



Analytics Design to Recommend Flavors to Launch

MSMA Team 10

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Highlight

❖ Sales Analysis

- Greek class has fewer existing flavors and centralized sales contribution

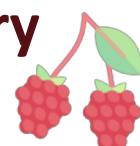
❖ Survey Respondents' Preference Analysis

- Besides launched flavors, raspberry, black cherry, mango, pomegranate, pineapple stand out

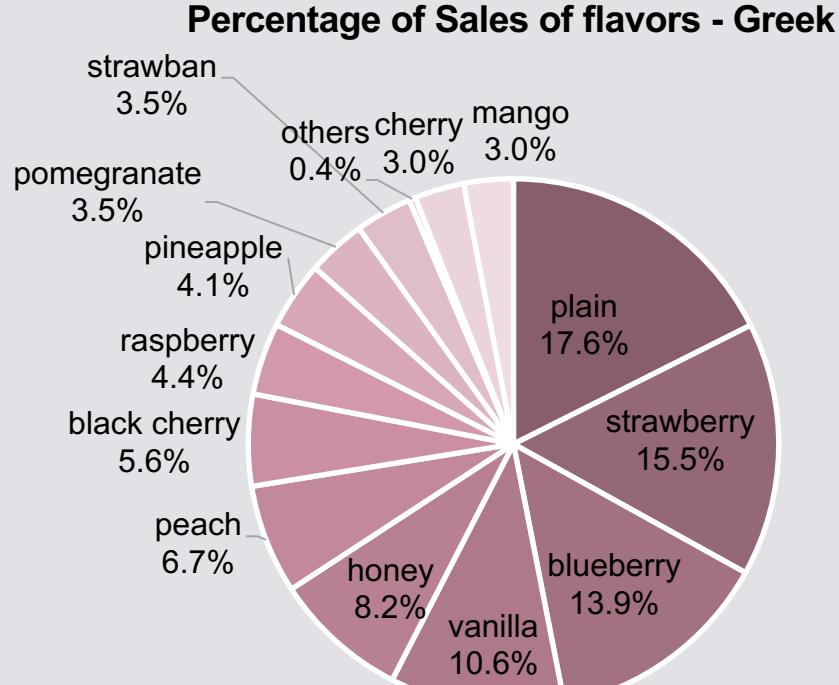
❖ TURF Analysis

- Recommendation of launch order:
Black Cherry and others

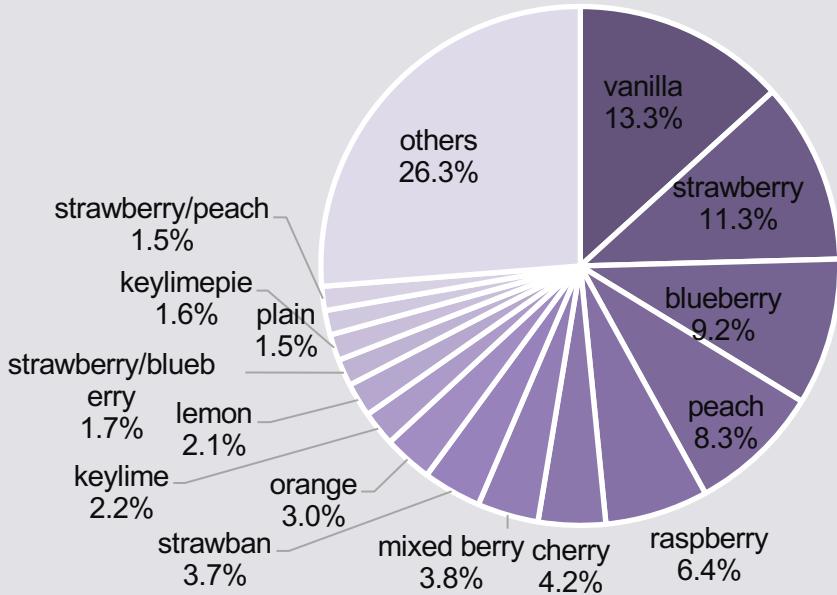
❖ Recommendation: Black Cherry & Raspberry



Greek class has fewer existing flavors and centralized sales contribution



Percentage of Sales of flavors - Regular



- Private label already launched six most consumed flavors in Greek class, which contributes 70% to total Greek sales.

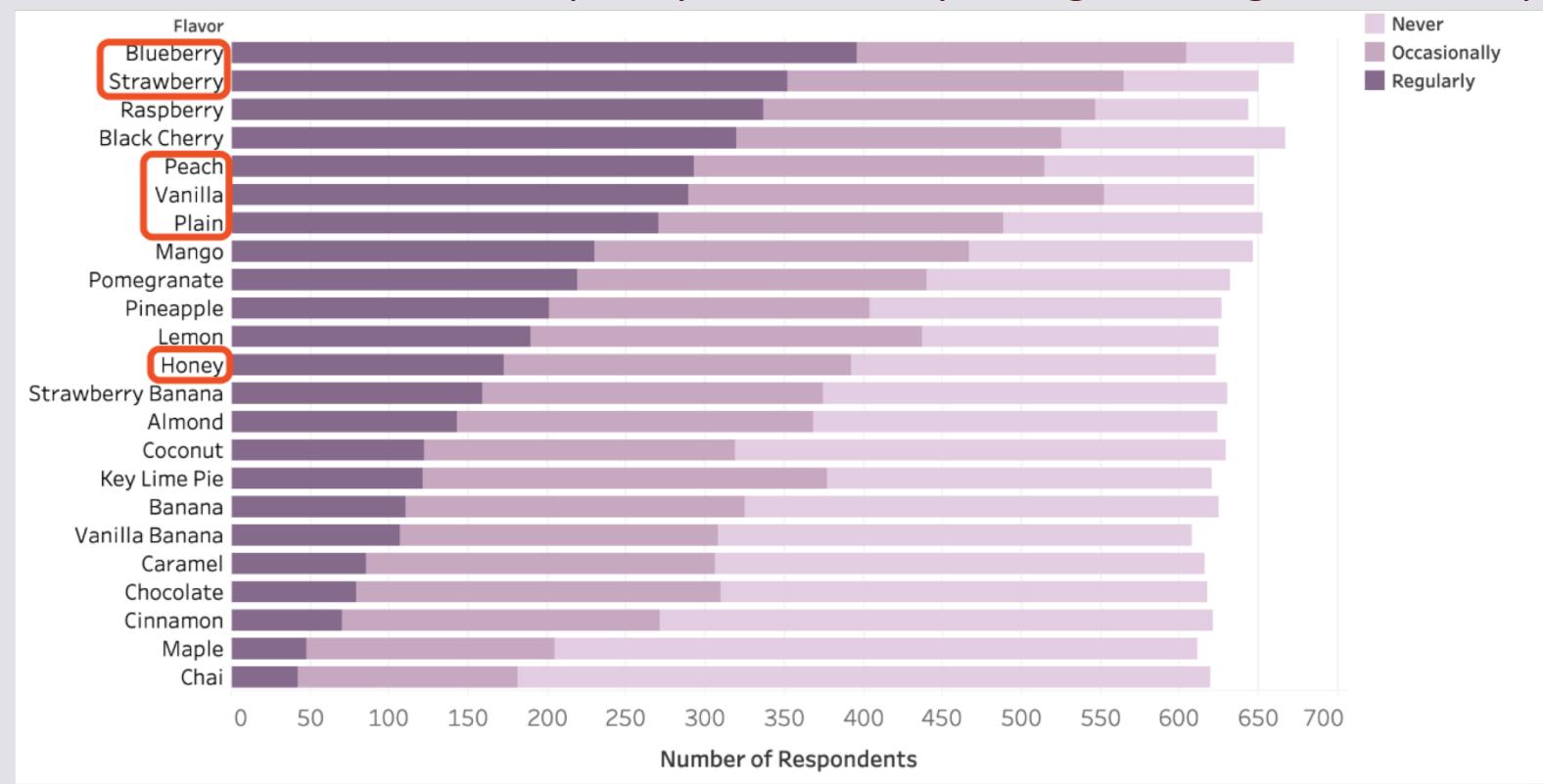
Source: System data 'storeItemSales' , 'itemsAttributes'

- Honey & plain step back while raspberry, cherry & mixed berry perform well.
- Others includes 66 flavors, each contributes <1.5% to sales.



Survey respondents' preference for Greek Yogurt flavors

Besides launched flavors, Raspberry, Black Cherry, Mango, Pomegranate, Pineapple stand out

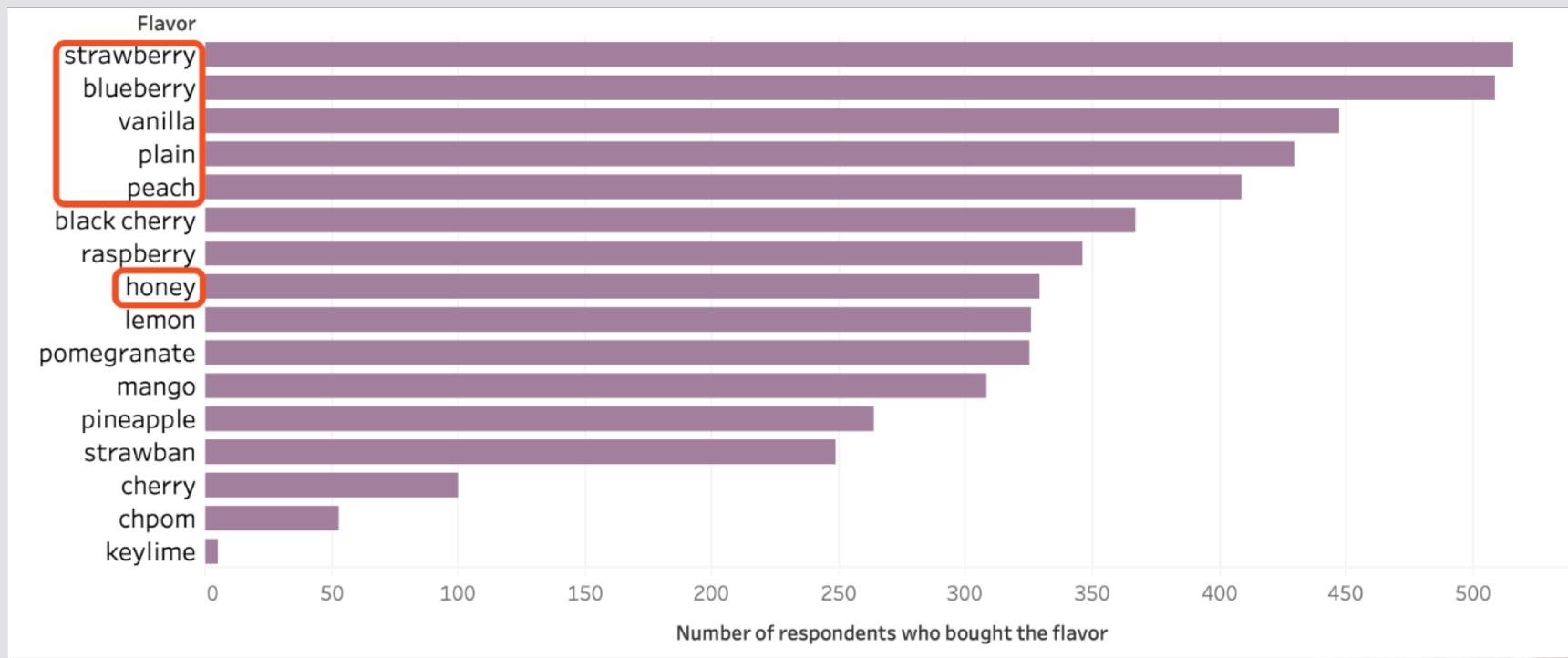


Source: Survey Q12 Below is a list of both existing and new flavors. Assume these flavors are all available for your consumption. Please organize the flavors below into how often you would eat each one.



Survey respondents' buying behavior of Greek Yogurt

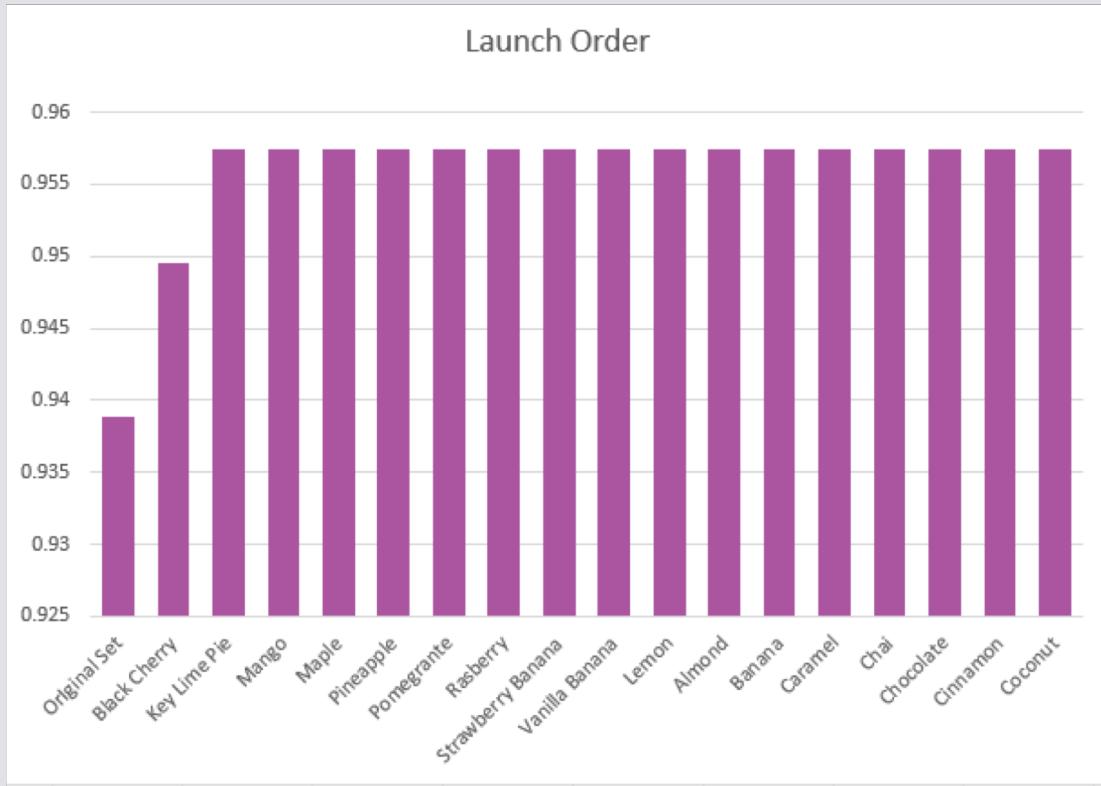
Besides launched flavors, they also bought black cherry, raspberry, lemon, pomegranate



Source: System data 'survItemSales' , 'itemsAttributes'



TURF - Best set of next flavors prediction



Launch Order :

- Black Cherry
- Lemon, Almond, Banana.....

Source: Survey Q12 Below is a list of both existing and new flavors. Assume these flavors are all available for your consumption. Please organize the flavors below into how often you would eat each one.



A vertical strip on the left side of the slide showing a close-up of a glass jar filled with yogurt, topped with granola and fresh raspberries.

Methodology

Business Goal: Decide which flavors to launch next

Data Design & Analytics Design:

- ❖ System data:
 - 'itemsAttributes', 'storeItemSales' - analyze sales of different flavors of Greek Yogurt and Regular Yogurt
 - 'survItemSales' - analyze survey respondents' buying behavior
- ❖ Survey data:
 - Q12 - analyze consumers' preference for Greek Yogurt flavors; TURF

Decision Criteria:

- ❖ Sales Analysis
- ❖ Survey Respondents' Preference Analysis
- ❖ TURF Analysis



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