

Food Consumption During Covid-19



Batch 94
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Agenda

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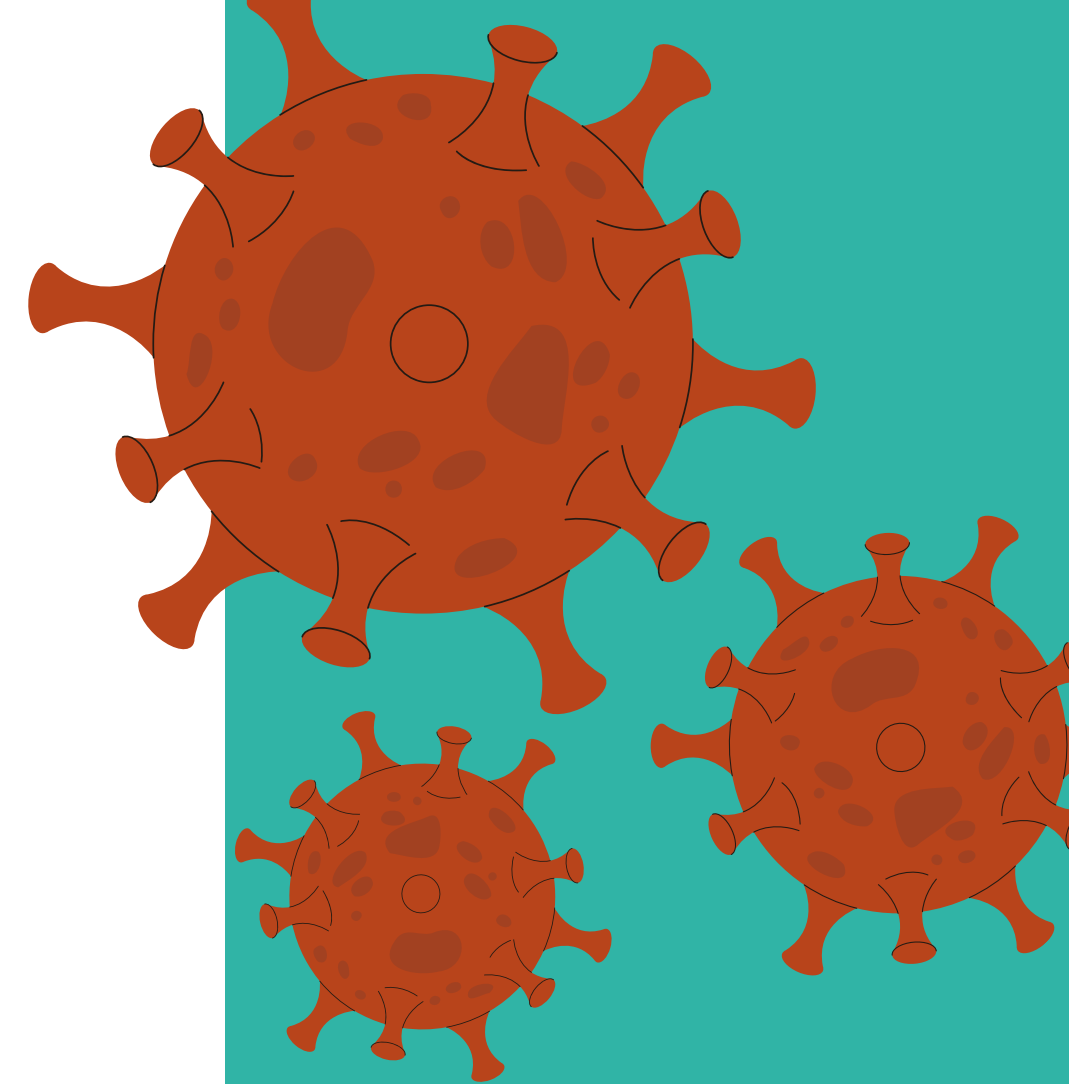
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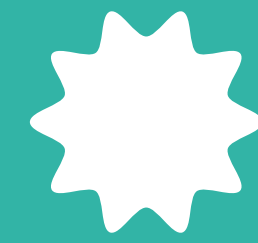
★ Introduction

WHEN THE WORLD CHANGED, SO DID OUR MEALS

Covid-19 pandemic significantly disrupted food consumption and availability, altering consumer habits and straining supply chains worldwide. The crisis led to a notable shift in eating patterns, with a surge in home-cooked meals and health-conscious choices. Challenges in food access due to lockdowns and social distancing measures spotlighted the importance of local food systems and resilient supply chains. This period also saw an unprecedented rise in online grocery shopping and food delivery services, reflecting adaptability in the face of adversity. These changes underscore the dynamic nature of food consumption behaviors during global crises.



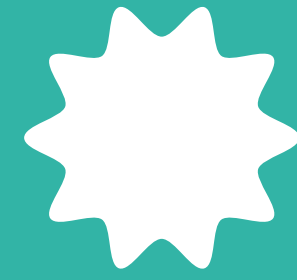
Aim of the study: To explore how the COVID-19 pandemic has affected people's food consumption habits.



Problem Statement and Data Source

The primary problem this study addresses is understanding the changes in food consumption and availability patterns during the COVID-19 pandemic. This includes exploring how the crisis affected people's eating habits, their access to food, and the subsequent adjustments in the food supply chain.

The data for this study were collected through a Google survey. Respondents of varying demographics were asked about their meal frequencies, dietary changes, shopping habits, and challenges faced in accessing food.



Objective and Methodology

OBJECTIVES

- To understand the shifts in food consumption habits during the COVID-19 pandemic.
- To analyze the effects of COVID-19 on the accessibility and availability of food.
- To identify patterns in dietary changes post-pandemic.
- To leverage data-driven insights for enhancing customer engagement and optimizing operational efficiency in the food sector.

METHODOLOGY



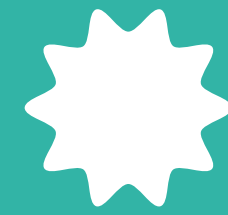
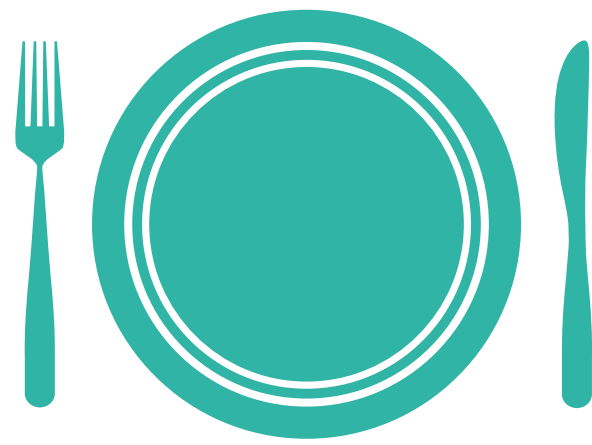
Data procurement
and storage



Pre-processing and
analysing



Visualization



Solution Description



Data Collection

Developed a Google survey to gather data on the impact of COVID-19 on food consumption and availability. The survey included targeted questions to understand changes in meal frequency, dietary habits, and challenges in accessing food during the pandemic.

Data Cleaning and Preparation

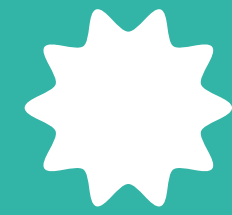
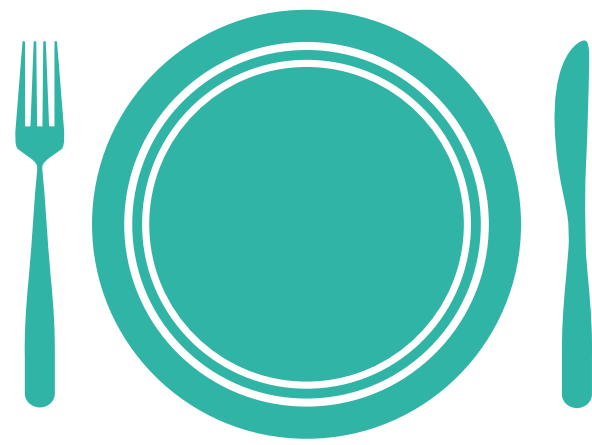
Initiated the process with a thorough cleaning of the dataset to ensure the accuracy and reliability of the analysis. This involved removing any incomplete or inconsistent responses. Missing data points were addressed depending on their impact on the overall dataset. The final step was standardizing the data to a consistent format, making it conducive for detailed analytical processes.

Analysis of the data

Utilized a range of statistical tools and techniques to sift through the data. Special focus was given to identifying significant shifts in food consumption habits and accessibility issues during the pandemic. Employed pivot charts and advanced Excel functions, allowing for an in-depth, multifaceted analysis of the data.

Dashboard

Developed a user-friendly dashboard to visually represent survey data. Integrated dynamic charts and graphs for real-time data interpretation.



Solution Description



Data collection

Data aggregation

**Data cleaning and
pre-processing**

Insight reporting

**Dashboard
development**

Data analysis





Impact

WHY THIS MATTERS TO US

- **Consumer Behavior Transformation:** Accelerated shift towards health-conscious and sustainable eating habits, prompting businesses to realign product portfolios with a focus on health, wellness, and ethical sourcing.
- **Supply Chain Resilience:** The pandemic exposed vulnerabilities in global food supply chains, highlighting the need for businesses to invest in more agile, transparent, and localized supply networks.
- **E-Commerce and Digital Adaptation:** Dramatic increase in online grocery sales, necessitating investments in robust digital infrastructures, enhanced user experience, and efficient home delivery services.
- **Innovative Business Models:** Rise in demand for meal kits and ready-to-eat food products, opening avenues for collaborations and innovative business models like subscription services and farm-to-table initiatives.
- **Data-Driven Decision Making:** Enhanced reliance on data analytics to understand rapidly changing consumer preferences, manage inventory effectively, and forecast future trends to stay ahead in a competitive market.





Thank You