

Team 5

Greek Yogurt Flavor Launching Recommendation

Fanglei Su, Xinyu Huang, Yuxiao Liu, Guilherme Plentz de Liz, Yiqun Zhao

Feb 2, 2020

SUMMARY

01

Percentage of sales of existing flavors in the Greek yogurt category

02

Percentage of sales of existing yogurt flavours outside of Greek Yogurt

03

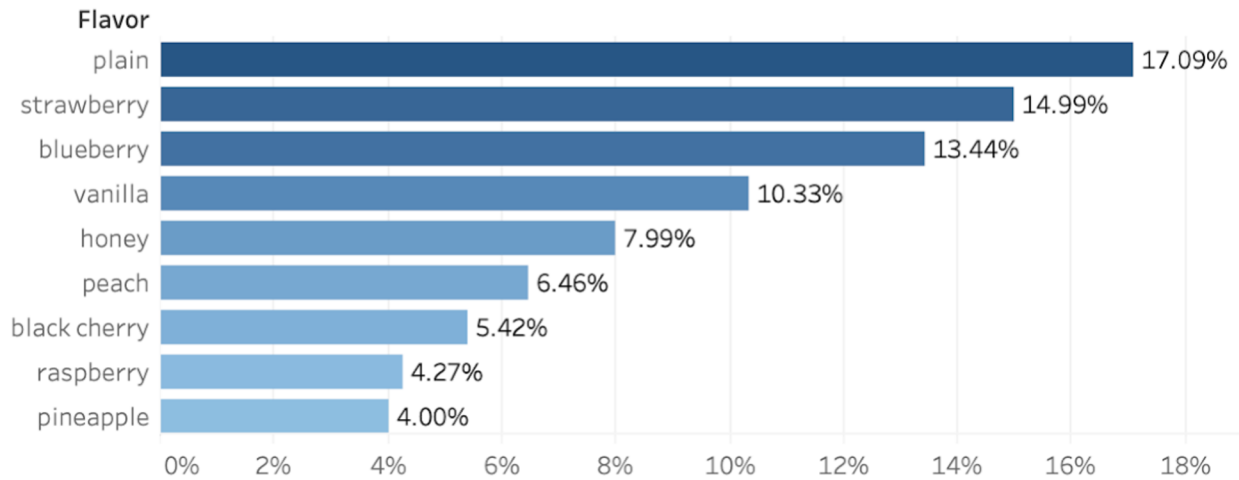
Survey respondents' preferences for Greek yogurt flavors

04

Prediction of next flavors to add

Percentage of sales of existing yogurt flavours within and outside of Greek Yogurt

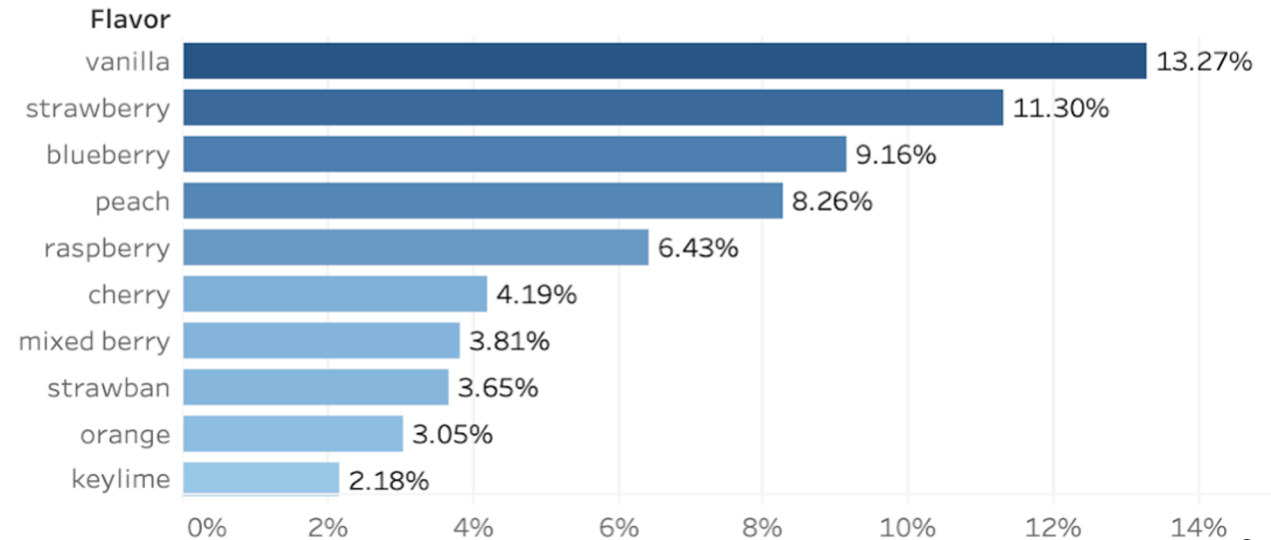
Percentage of Sales of Greek Yogurt



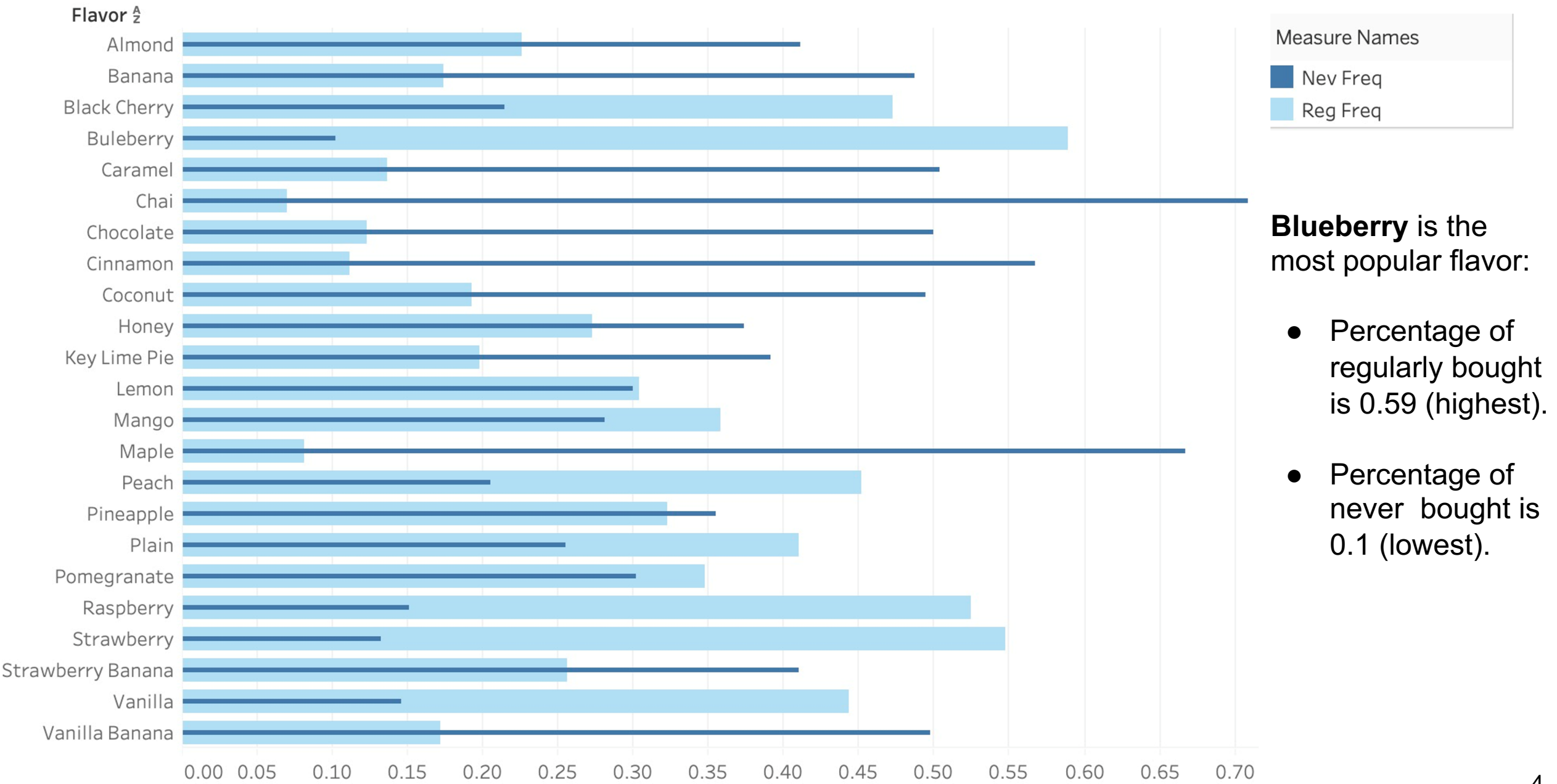
- **Total Sales of Regular Yougurt is \$68,303,679**
- **Total Unit Sales of Regular Yogurt is 102,498,453**
- **Avg. Price between all brands is \$0.85 (without Bio-K, and others)**

- **Total Sales of Greek Yogurt is \$23,248,899**
- **Total Unit Sales of Greek Yogurt is 17, 903, 020**
- **Avg. Price between all brands is \$1.28**

Percentage of Sales of Regular Yogurt



Respondents' preferences for Greek yogurt flavors



Percentage of which flavor to add: Black Cherry and Lemon

- Adding Black Cherry can lead to an increase of 1.08%
- Then adding Lemon can get the highest reach compared to others. If exclude lemon, final reach would be 0.96750, lower than others.

	Exclude Lemon	Exclude Coconut	Exclude Mango	...
1	0.95148	0.95148	0.95148	0.95148
2	0.96226	0.96226	0.96226	0.96226
3	0.96630	0.97035	0.97035	0.97035
4	0.96750	0.97035	0.97035	0.97035

