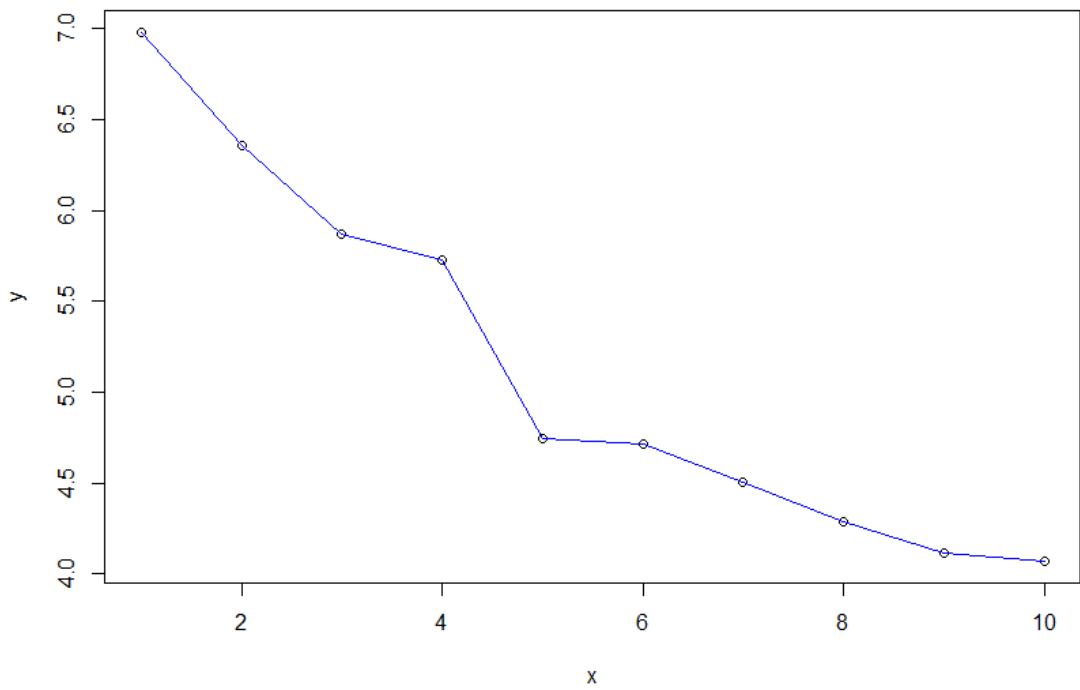


# Case 1 Whiteboard

Author: Joshua Cabal

## Cluster Analysis: Number of Segments

Figure: Elbow Plot using base variables

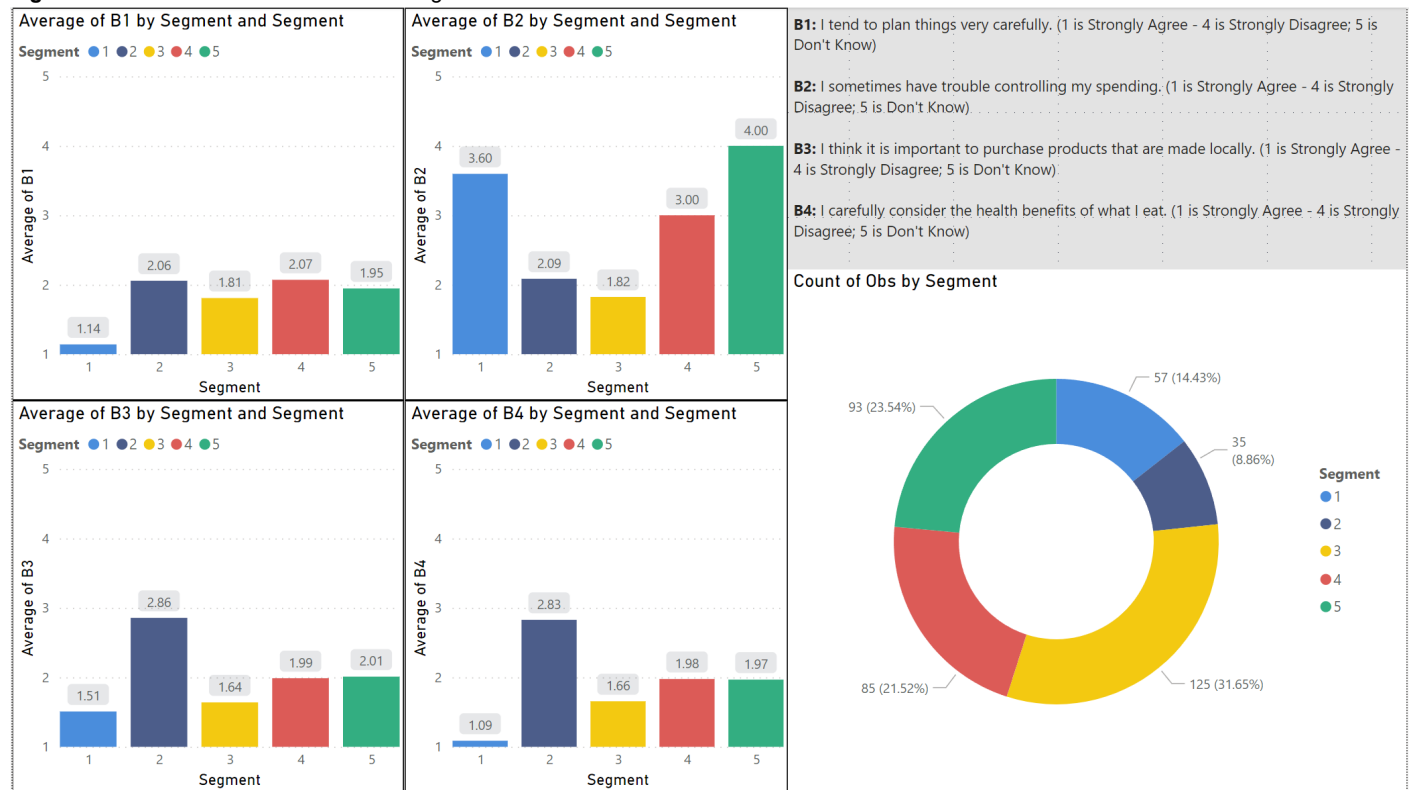


Given the plot above, we chose segments = 5

## Segment Profiling

### Base Variables

**Figure: Base variable distribution across segments**



#### Segment 1 - Meticulous Health-Conscious Localists

- Extremely careful planners
- Controlled spender
- Local supporter
- Extremely health conscious

#### Segment 2 - Casual Spenders with Neutral Preferences:

- Careful planner
- Volatile spender
- Indifferent on local
- Not health conscious at all

#### Segment 3 - Volatile Spenders with Health and Strong Local Bias:

- Careful planner
- Volatile spender
- Local supporter
- Very health conscious

#### Segment 4 - Deliberate Supporters of Health and Locality:

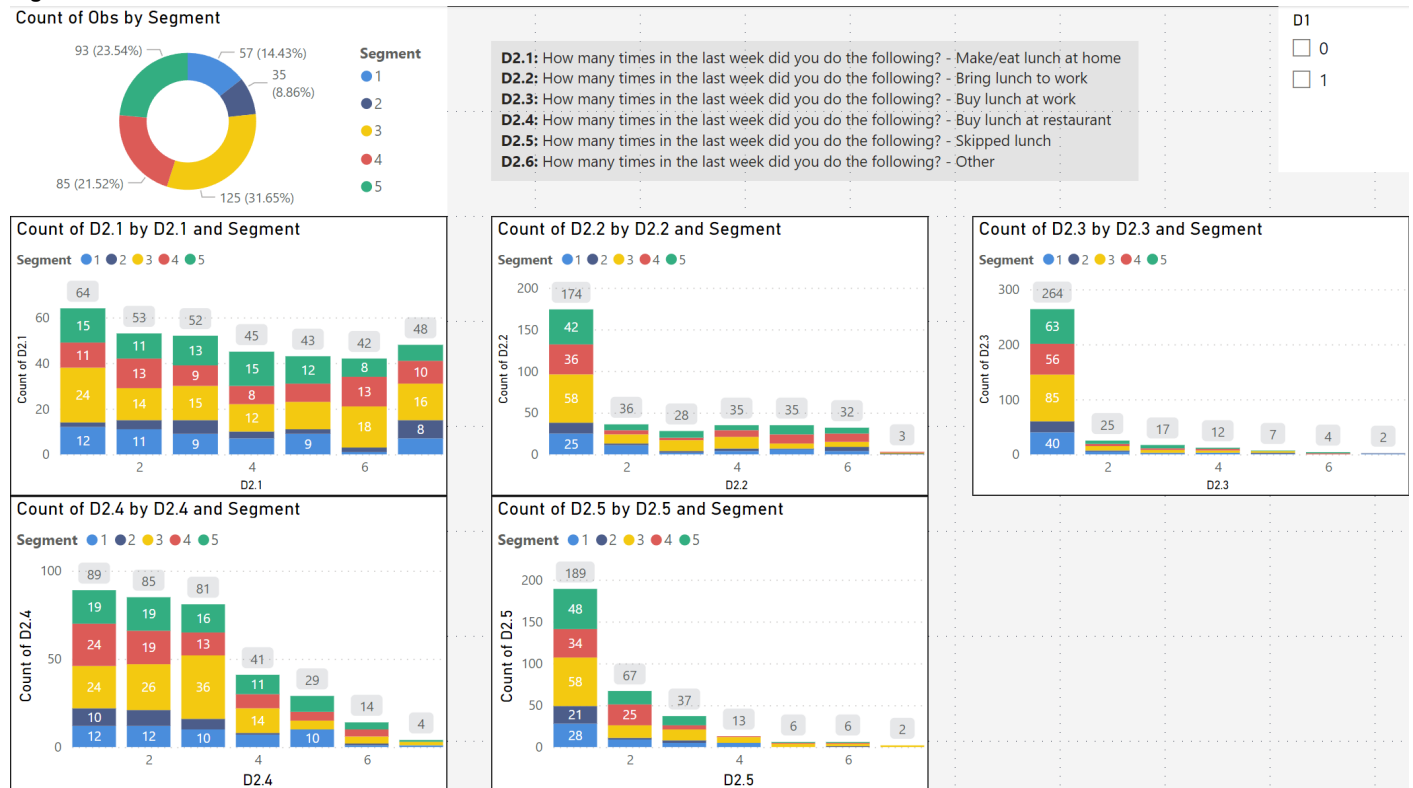
- Careful planner
- Controlled spender
- Local supporter
- Very health conscious

#### \*\*Segment 5 - Disciplined Local and Health Proponents:

- Careful planner
- Extremely controlled spender
- Local supporter
- Very health conscious

## D2 Queries (Lunch Decisions)

**Figure:** Lunch Decision Distributions



Queries:

- How different or similar are these segments?
  - Which groups are similar and which are different?

### Segment 1: Home-Oriented Eaters

- Needs: Consistency in meals, possibly due to health or family routines.
- Desires: Home-cooked meals, indicating a preference for either the taste, health benefits, or cost savings of eating at home.
- Preferences: Likely to value the comfort and control over meal ingredients and preparation.

### Segment 2: Plan-Ahead Lunchers

- Needs: Preparedness, perhaps due to a busy workday schedule or dietary restrictions.
- Desires: Bringing lunch to work suggests a desire for predictability and possibly better nutrition or budget management.
- Preferences: Preference for homemade or pre-prepared meals over the spontaneity of eating out.

### Segment 3: Convenience-Seeking Diners

- Needs: Quick and easy meal solutions, which buying lunch at work typically provides.
- Desires: Variety and convenience that comes with purchasing meals, possibly trading off the potential cost and health benefits of homemade food.
- Preferences: Likely to prefer variety and the social aspect of eating out or with colleagues, over the routine of packed lunches.

### Segment 4: Flexible Meal Choosers

- Needs: A balance between convenience and home meals, suggesting a varied daily routine.
- Desires: Flexibility in their meal choices, happy to eat at home or buy food at work.
- Preferences: May enjoy socializing during lunch breaks or appreciate the break from work that buying food provides, without a strong preference for either home-cooked or purchased meals.

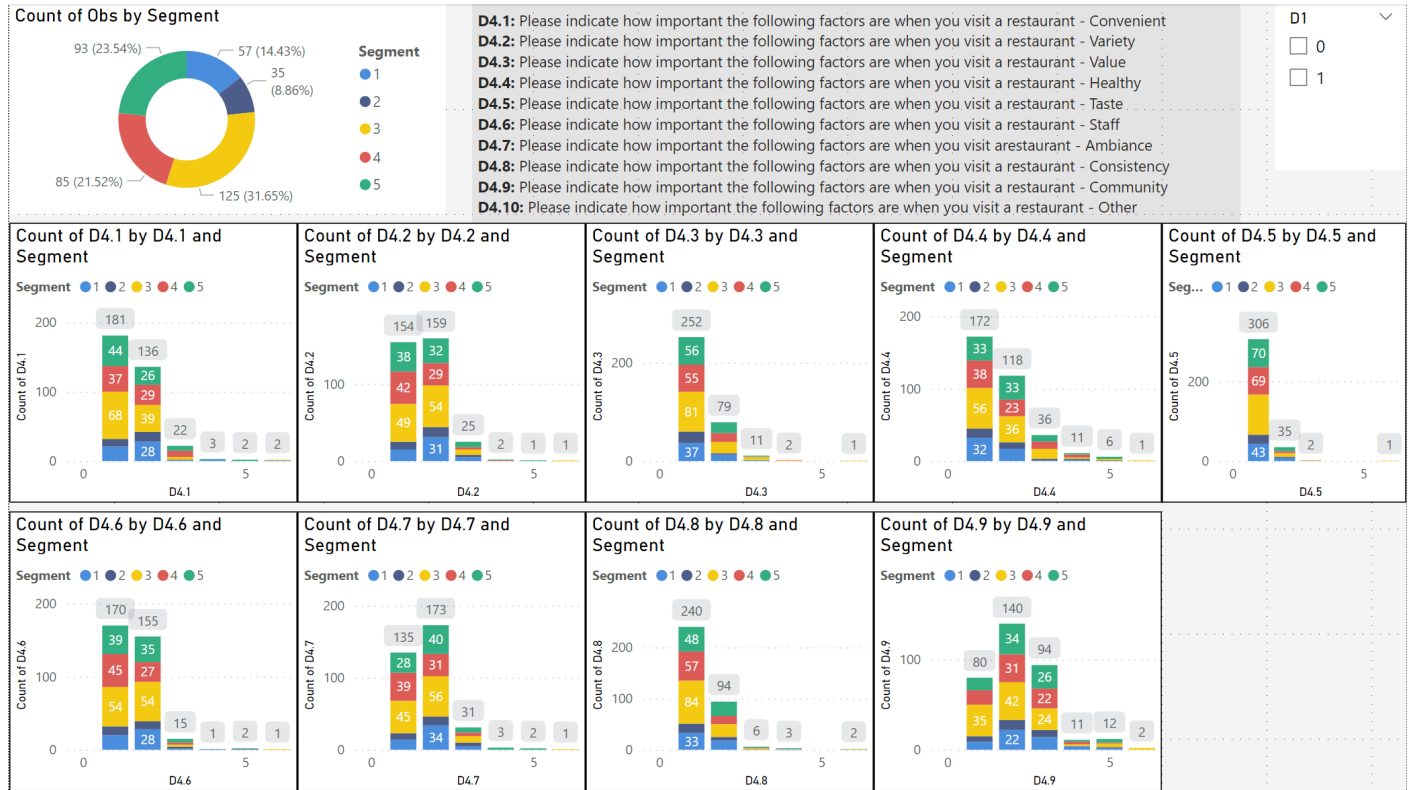
### Segment 5: Disciplined Domestic Diners

- Needs: Control over their meal environment and schedule, likely due to health, work from home status, or personal preference.

- Desires: Home-prepared meals that they consistently prefer, indicating a strong desire for routine and possibly health-conscious eating.
- Preferences: Strong preference for eating at home, suggesting a desire for cost savings, dietary control, or the comfort of home during meal times.

## Restaurant Characteristics:

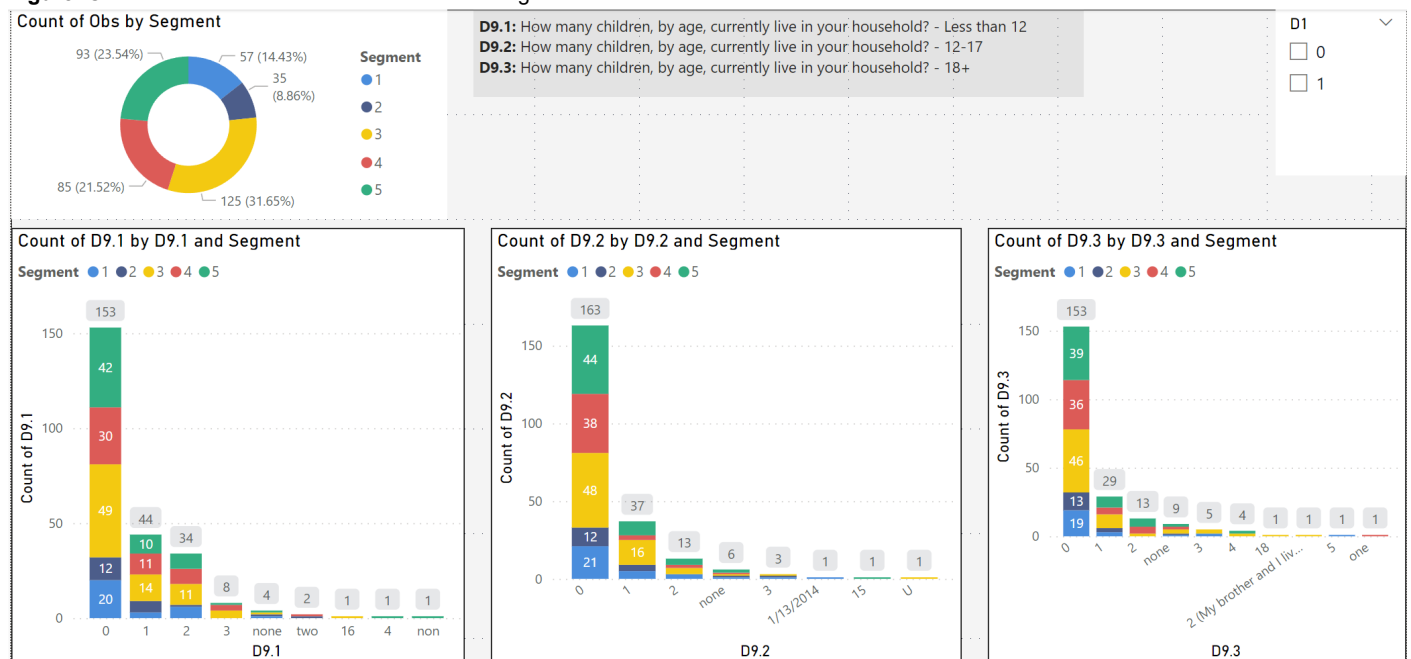
**Figure:** Restaurant characteristics distributions across segments



Regardless of segments, 4.1 through 4.8 are all extremely important to all surveyed members. Community (local) isn't as strong compared to the other factors, but still high as indicated by the distribution.

## Children in Household

**Figure:** Children in Household Distribution across Segments



The visualized data for the number of children in the household across the segments (D9.1, D9.2, and D9.3) indicate that:

- The majority of respondents across all segments have zero children in their household.
- The next largest group has one or two children, with the number of households with two children being slightly less than those with one child.
- Very few respondents report having more than two children in their households.

## Profession

Figure: Profession Responses



A majority of the professions are captured by the "business professional" option. Homemaker and Educator make up the next biggest portions of the professions, and a wide variety of professions were not captured in the survey options. Many not captured were tech and health care.

## Youth Sports

**Figure: Youth Sports/Activities responses**



1. Some general questions to think about and answer:

a. How do people choose a fast food or QSR to visit?

- convenient of the restaurant, variety of menu options, good value for money, health menu options, food taste and satisfaction, friendly staff, pleasant ambience, consistency and reliability, part of the community and other
- People may consider the following features when choosing to visit a fast food or QSR: convenience (location, waiting time), food quality attributes such as taste, health, alignment with diet constraints (vegan, vegetarian), alignment with religious beliefs (halal), price, locality, and service quality.

b. What does the survey data tell us (if anything) about the differences between customers and non-customers?

- Little differences between the base variable values between customers and noncustomers. Noncustomers care much more about health and staff. Noncustomers eat at home more often, bring lunch to work more often, buy lunch less frequently per week.