



‘Tyson Chicken’ Search Surge & Trend Story

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1. Introduction

Understanding consumer behavior and market trends in today's digital landscape has become more complex than ever before. The traditional methods of gathering feedback through surveys are no longer sufficient. Fortunately, Google Trends has emerged as a powerful tool that provides real-time insights into the preferences and interests of online users. By exploring the subtle nuances of consumer behavior on Google Trends, businesses can stay ahead of the curve and make informed decisions to stay competitive in the market.

The aim of this project is to explore Google Trends and its relation to Tyson Foods, which is a significant entity in the culinary world. Although the original plan was to analyze consumer reactions towards Tyson's mysterious "Spooky Nuggets," a new approach emerged due to the lack of direct survey responses. The research shifted towards examining the digital footprints of online searches related to Tyson Chicken, which provided an alternative way to gather information.

With recent 90-day data, the search term "Tyson Chicken" on Google Trends has been analyzed and it has revealed an interesting story. This story not only captures the changes in consumer interest but also highlights the popularity of specific Tyson Foods products, such as the mysterious "Spooky Nuggets". Through this analysis, we can observe the subtle changes, spikes, and patterns that reflect the evolving preferences and curiosities of people around Tyson Foods. Tyson Foods can further strategize and plan according to the web footprints of Tyson Chicken, inspiring an increase in sales and consumer base.

2. Key Insights

Anyone who uses the web to search for a product from Tyson Foods could fall into any one of these three buckets - shoppers, potential shoppers, and non-shoppers. Google search is a convenient way to obtain information about Tyson Foods products. This information can be gathered from Google Trends, which tracks web search footprints. Data on the term "Tyson Chicken" has been captured for 3 months

and 12 months up to November 2, 2023. A detailed analysis of this data is included in the report's following section.

The KPI used for all the analysis is the Score. The data is normalized to a range from 0 to 100, where 100 indicates the highest value, 50 indicates half as the most popular, and 0 indicates the lowest value. All the analysis uses this same KPI to make it easy for interpretation.

The below 12-month data shows no specific trend or pattern. The web search for this word can be highly dependent on many factors like curiosity about a new Tyson Chicken product launched by Tyson Foods, a recall of a product by Tyson Foods, Tyson plant news, Tyson Foods earning calls, etc.

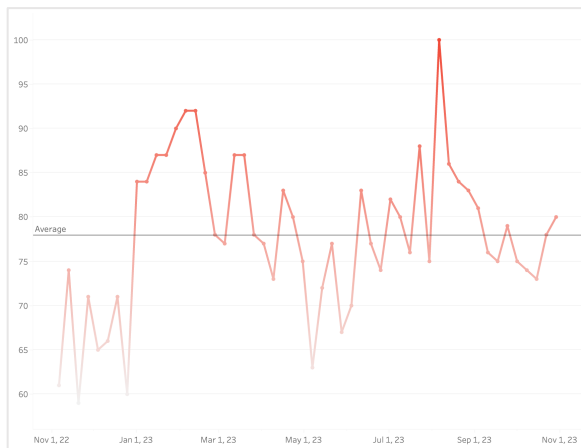


Figure 1: 12-month trend

Looking at the data from the past three months, it is evident that there was a significant increase on August 6, 2023. This can be attributed to the Q3 earnings call which was released on that day. The surge in search can be attributed to several news items such as the announcement of the partnership with Protix and the release of Spooky nuggets. It is surprising to see that there were no searches on October 30, 2023 – Halloween celebrations were at a high!

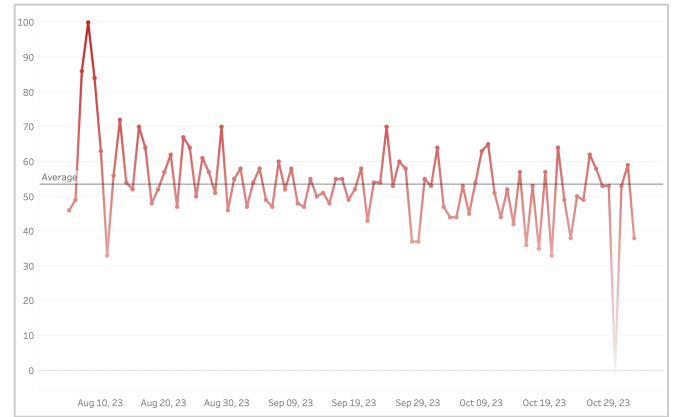


Figure 2: 90-day trend

Within regions, the south is the highest region with the most popularity, followed by Central, East, and West in order.

Texas is the state with the highest searches in cumulative. However, Arkansas – Fayetteville is the location with the most popularity as a fraction of total searches.

A drill-down map dashboard is available, created on Tableau which can be accessed using this [link](#)

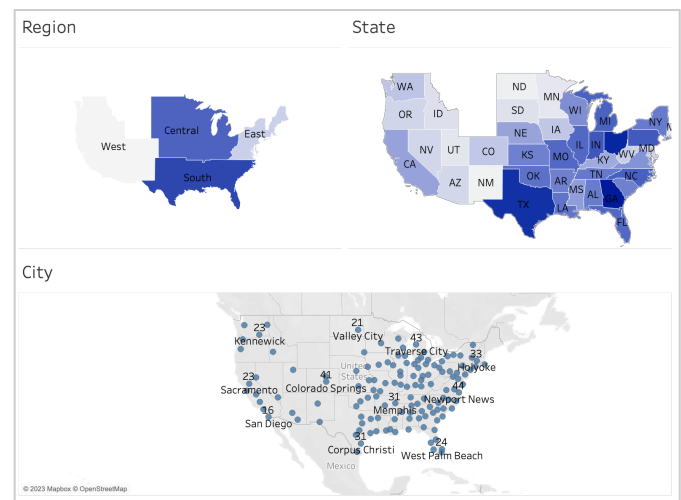


Figure 3: Score by Region, State and City

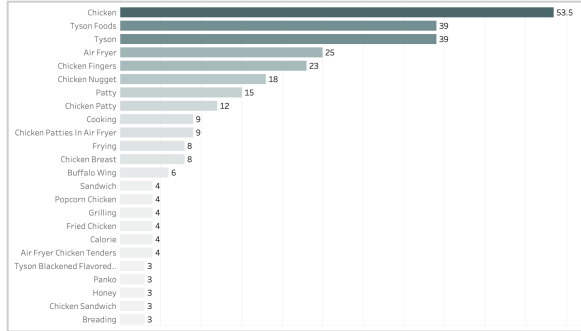


Figure 4: Top Entities

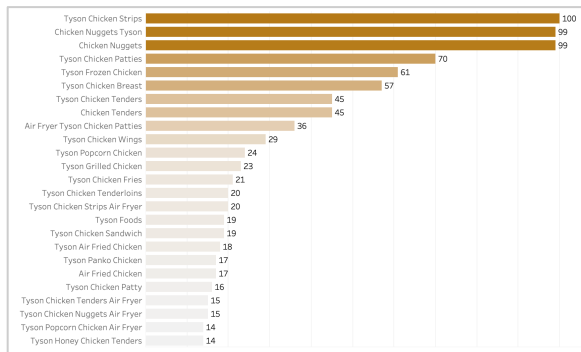


Figure 5: Top Queries

The two figures above illustrate the top related entities and queries for "Tyson Chicken". The data shows that besides the obvious, the top related entities were Air Fryer, Chicken Fingers, and Chicken Nuggets, while the top related queries were Chicken Strips, Chicken Nuggets, and Chicken Patties. Although Honey Chicken, Panko, and Chicken Sandwich were also related, they had relatively low numbers.

3. Recommendations

According to search-related rankings, Tyson Foods has the potential to grow its consumer base through various means. One option is for Tyson Foods to partner with an electronics brand to produce air fryers, offering discounts and/or promo codes. This could also promote a healthy lifestyle.

Additionally, Tyson Foods could provide recipes at different levels of difficulty - easy, medium, and elite - making

it easier for consumers to use their products.

To test the effectiveness of these strategies, the team could begin in the West, which is currently Tyson's least popular region. If sales increase within a certain timeframe, Tyson can consider expanding these strategies to other regions as well.

The recommendations are based solely on Google Trends data, but strategies can also incorporate sentiment, real-time reviews, and sales data.

4. Sources

- Unmasking the Magic of Tyson Halloween Nuggets – A survey for Spooky Nuggets ([Link](#))
- Google Trends for 'Tyson Chicken'
- A drilldown map dashboard ([Link](#))