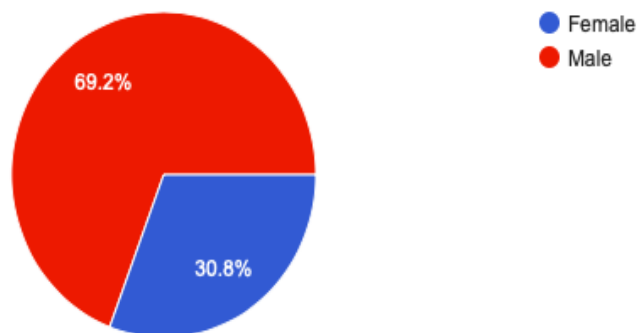


Digital skills and research methods
BMSW4003

1. Gender

13 responses



Question 1. Gender?

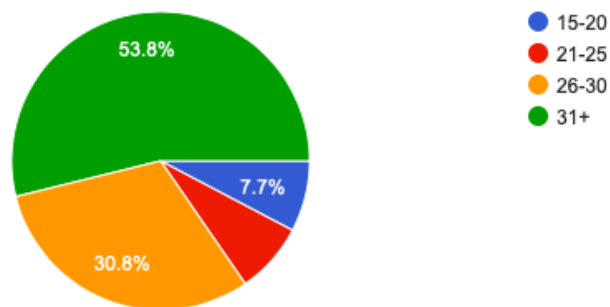
Gender in this analysis consist male or female we can understand from a business point of view that the vast majority vote is 69.2% is male, our large customer base we can understand is male.

In conclusion our main core of business is male but to understand to improve females to buy food we need to market our products and food menu better maybe with more attractive designs towards females.

We understand in a secondary research taken we understand that it's a big vegan market towards females than males.

2. Age

13 responses



Question 2. Age?

Age is a key factor to analyse this data, which is based that the information of a higher percentage of people response was 53.8% over the age 31 is our main customer-based majority which is important to understand. Based on these facts, we as a business we can invest time on attracting and securing foods events with these age groups attending these events over the age of 26 this is because in the response to our research the age group of 26 and over is 84.6% of the market hoping we attract.

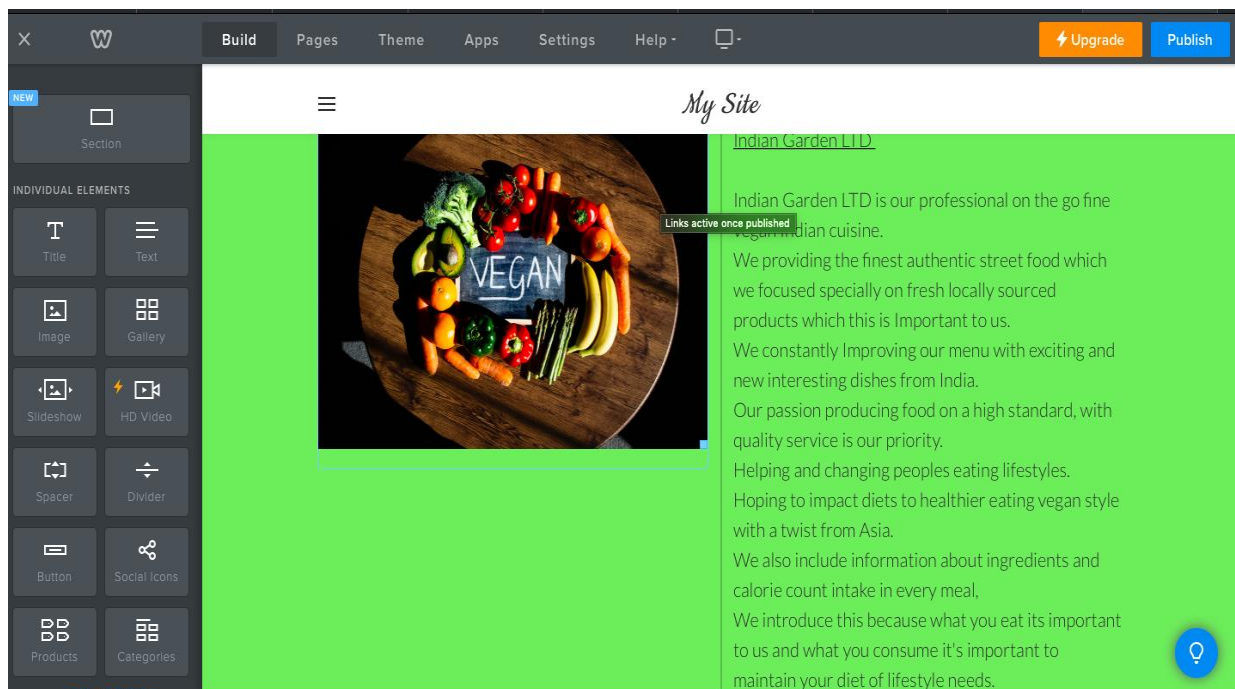
With age 26-30 category is 30.8% with the analysis on this information our second most customer based is over the age of 26.

In conclusion of the younger age groups we understand we could improve our business to cater to the younger category maybe by marketing it better through social media platforms.

Including Facebook and Snapchat target them and promote through pictures and information of what places and events where we are based on which or what days. so, we can reach out accordingly to bring the younger category out to eat at our place. It's important to understand as a business that we need to attract all age groups to gain maximum profit.

Website design

About us



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