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The Wild Medley Problem

Menu



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THE CLIENT

Untill is a vertical farming agro-tech

startup. Wilson Farms acts as the distributor, with three out of four of their packaged greens selling exceptionally well.



THE PROBLEM

However, their fourth product, "Wild Medley" is underperforming relative to their other products.

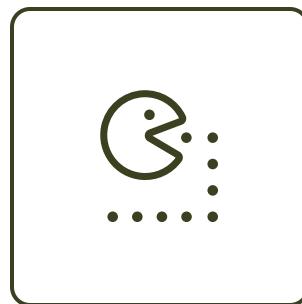
The suspicion is that the naming is...



Unfamiliar



Unclear



Unappetizing

OUR OBJECTIVE

Increase sales
of "Wild
Medley."

By testing naming variations and changing
the packaging scientifically.



Harvested on: _____ Enjoy by: _____

Wild Medley.

The **mighty** mizuna mix.

Pesticide-Free
& **Locally Grown**

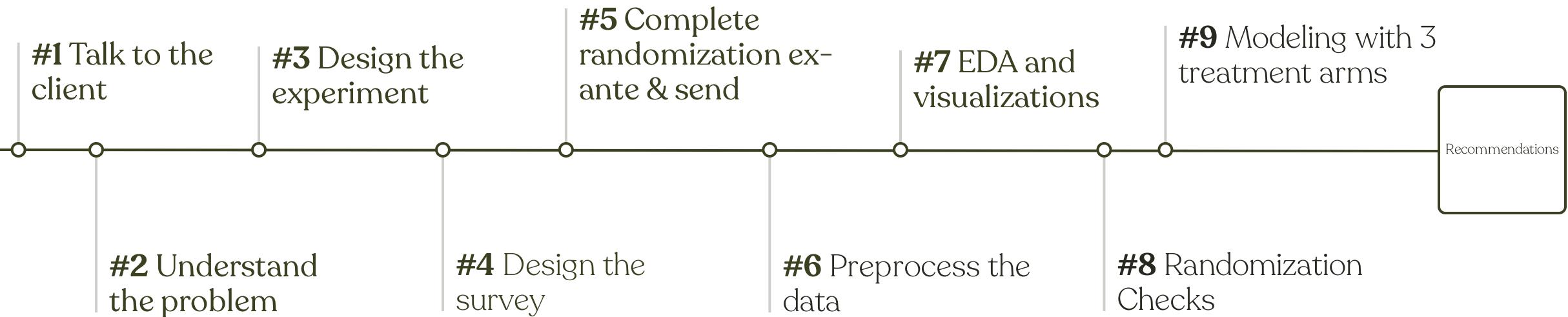
A simpler, less wasteful way
of growing better greens—for
you & the planet. Next-level
farming for next-level flavor.

untill

METHODOLOGY & DESIGN

Regression analysis for significant treatment effects

Our experimental design and robust modeling explored dimensions like probability of purchase, willingness to pay and taste perceptions.



METHODOLOGY & DESIGN

Robust control protocols

Packaging are identical except for the naming. Question flow in survey is exactly the same.



Control



Treatment 1



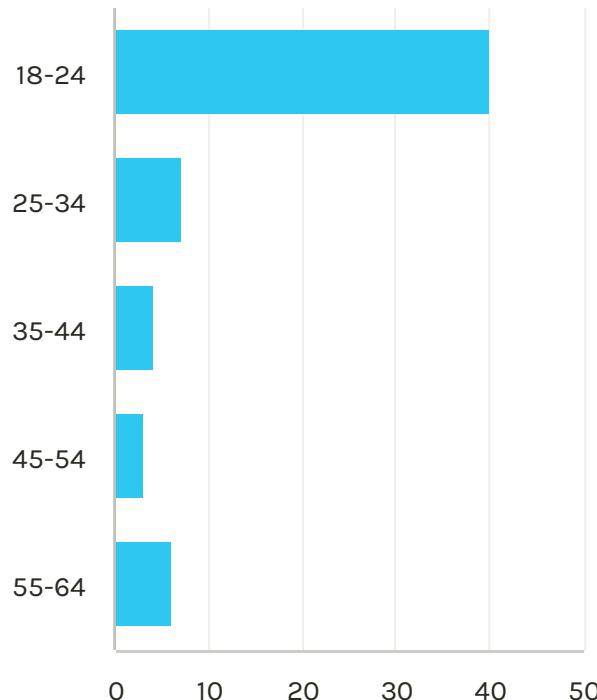
Treatment 2



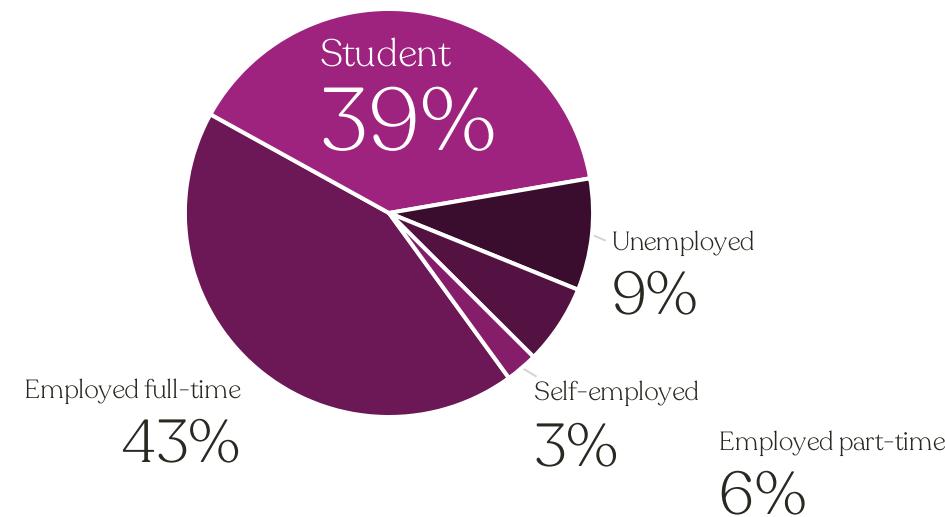
Treatment 3

Sample Demographics

Age range



Employment



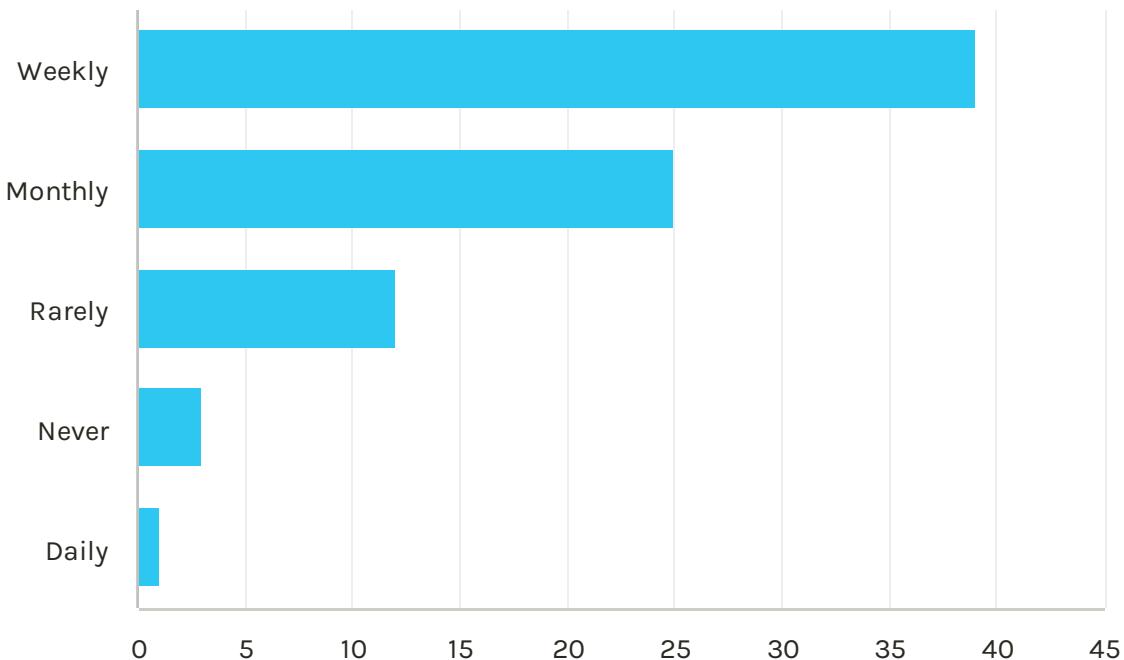
51-49

MALE-FEMALE SPLIT

EDA AND PREPROCESSING

Purchasing Behavior

How often do you purchase packaged greens?



How important are the following factors when choosing your greens?



RANDOMIZATION & POWER

**Randomization
checks prove proper
experimental design**

All covariates show high p-values meaning
they are properly randomized.

Chi-Squared &
ANOVA

p > 0.05

Power

0.8

RESULTS

Probability of Purchase



0.75 pts



increase with "Spring Mix" with significance.

1.15 pts



increase with "Supergreens" with significance.

0 pts



No significant increase with a change to "Spice Medley"

RESULTS

Highest Spend



1.15 pts



increase with "Spring Mix" with significance.

1.5 pts



increase with "Supergreens" with significance.

0 pts



No significant increase with a change to "Spice Medley"

RESULTS

Perception of Quality



0 pts



increase with "Spring Mix" with significance.

0.5 pts



increase with "Supergreens" with significance.

0 pts



No significant increase with a change to "Spice Medley"

RESULTS

Perception of Taste



0 pts



No significant increase in any taste perception with "Spring Mix"

0.5 pts



decrease in perception of sourness with "Supegreens" only at 8% significance.

0.95 pts



increase in perception of spiciness with "Spicy Medley" with significance

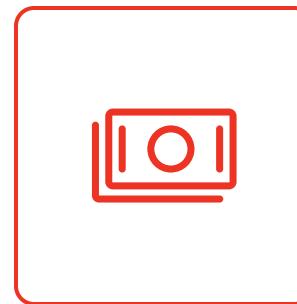
RECOMMENDATIONS

From "Wild Medley" to "Supergreens" because of increases in...

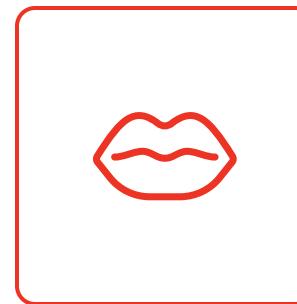
While "Spring Mix" also exhibits some of these increases, only to lesser degrees and significance.



Probability of
Purchase



Willingness to Pay



Taste profile

Limitations

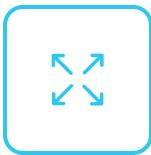
Our work is robust, but not perfect.



Sample Size



Potential for Response Bias



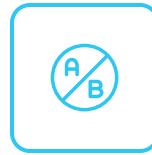
Assumed Large Effect Size



Imperfect experimental design and real world applicability (Hawthorne effect)



Potential for Selection Bias



High p-values t test scores comparing "Spring Mix" and "Supergreens"

FUTURE

There is a lot of opportunity to push the needle.



Expand to larger and more diverse pool of participants



In-person experiment to more closely resemble real-world choice scenario



Longitudinal studies



Blind experiment with all treatment arms



Qualitative research methods



Expand to other products and industries to broaden the research to importance of nomenclature in conversions.



Thank
You!
Questions?
until