

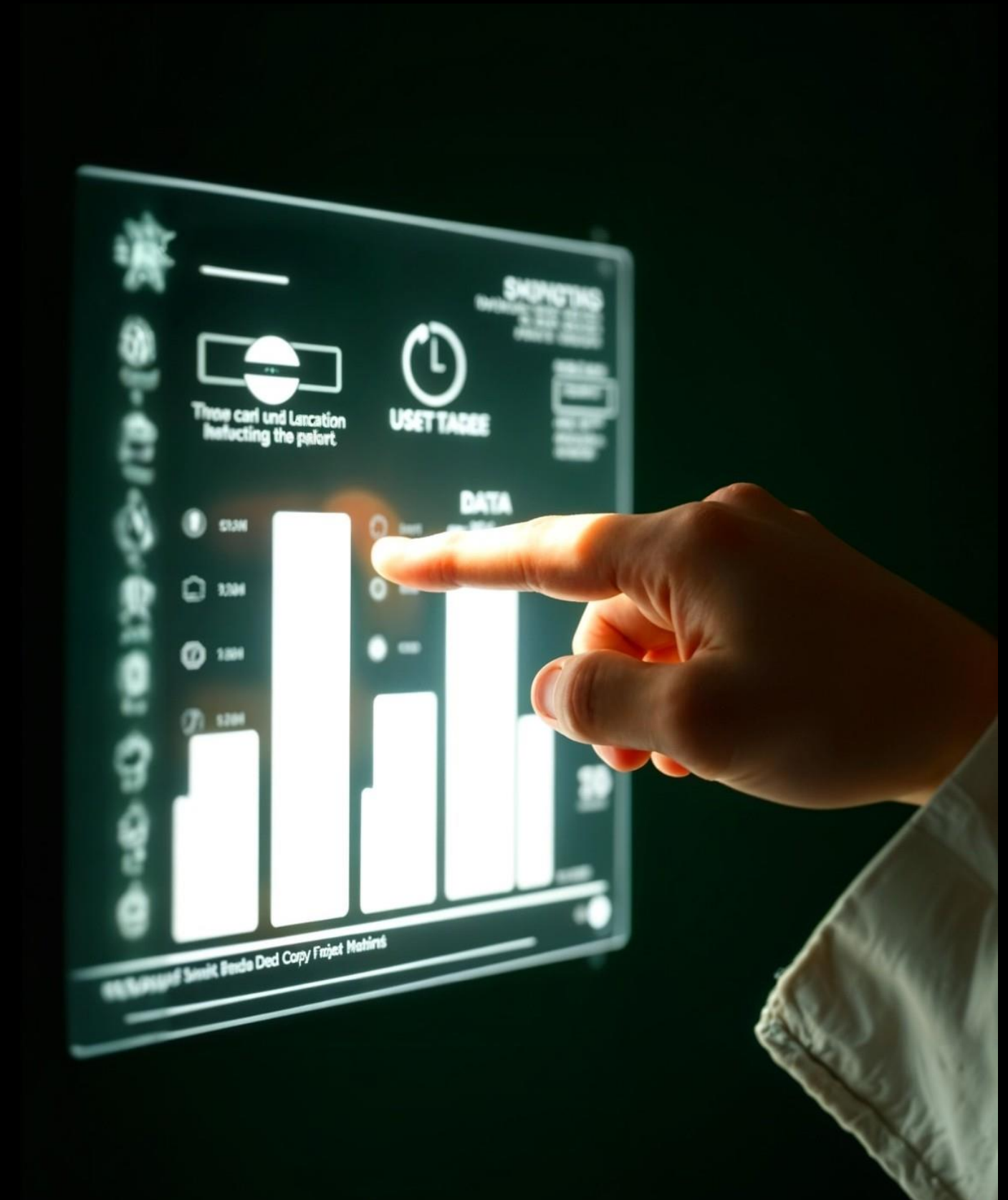


# Analyzing Food and Beverage Industry Survey Data

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# Introduction to Survey Analysis

In this presentation, we will explore key insights from the Food and Beverage Survey Data. Understanding these insights is crucial for making informed decisions in the industry. We will cover the methodology, findings, and implications of the data collected.



## Problem Statement:

The food and beverage industry faces challenges in understanding the diverse preferences, behaviors, and perceptions of its consumers. Despite ongoing efforts in product development and marketing, there is limited clarity on which factors most influence consumer choices and how brand perception affects buying behavior. Additionally, the industry lacks detailed insights into demographic trends and regional preferences that could drive targeted marketing and product optimization.

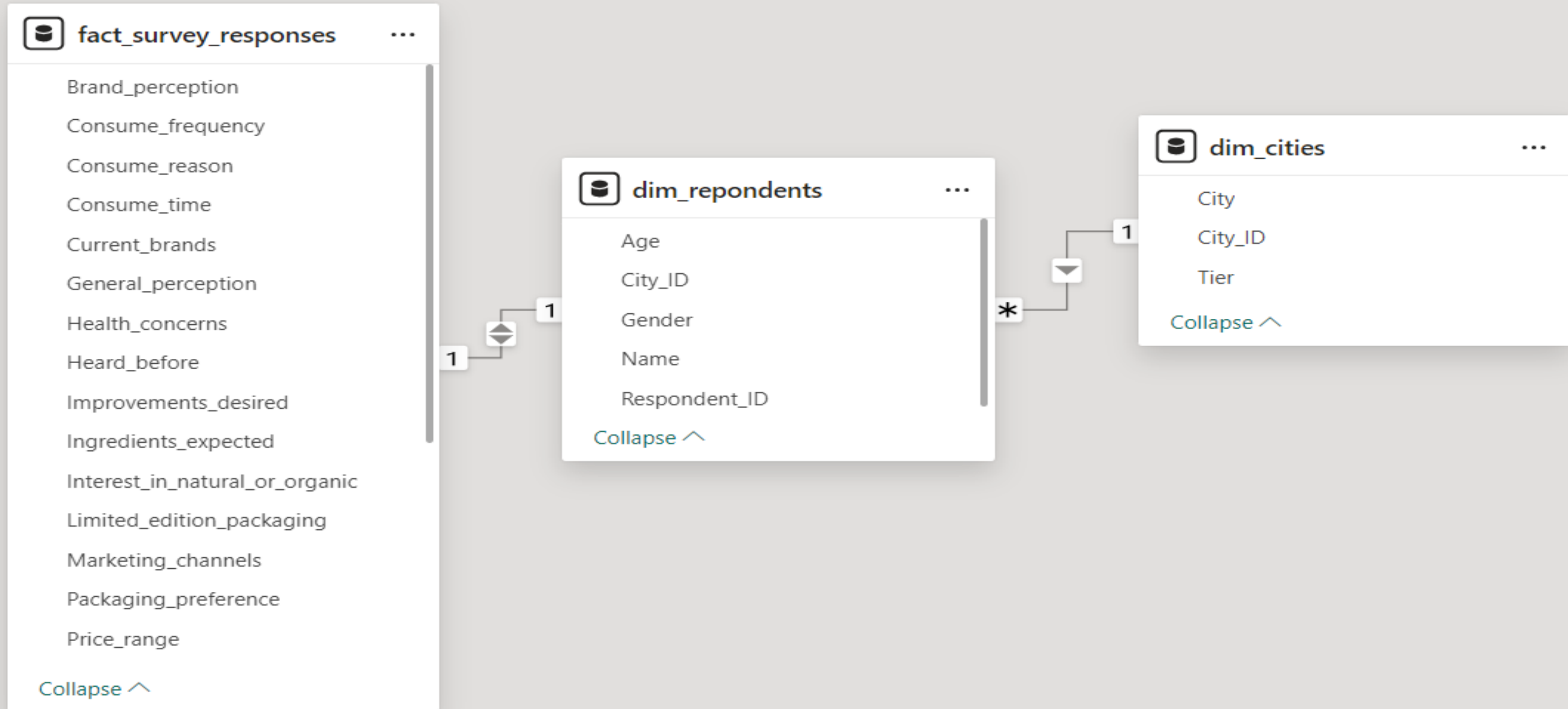
To address these challenges, this project aims to analyze survey responses from consumers to:

Identify key consumption patterns and preferences across different demographic groups.

Evaluate brand awareness, perception, and product trial rates to assess their impact on consumer behavior.

Uncover areas for improvement in product offerings and marketing strategies based on consumer feedback.

# Model View





# Analysis of Food and Beverage Industry Survey Data

Age

15-18

19-30

31-45

46-65

65+

Overall Responses

10,000

Health Concern Percentage

60.45

Total Positive Response

2257

Top Consumption By City

2828

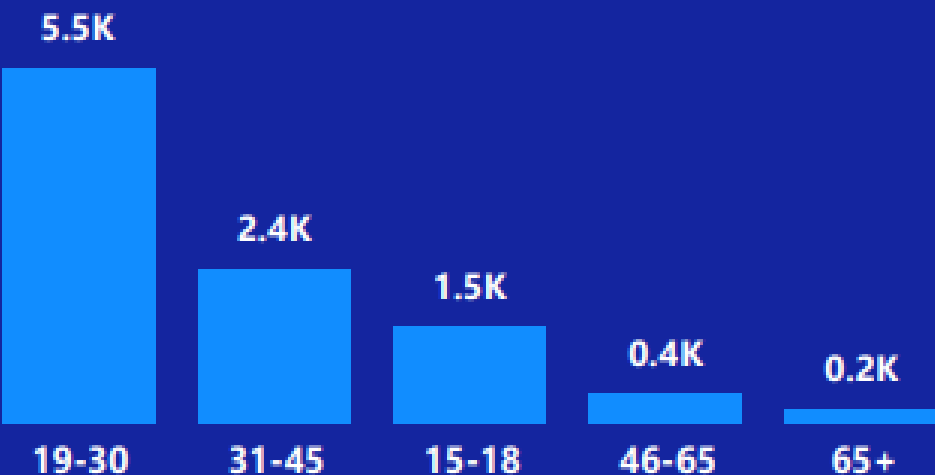
Current Brand

All

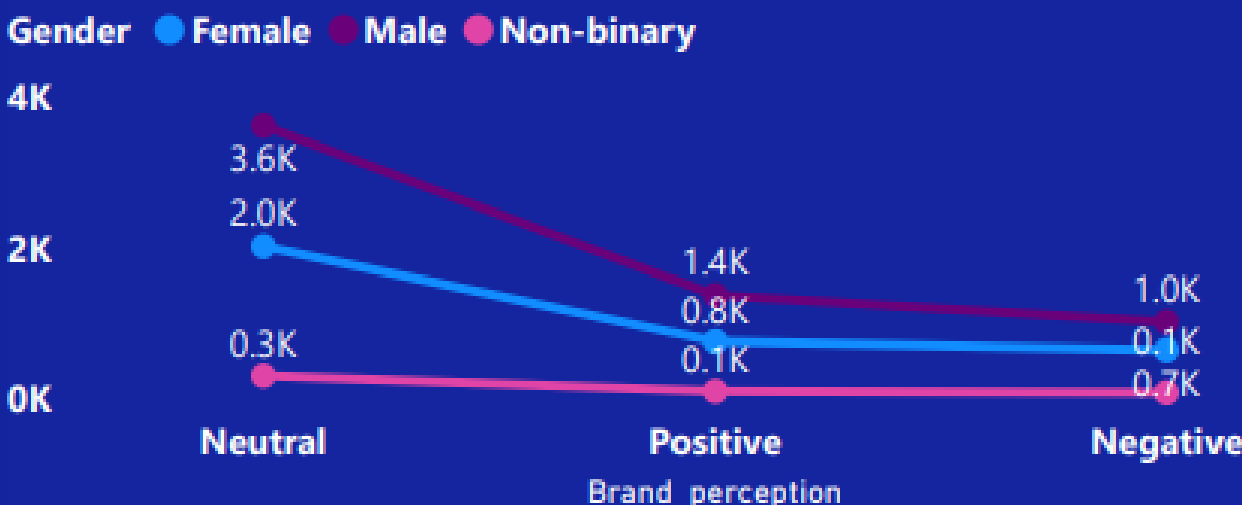
Consumption Situation

All

Consumption Frequency by Age Group



Brand Perception



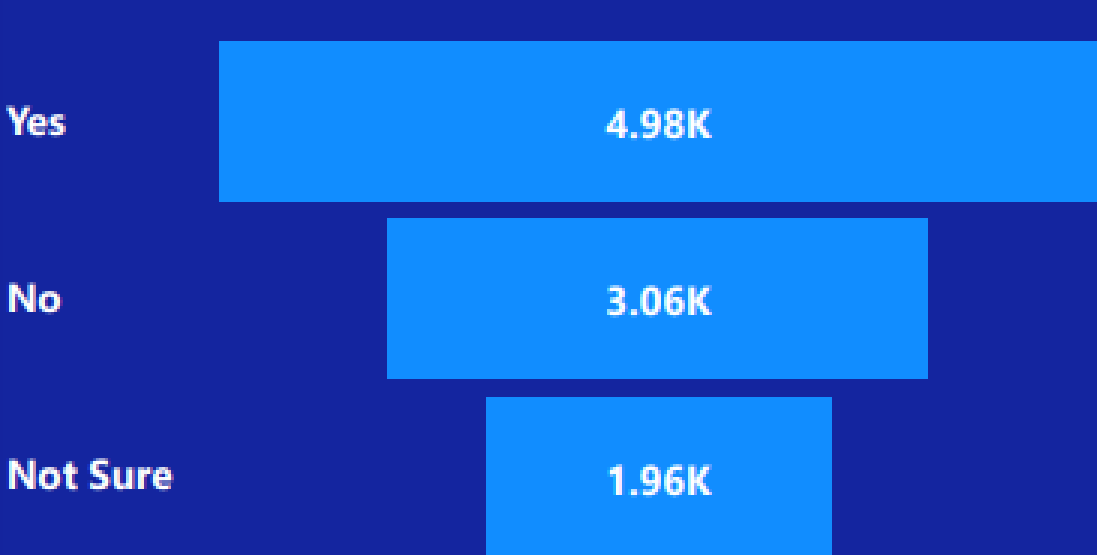
Product Improvement Suggestions

Improvements_desired	Count of Response_ID
Healthier alternatives	1472
More natural ingredients	2498
Other	998
Reduced sugar content	2995
Wider range of flavors	2037
Total	10000

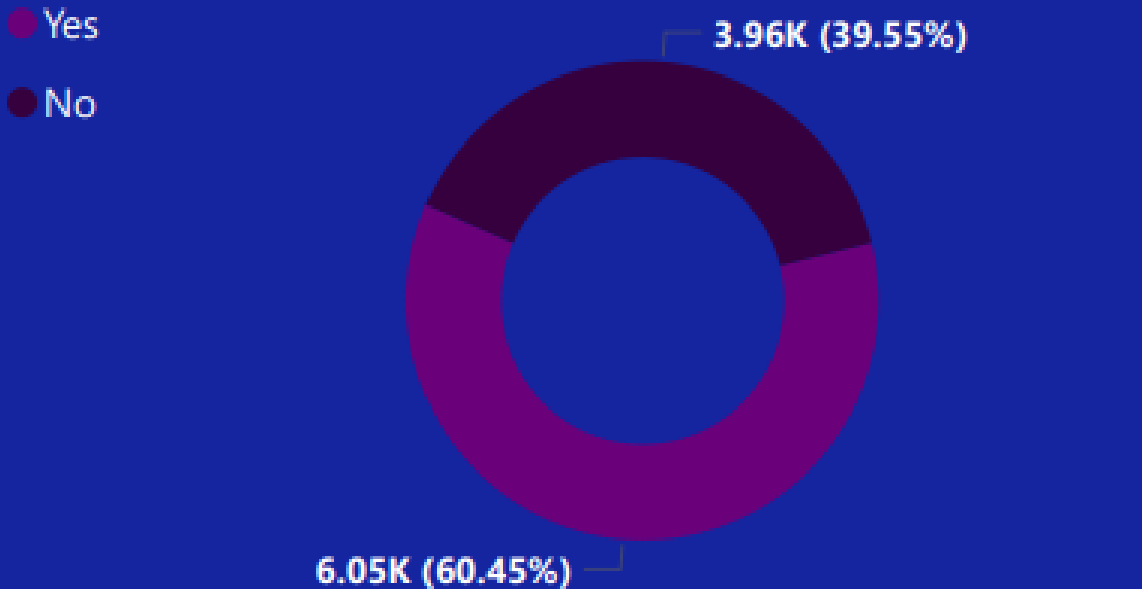
Demographic Insights by City Tier



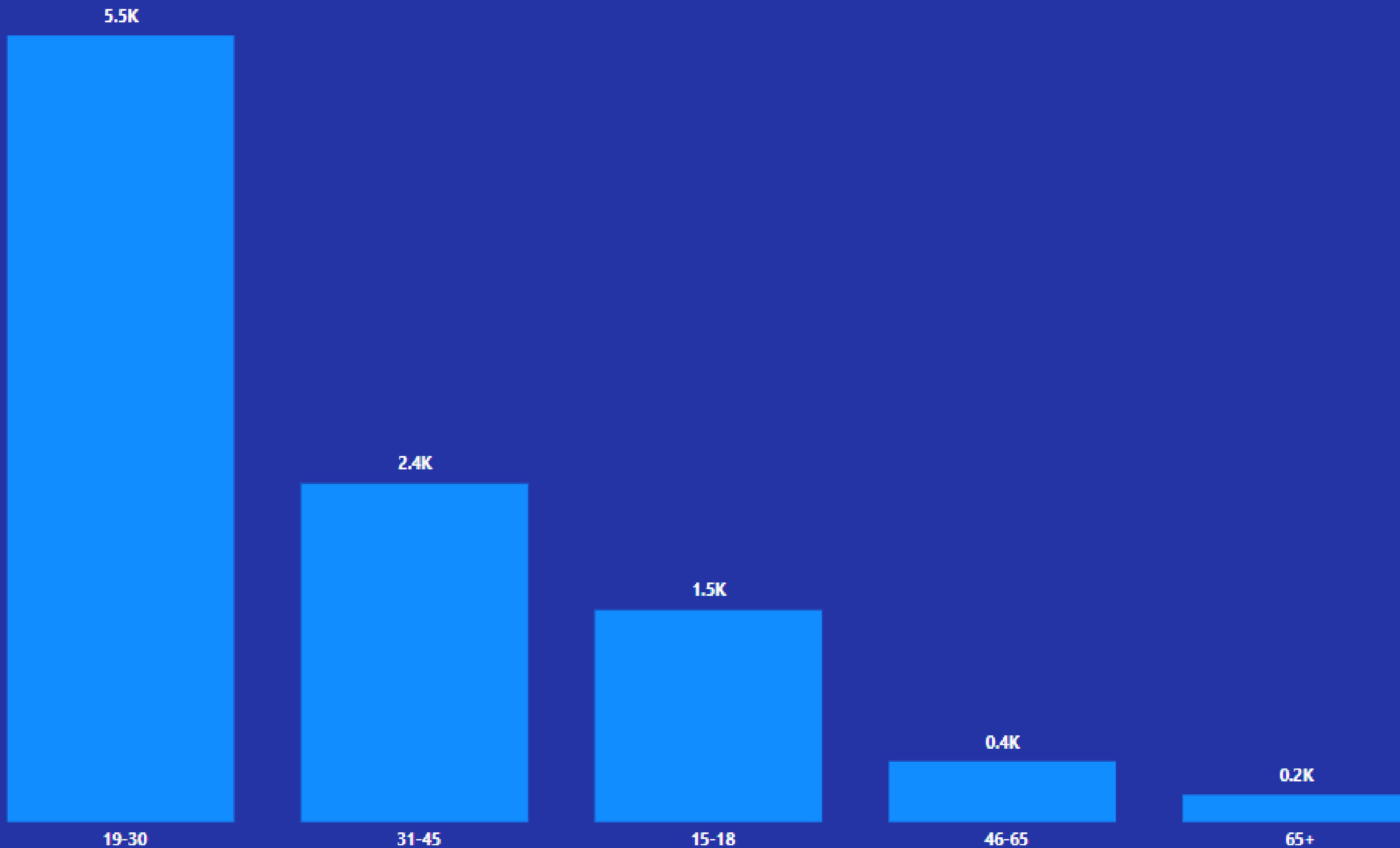
Intrested People in Natural Product



People Who Have Health Concerns



## Consumption Frequency by Age Group



# Brand Perception

Gender ● Female ● Male ● Non-binary

4K

3K

2K

1K

0K

Neutral

Positive

Negative

Brand\_perception

3.6K

2.0K

0.3K

1.4K

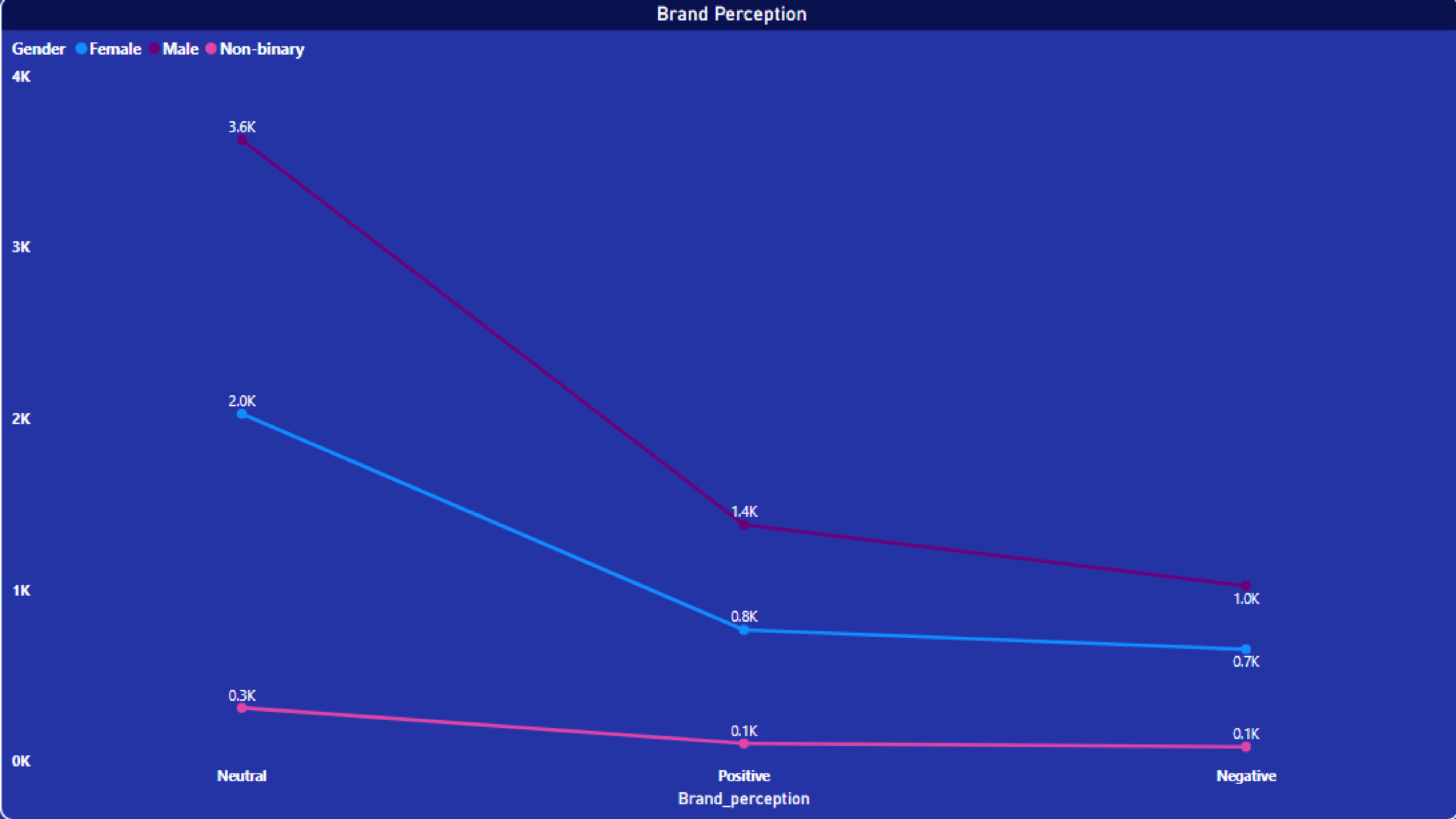
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0.1K

1.0K

0.7K

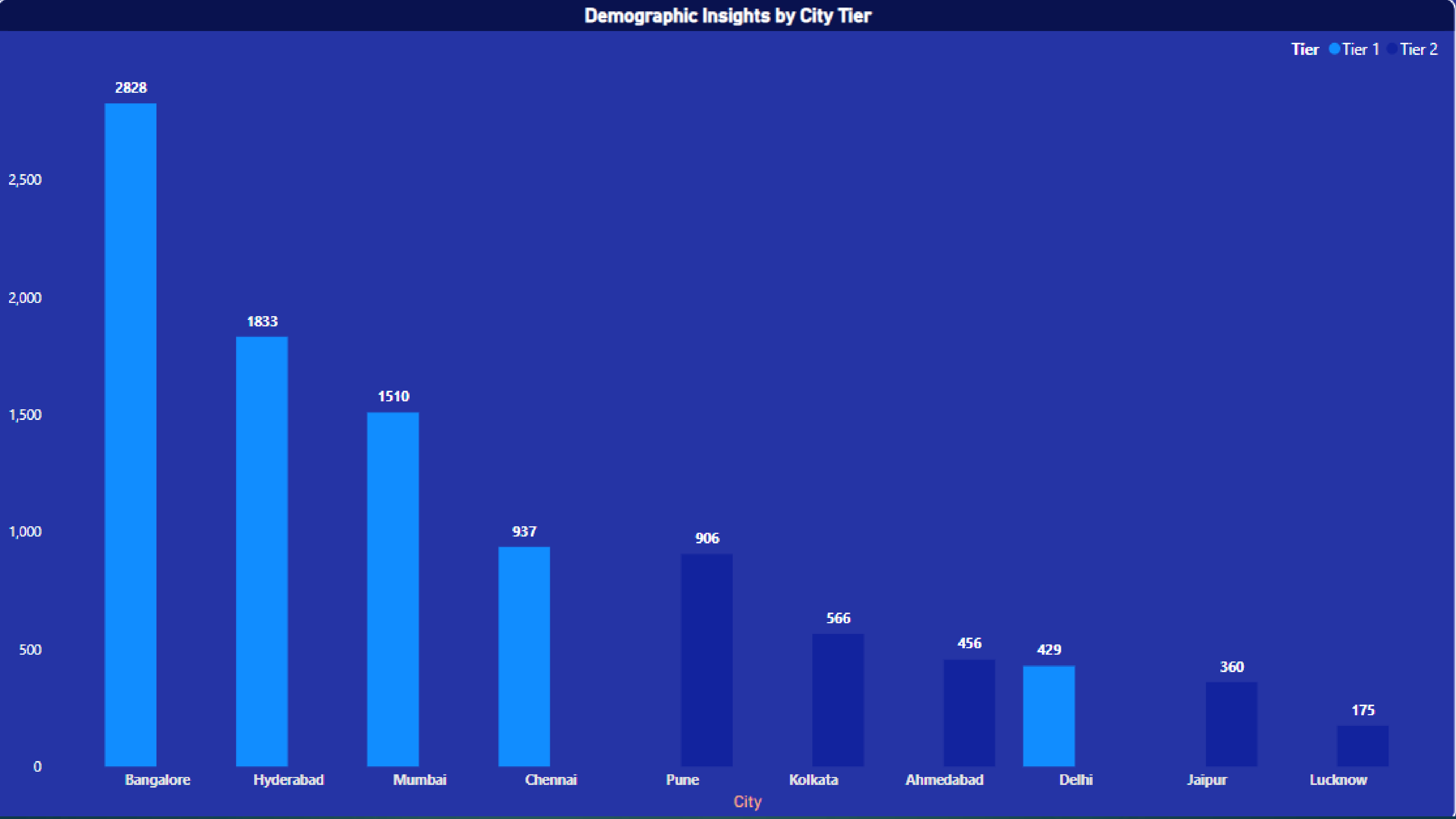
0.1K



## Product Improvement Suggestions

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<b>Total</b>	<b>10000</b>





# Intrested People in Natural Product



## People Who Have Health Concerns

Yes

No



# Conclusion

- Focus on developing healthier alternatives and products with natural ingredients.
- Pay attention to consumer health concerns and address them in product formulations.
- Consider expanding product offerings in Tier-2 cities based on consumption patterns.

Thank You!