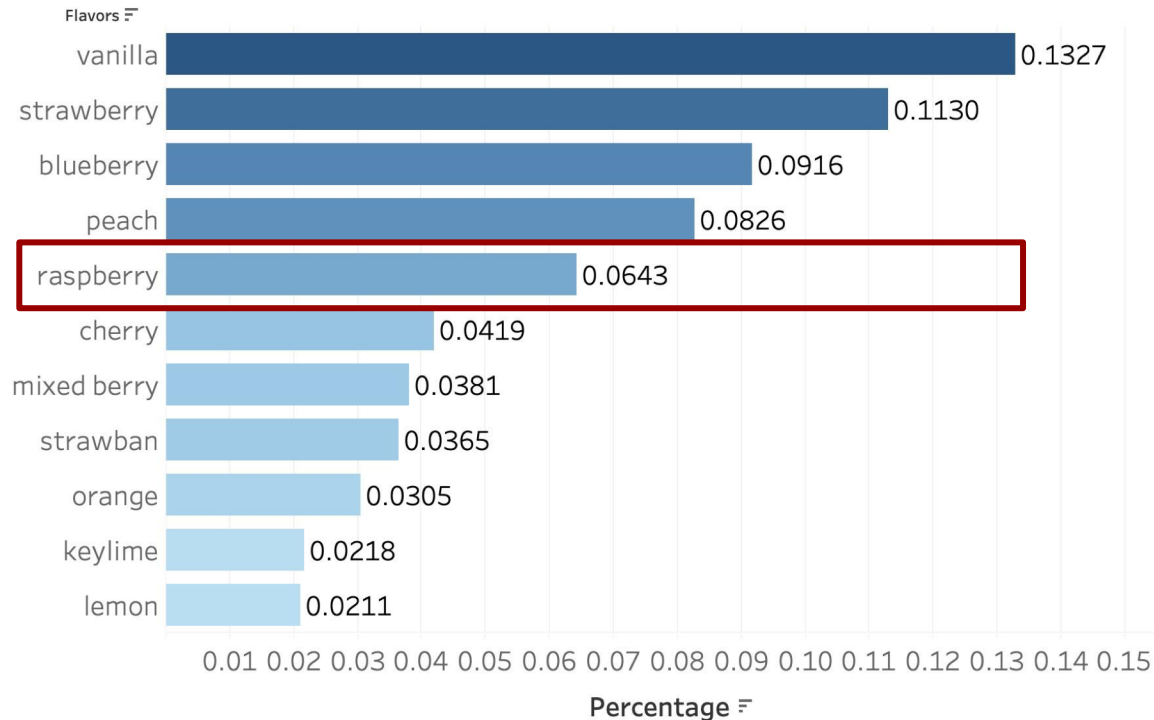# Next Greek Yogurt Flavor

MSMA Team 8
Hector Abreu   Hairong Wang   Geng Luo   Ying Wang   Yunjiao Liu

Key Findings

1. Plain flavor has the largest market share of 17% in greek yogurt market.
2. Vanilla flavor has the largest market share of 13% in regular yogurt market.
3. Top 6 flavors, same as our existing product line, make up 64% of greek yogurt market share
4. Blueberry ranks the top in greek yogurt flavor survey with 47% of customers willing to regularly buy it.
5. Since we sent the survey to our customers who already have loyalty card membership and purchase yogurt from us, we already reach 98% of the population using TURF.

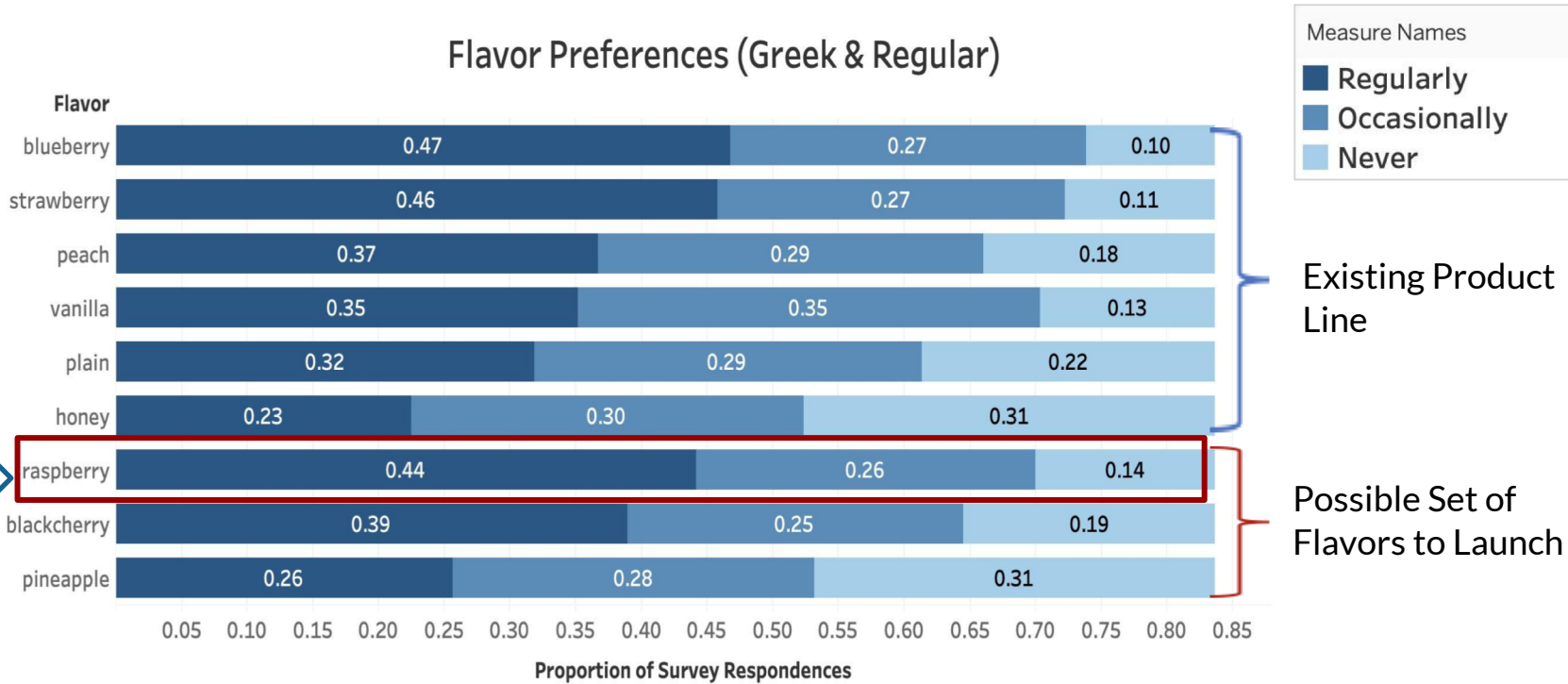# Raspberry, Encourage Regular Yogurt Consumers to Switch

Top 11 Sales Regular Yogurt by Flavor

Flavors ⩝

Flavor	Percentage
vanilla	0.1327
strawberry	0.1130
blueberry	0.0916
peach	0.0826
raspberry	0.0643
cherry	0.0419
mixed berry	0.0381
strawban	0.0365
orange	0.0305
keylime	0.0218
lemon	0.0211

0.01 0.02 0.03 0.04 0.05 0.06 0.07 0.08 0.09 0.10 0.11 0.12 0.13 0.14 0.15

Percentage ⩝

- Raspberry has highest sales in regular yogurt market excluding our existing flavors.
- Compete within regular yogurt market, gain regular yogurt switchers
- Raspberry has market share within greek yogurt market (4%)

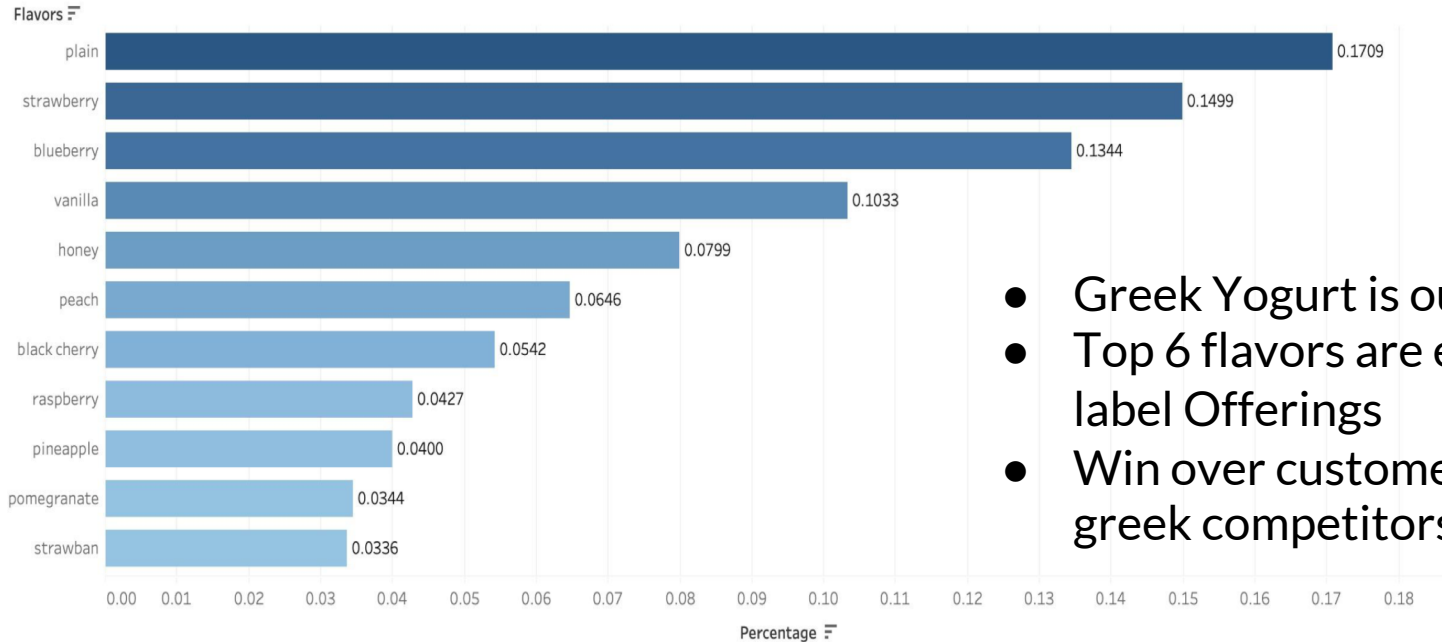# Excluding Existing Flavors, Raspberry Tops Regularly Purchased Flavors

Flavor Preferences (Greek & Regular)

Measure Names
- Regularly
- Occasionally
- Never

Flavor	Regularly	Occasionally	Never
blueberry	0.47	0.27	0.10
strawberry	0.46	0.27	0.11
peach	0.37	0.29	0.18
vanilla	0.35	0.35	0.13
plain	0.32	0.29	0.22
honey	0.23	0.30	0.31
raspberry	0.44	0.26	0.14
blackcherry	0.39	0.25	0.19
pineapple	0.26	0.28	0.31

0.05 0.10 0.15 0.20 0.25 0.30 0.35 0.40 0.45 0.50 0.55 0.60 0.65 0.70 0.75 0.80 0.85

Proportion of Survey Respondences

Existing Product Line

Possible Set of Flavors to Launch

Chobani, the only brand has the flavor in the current product lines

Black Cherry, Next Largest Market Share Amongst Greek Category

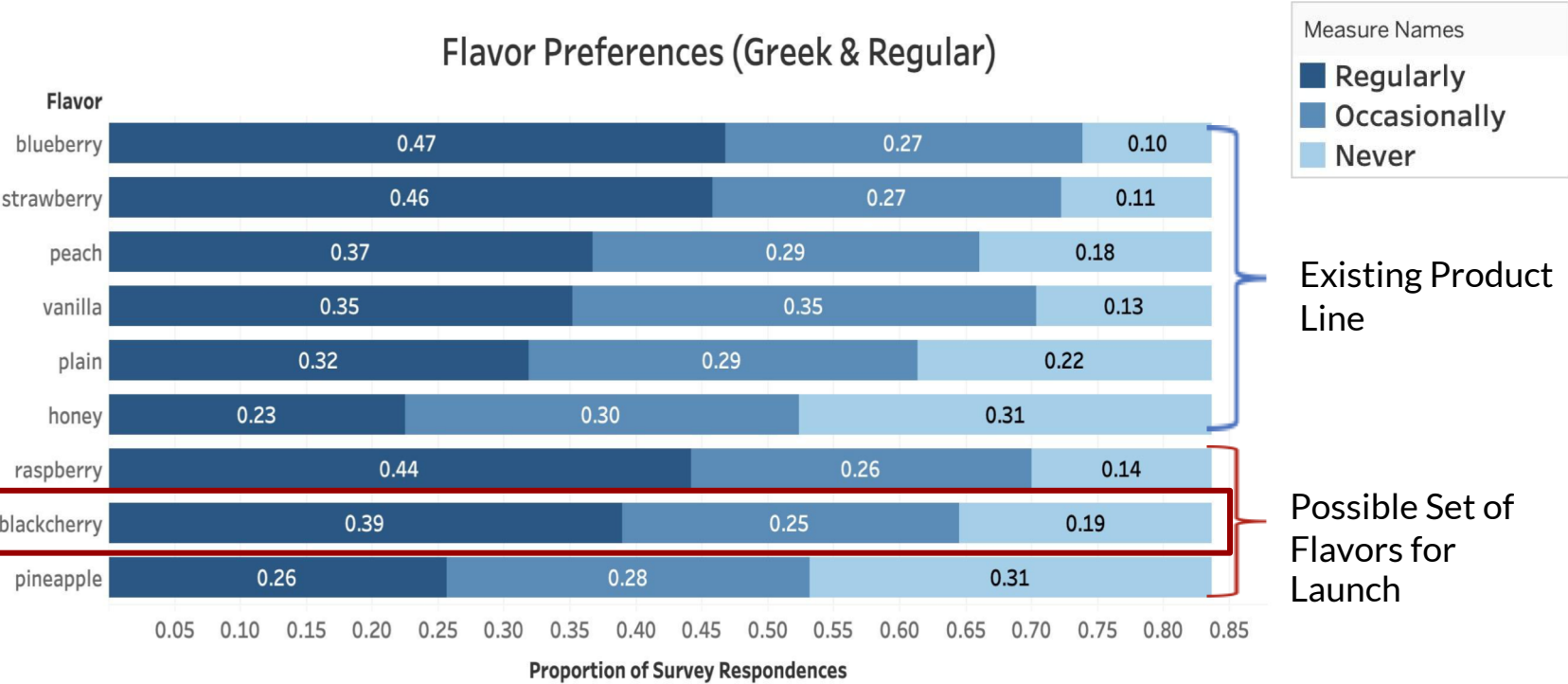## Greek Yogurt Sales by Flavor (Market Share)

Flavors

Flavor	Market Share
plain	0.1709
strawberry	0.1499
blueberry	0.1344
vanilla	0.1033
honey	0.0799
peach	0.0646
black cherry	0.0542
raspberry	0.0427
pineapple	0.0400
pomegranate	0.0344
strawban	0.0336

Percentage

- Greek Yogurt is our target market
- Top 6 flavors are existing private label Offerings
- Win over customers from direct greek competitors

After Raspberry, Black Cherry is Top Regularly Purchased Flavor

Flavor Preferences (Greek & Regular)

Measure Names
- Regularly
- Occasionally
- Never

Flavor	Regularly	Occasionally	Never
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Existing Product Line

Possible Set of Flavors for Launch

Proportion of Survey Respondences

Chobani, the only brand has the flavor in its yogurt product lines

Methodology Appendix

- Decision-oriented project: Decide which flavor of Greek Yogurt to launch next in the product portfolio.
- Measurement Goals:
  1) Describe the percentage of sales of existing flavors in the Greek yogurt category (all brands)
  2) Describe the percentage of sales of existing yogurt flavors outside of Greek yogurt (regular class of yogurt)
  3) Describe survey respondents' preferences for Greek yogurt flavors
  4) Predict the best set of next flavors to add to achieve the highest reach using the survey data.
- Data design: Historical sales data; Customer survey; Survey sample representative of population.
- Data Limitations: Not able to meet representation requirement, doesn't pass the chi-sq test in both perspectives of income and children.
- Analytics task: find out which flavors are popular among customers, in both greek yogurt market and regular yogurt market. In greek yogurt market, we can introduce most popular potential flavor to gain more market share. From regular market, we can introduce most popular potential flavor for greek yogurt to win over more market share from adjacent product category.
- Analytics tool: sales of each flavor to calculate market share of each flavor; preference of each flavor from survey; TURF model.
- Visualization: bar chart showing sales of each yogurt flavor; stacked bar chart showing flavor preference(responding 0, 1, 2, which means regularly, occasionally and never respectively) .