A photograph of six spoons filled with white yogurt, arranged in a loose circle on a vibrant orange textured surface. The spoons have black handles and are angled towards the center of the circle.

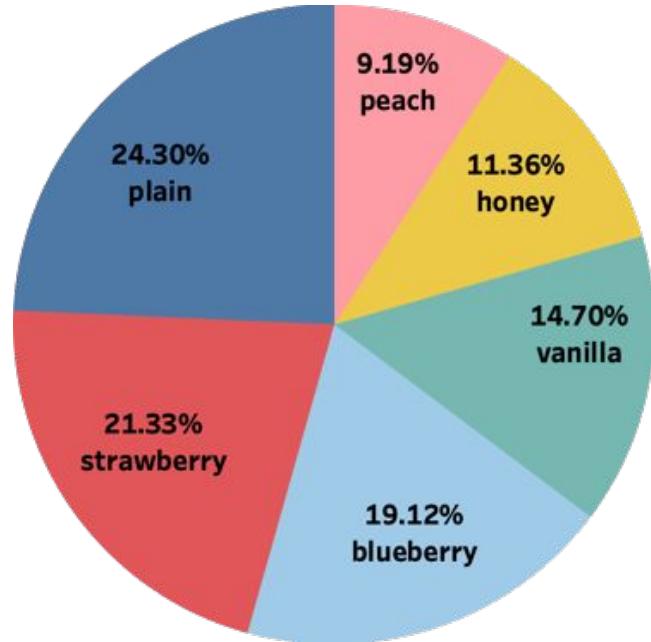
Yogurt Flavor Case Assignment

MSBA Cohort 2 Group 22

Pin Li, Jiawen Liang, Ruiling Shen, Chenxi Tao, Khanh Tran

Greek Yogurt

The most popular flavor of Greek yogurt is **Plain**



(Source: Database: gba424 retailer1 - Table: storeItemSales & ItemsAttributes)

Methodology:

1. Sales data are extracted from store sales.
2. Flavors not in the interest are excluded.
3. Sales of each yogurt flavor are summed to calculate the percentage of the overall sales.

Metrics:

Most Popular Flavors:

Plain ~ 24.30%

Strawberry ~ 21.33%

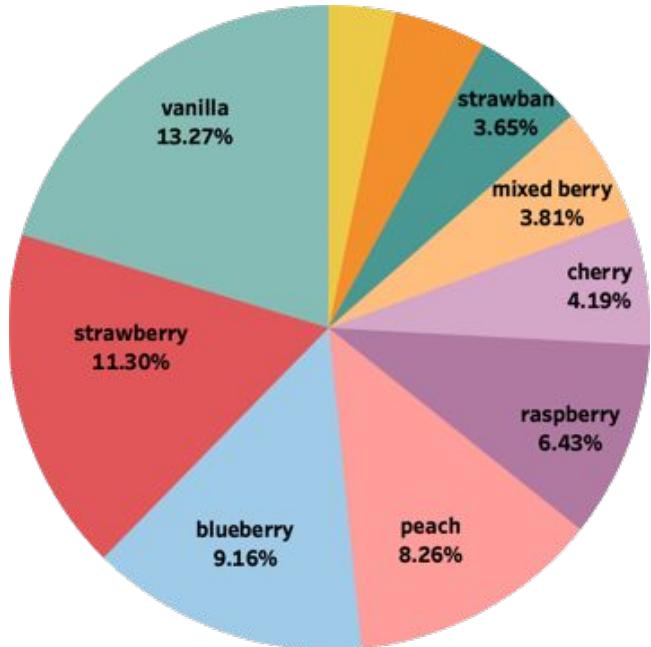
Least Popular Flavors:

Peach ~ 9.19%

Honey ~ 11.36%

Regular Yogurt

The most popular flavor of Regular yogurt is **Vanilla**



(Source: database: gba424 retailer1 - Table: storeItemSales & ItemAttributes)

Methodology:

1. Sales data are extracted from store sales.
2. The pie chart shows the percentage of sales of existing yogurt flavors outside of Greek yogurt.
3. We combine all the categories outside the top 10 popular flavors as “Others”, and exclude it in the chart.

Metrics:

Most Popular Flavors:

Vanilla ~ 24.30%

Strawberry ~ 21.33%

Blueberry ~ 9.16%

Greek Yogurt Flavor Preferences

Metrics:

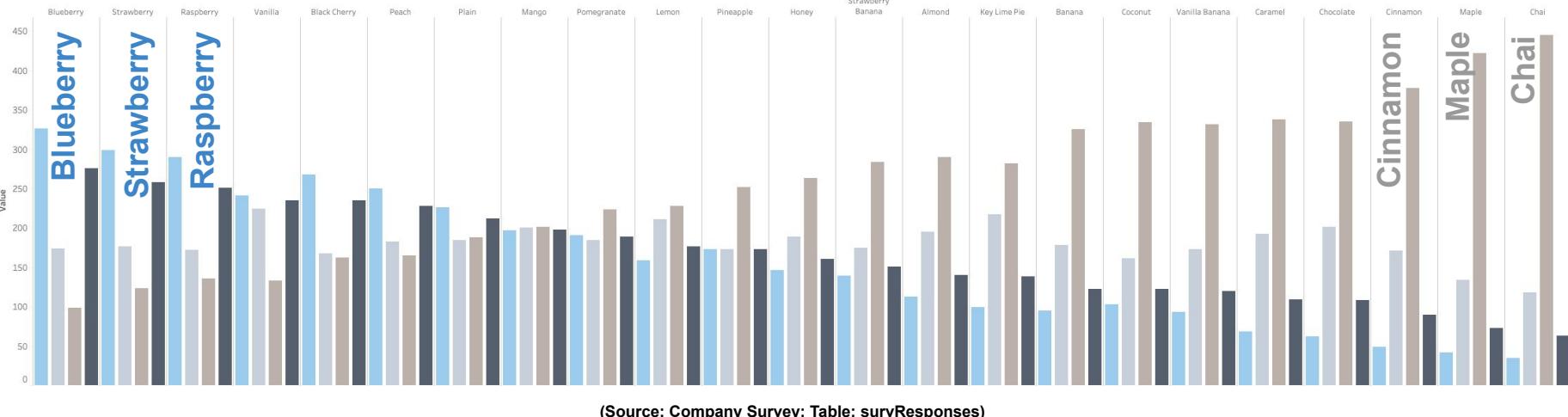
1. Three most preferred flavors:

Blueberry, Strawberry, Raspberry

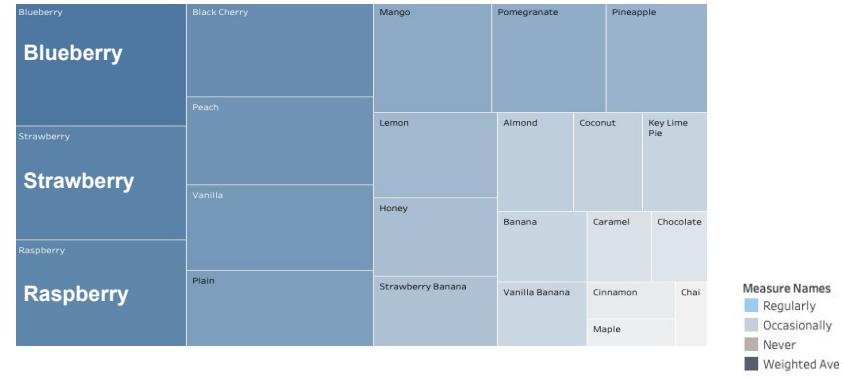
2. Three least preferred flavors:

Cinnamon, Maple, Chai

3. Consumers' choices on "will occasionally buy" do not vary too much with different flavors.



Consumers' Choices on "Will Regularly Buy"



Best Set of Next Flavors I

Methodologies

Tool: TURF Analysis

Data Processing:

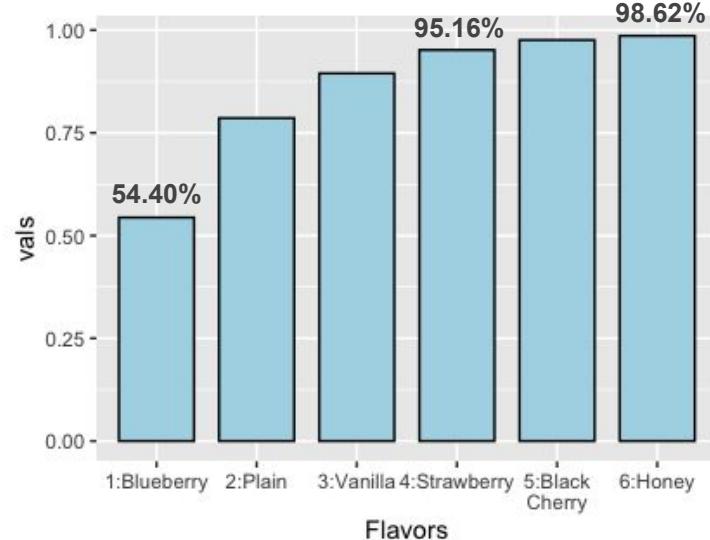
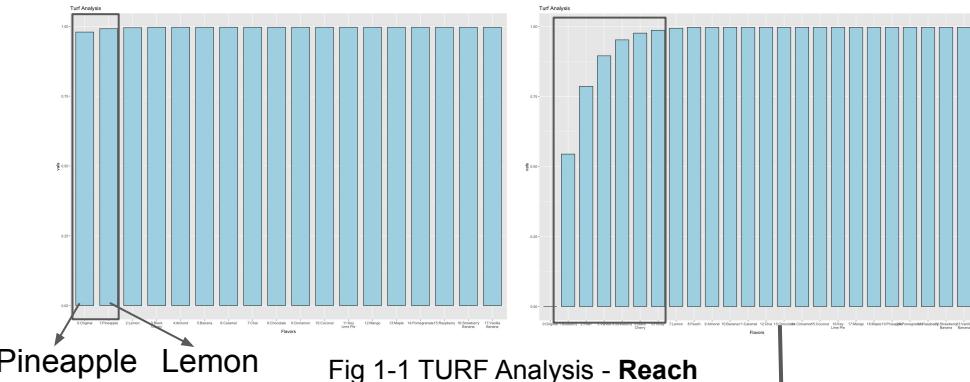
- Remove unreliable responses in Question 12
- Handle NA values

Assumptions:

- Assuming that respondents can be too lazy to select all the flavors they won't buy, so all the **NA** left in Q12 can be treated as "**Never**".

Considering 'Reach':

- The original set generates **97.93%** of reach.
- **Pineapple** and **Lemon** are two recommended flavors to add if VP does plan to enrich the product line, but it generates limited incremental reach.
- Compared to the full set data, it's also meaningful to **adjust existing flavors** if possible.
 - Cutting **Honey & Peach** will do little harm.
 - Replacing **Peach** with **Strawberry** will slightly add incremental reach.



Best Set of Next Flavors II

Methodologies

Tool: TURF Analysis

Data Processing:

- Assign 4 to “Regularly”
- Assign 1 to “Occasionally”
- Assign 0 to “Never”

Decision varies with
different **key metric** preferred by VP!

Considering ‘Frequency’:

- **Raspberry, Black cherry, Mango, Pomegranate, Pineapple & Lemon** are TOP 6 highly recommended flavors to add.
- Note that with sales monotonically increasing, we need consider other factors when adding new flavors.
 - **cost** to add a new flavor
 - **competition** with other Yogurt retailers
 - **cannibalization** among products

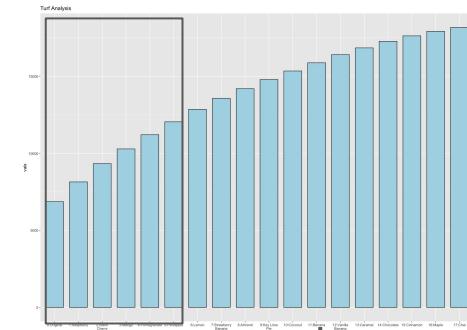
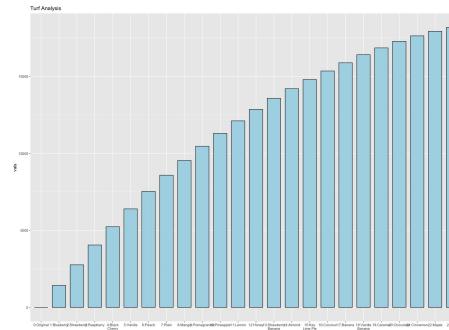
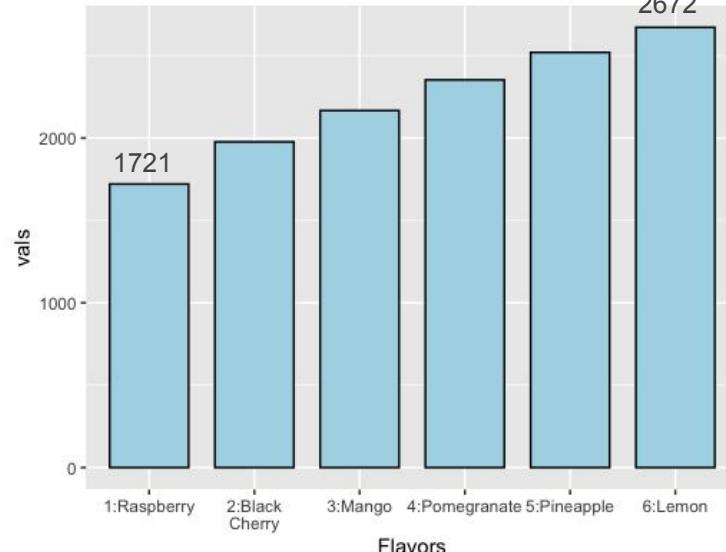


Fig 1-2 TURF Analysis - Frequency



Summary

Sales Data

1

Greek Yogurt

Most Popular

Plain

Strawberry

Least Popular

Peach

Honey



2

Regular Yogurt

Most Popular

Vanilla

Strawberry

Blueberry



3

Preferences

Consumers love:

Blueberry

Strawberry

Raspberry

4

Next Flavors

Increasing Reach with:

Pineapple

Lemon

