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Business Analysis with Structured Data

SQL Analysis

### **Introduction to Whole Foods Brand and Definition of Underrepresentation:**

Established in 1980, the Whole Foods Market made its way towards the supermarket arena and is now among the largest supermarkets in America while expanding in Canada and United Kingdom as well. The company being acquired by Amazon in 2017, strives to provide the most high-quality natural and organic products which is their unique selling proposition (*About whole foods market: From Austin, Texas to global*). The company has their own in-house brands which consist of over 2000 products (*365 by Whole Foods Market: Higher Standards*).

An attribute can be defined as underrepresented where the attribute's proportion is lesser than the proportion of the average of the entire sample data. An underrepresented attribute is relatively lower than the compared proportion and does not have significant dominance or relativity over the business model or other attributes (*Francis et al., 2010*).

### **Answering Business Question with Statistical Insights:**

After merging the categories of all the Whole Foods' in-house brands consisting of 365 by Whole Foods, 365 Everyday Value, and Whole Foods Market which are sold by the Whole Foods

supermarket, it was statistically proven that they are significantly underrepresented as opposed to the other brands sold by the company based on the samples collected for the analysis. The Whole Foods' brands only account for a minor proportion of the products sold over most of the categories. Out of the entire product samples, the in-house brands only account for 28% of the products and the remaining is represented by other brands. This states that the Whole Foods brands have a little over quarter proportional value. The statistical analysis shows that there are various categories where the proportion of other brands is twice or more compared to the in-house brands. There are also some categories that have not been explored and are completely dominated by the other brands (Appendix). Whole Foods should explore and expand their products' range for all categories to maximize their dominance as a brand and exponentially increase their sales through in-house products which will cater to all types of customers.

### **Actionable Recommendations for Whole Foods:**

According to the statistical analysis, it was discovered that for the 'pantry essential' category comprises only 19% of the in-house products and the rest of the products are of other brands. Out of the 19% in-house products, none of the products are the top priced products. The in-house products are majorly the least priced products in the category when ordered from highest price to lowest price. Other brands consist of the top 19 highest priced products in the pantry essentials category out of the total sample data. In addition, the prices of the in-house brand products are less than the average price of the entire category. Whole Foods should increase the number of products in the pantry essentials category since it is one of the most contributing categories and the increment of products will increase the sales of the in-house brands. It will also help Whole Foods in dominating the category of premium products (*Folkes & Wheat, 1995*).

Another statistical insight is based on Whole Foods Diet which is a dietary preference created by the owner and co-founder of Whole Foods. The statistical insight was derived after bifurcating the in-house brands and other brands based on their products count for the Whole Foods Diet dietary preference and calculating a difference between the two brand types. The result of the insight showed that the other brands dominate majorly all categories with more products with Whole Foods Diet where Beverages, Produce, and Snacks, Chips, Salsa, and Dips were the top three categories where the other brands have a significant dominance over the in-house brands. The recommendation for Whole Foods is to increase the number of products in all the categories for their in-house brands to gain most of the share over the products with Whole Foods Diet considering it was created by Whole Foods. This will allow Whole Foods to increase their market share and retain their reputation of selling high quality products which is what Whole Foods Diet includes allowing them to expand to the customers who prefer plant-based diet (Greger, 2020).

## References:

*365 by Whole Foods Market: Higher Standards*. Whole Foods Market. (n.d.). Retrieved December 11, 2022, from <https://www.wholefoodsmarket.com/mission-in-action/responsible-sourcing/365-brand>

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