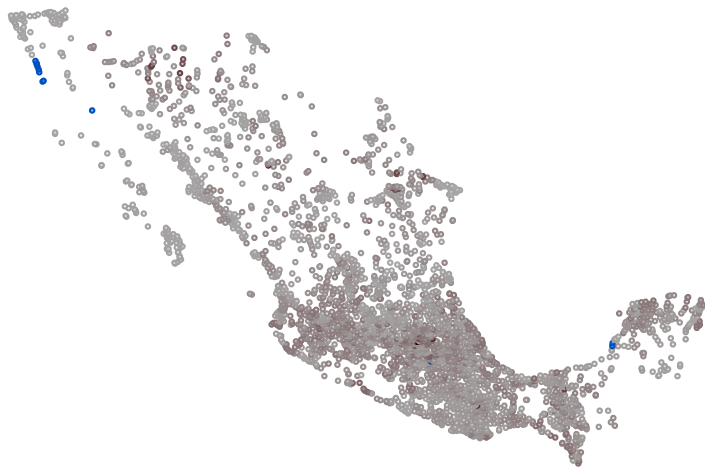
Entidad

Municipio

All

All

Distribución de gasto de pollo por establecimiento



130M

Número de habitantes (municipio)

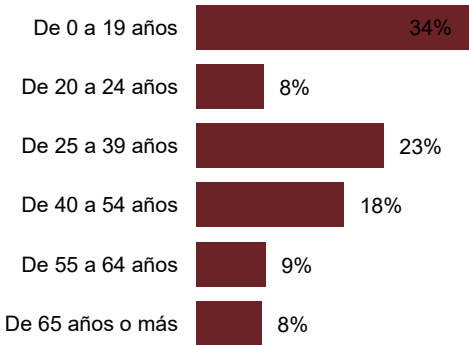
1.92M

Unidades económicas (AGEB)

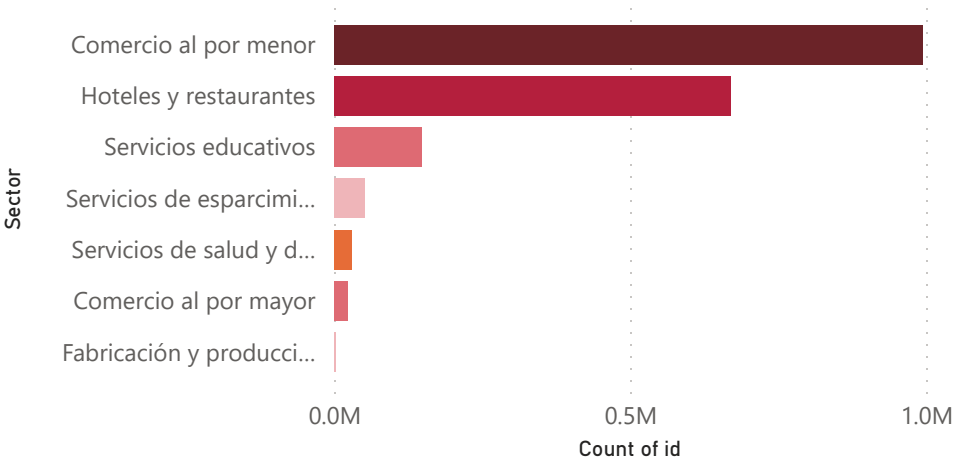
Población por género (municipio)



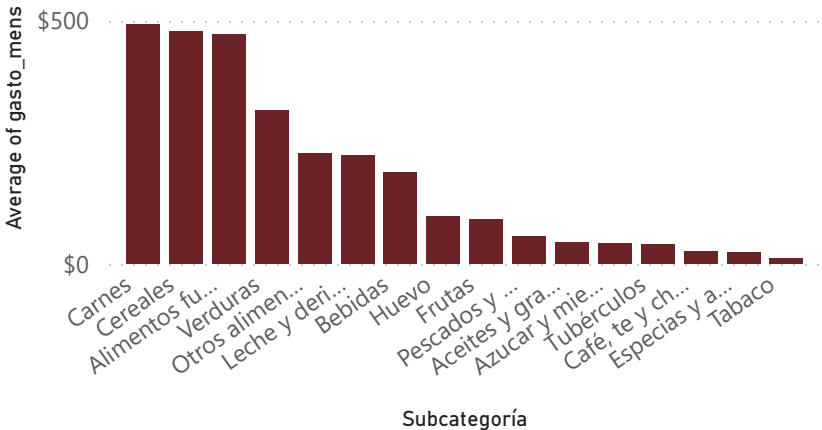
Población por rango de edad (municipio)



Establecimientos por sector



Gasto mensual en alimentos



\$9.01K

Gasto promedio del Municipio

\$14.93K

Ingreso promedio del Municipio