Troy Dixon – The Data Apple and Cabbage Tacos!
(Jimmy John's type wraps) 2024

HEALTH MARKETING STRATEGY MODEL WITH BUSINESS ANALYTICS

In this scenario, we are launching a startup using a data-driven approach to develop a health-oriented brand strategy. This report will analyze two menu rollouts over three consecutive months for a theoretical airport fast food concept called **The Data Apple**, which features innovative vegan products such as lettuce wraps and packaged bakery options like granola.

We are establishing the startup's business model by applying statistics and probability to detect and predict operational needs. It is crucial for restaurant brands to maintain consistency. Our influence strategy involves a low-risk adaptation into a feasible growth scenario, aiming to build a brand model that aligns with healthy options and potential market expansion.

Our business question centers on how to introduce this new startup concept and predict the best approach for achieving three months of growth with minimal energy, labor, and operational costs. This ensures steady, manageable startup growth with the least resistance and highest profit for momentum. Additionally, we will consider preparing the situation for future measurements.

Our goal is focused on the airport grab-and-go business reality model considering more quality options with the Data Apple Airport brand as a developing visionary plan.

To build an effective model, we must develop the ability to observe demand relative to various influencing variables that we create and build into the brand as we develop the business simulation. The effectiveness of using the standard deviation of mean averages is enhanced when spread over a longer time period. With only three month periods, categorized by monthly total units sold per day part, the reliability of statistical measures such as t-scores or z-scores in comparing sales means is initially limited but insightful through combinations.

Focusing on preparing the model we note the demand rationality to be consistent but arbitrarily random keeping artificial demand numbers manageably relative to each other, additionally developed through weekly rolling forecast averages and the artificial demand influence scenario for the introductory model report.

In our first regression analysis we compare the total items sold rather than profitability to focus on the strength of the brand items. Our goal is to develop a cost-efficiency model that identifies key leverage points—such as the sensitivity of labor or energy costs to productivity—which will allow us to optimize operations and maximize profitability through quality health options. Therefore, we need to build up to using these concepts effectively.

Future vision includes a private data health video game health app similar to *Candy Crush* to assess your product health recommendations based upon health game profiles that adapt to diet types, eating records through game updates using Bayesian statistics for purely educational health purposes with no intrusive data mining or coded advertising ensuring medical privacy. However, the mobile application game predicts what you should eat next for optimal health based upon your game health profile. You play a game with the items you ate most often designed by The Data Apple Airport.

ABOUT THE OPPERATION

The aim of this project is to develop a model that aligns with the brand's core values of simplicity, balance, and health, creating a low-stress, consistent environment for both employees and customers. The concept is unique and sophisticated, focusing on employee awareness and its impact on brand performance and sales.

For instance, we focus on wrapping our items in light paper to reduce water usage and cleanup this keeps the selling energy high with less distraction to the point of sale as a future variable. Our initial investment includes temperature-controlled environments and iced bags for ease of precise temperature preparation to extend the longevity of our packaged products, walk-in refrigerator. The perishable items, such as seasoned tacos and lettuce wraps, are the signature features of our business.
The business operates in a clean, low-energy environment, minimizing the need for excessive cooking or cleaning. Simple technology, like Excel, is used to monitor key factors, such as water temperature in a broiler system like a spaghetti line for temperature designed package cooking and an advanced water drainage system prevents spills. A dedicated gas stove is used only for breakfast prep, and the walk-in cooler is stocked with high-cost perishables, such as chicken, cheese types and vegetables.

We use statistical analysis, including regression techniques, to evaluate sales data from new items introduced in the second month, while accounting for operational and energy costs.

This analysis will inform our progressive strategy for brand growth and minimize perishable loss or risk and maximize cash flow and marketing budget. By leveraging monthly descriptive analytics reports, we will move toward prescriptive methods to make data-driven decisions for future growth.

This business model combines statistical tools like R and Excel to guide product expansion, meet consumer demand, and balance convenience with operational efficiency.

Our hypothesis is decided by the first regression analytics with the three no cost items to determine the demand description between drink, food and the sub apple influence item. Based on the findings in our regression report our hypothesis is that based upon the results, we think opening for breakfast with a new employee, coupled with packaged side items that sell through the remaining periods would be the best influence solution as the final outcome based upon the data analysis in the month sections of this report.

THE DATA APPLE STARTUP MENU:

Startup Menu Items (paper wrapped)

Food Items	Price ($)	Cost ($)	Net Profit ($)
Taco Cabbage	4.58	0.58	4.00
Taco Chicken Plain	6.18	1.43	4.75
Chicken Chipotle	10.22	2.22	8.00
The Leaf Vegi Rejuvenate	6.28	1.28	5.00
Canned Soft Drinks	3.56	1.06	2.50
Cup of Water	0.25	0.09	0.16

The first month's start up menu items

THE MODEL AND DATA SETS:

To maintain simplicity and ensure reliable measurements, we assume a maximum of 10-15 orders per lunch or dinner session in the first month. Our data table breaks down sales into two periods: 11 AM–4 PM and 4 PM–11 PM, from Monday to Sunday, over three consecutive months. In the third month, sales hours expand to include breakfast (7 AM–11 AM), and an additional employee is added.

This breakdown of day part will allow us to visualize the performance of products in the future of the model by day part.

The excel image shows sets numbers from two items one vegetable and one chicken for the first month of sales.

EZ Cabbage	Monday Lun	> 4pm	Tuesday	> 4pm	Weds	> 4pm	Thursday	>4pm	Friday	>4pm	Saturday	>4pm	Sunday	>4pm	Week total	Forcast
Week 1	7	5	7	6	6	4	1	5	8	4	8	7	7	9	84	
Week 2	8	5	7	6	6	5	2	5	8	5	8	6	12	6	89	
Week 3	7	5	8	5	7	4	3	5	9	6	9	7	9	11	95	
Week 4	8	5	9	5	6	5	3	5	8	3	9	7	9	9	91	
TOTALS	30	20	31	22	25	18	9	20	33	18	34	27	37	35	359	89.75
Week 1																
Week 2																
Week 3																
Week 4																
TOTALS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!
Week 1																
Week 2																
Week 3																
Week 4																
TOTALS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!
Quarter Totals	30	20	31	22	25	18	9	20	33	18	34	27	37	35	359	#DIV/0!
Taco Chicken Plane	Monday	> 4pm	Tuesday	> 4pm	Wednesday	> 4pm	Thursday	> 4pm	Friday	> 4pm	Saturday	> 4pm	Sunday	> 4pm	Week total	
Week 1	5	9	9	9	11	12	14	8	9	7	10	13	10	6	132	
Week 2	4	9	9	12	5	12	7	5	6	9	4	6	8	4	100	
Week 3	5	9	5	6	8	8	7	4	13	12	4	5	8	5	99	
Week 4	7	5	5	3	6	7	8	5	8	9	7	6	12	4	92	
TOTALS	21	32	28	30	30	39	36	22	36	37	25	30	38	19	423	105.75
Week 1																
Week 2																
Week 3																
Week 4																
TOTALS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!
Week 1																
Week 2																
Week 3																
Week 4																
TOTALS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	#DIV/0!

model is a foundational business plan, designed with theoretical demand that assumes single-digit orders for lunch and dinner periods each day. This simplicity allows us to demonstrate operational variables, the cost of goods (COG), and the overall profit and loss (P&L) model for unit-level data. The COG table shows how ingredient costs are routed to another Excel file, which calculates the net cost based on item orders.

1st Quarter Orders							
By units	Tort type 48CT	Whole Wheat Unit	1 Taco Cabbage	Veg Pre Diced	To Go Cup	Coffee	To Go Bowl
Month 1 Units	413	433	655	655	441	0	0
Cost	$ 0.81	$ 0.34	$ 0.23	$ 0.25	$ 0.08		
Surplus Servings	413	433	655	655	441	0	0
Sold/Depleted	403	423	645	645	431		
REMAINING MONTHLY ITEMS	10	10	10	10	10		
COST OF ITEM ORDER	$ 335.13	$ 147.22	$ 148.03	$ 163.20	$ 35.28	$ -	$ -
Total Month 1 COG	$ 3,132.03						

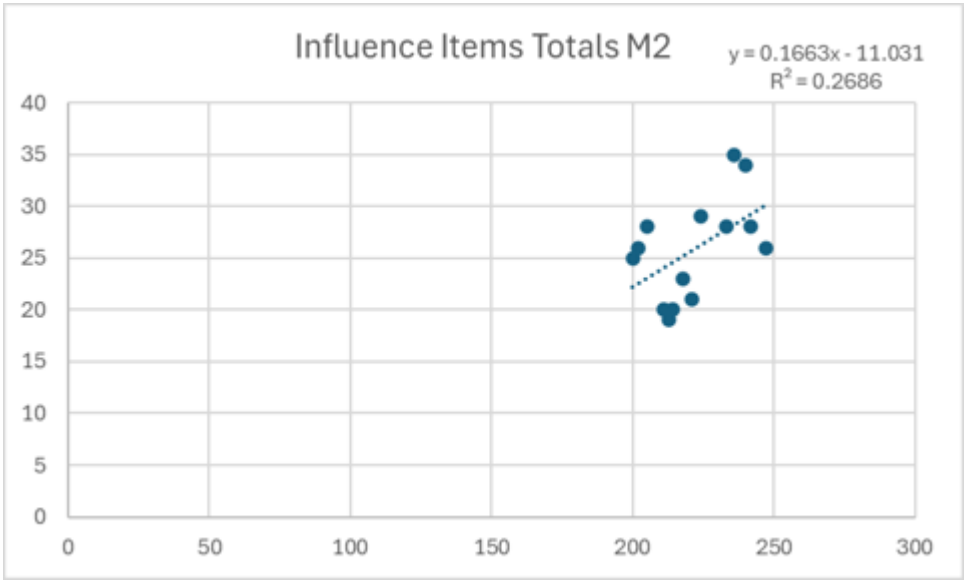
This section of our COG (Cost of Goods) ordering table demonstrates how ingredient costs are routed to another functional Excel file, which calculates the COG based on the total items and determines the Net Cost. This is a portion of the COG and data set calculations.

Wholesale prices for ingredients were obtained through AI-assisted internet searches, and costs per unit were distributed proportionally across each item. For example, the Taco Chicken Plain consists of one whole wheat unit, one pre-diced vegetable unit, one serving of chicken, oil, and one paper wrap, with individual costs assigned to each. **First Regression Analysis**

The regression analysis showed the statistical significance of the items on the months total item orders. Of the three items the additional menu item influences the total demand upward to display the regression performance

Month 2

The first month's start up menu items



In the second month three additional items are introduced. The new flavored EZ Cabbage Lettuce Wrap is show cased on some flyers at the entrance as a new item and water bottles are also now in clear view of walking traffic.

Month 2 added menu items	Price ($)	Cost ($)	Net Profit ($)
Bottle of Water	2.50	1.00	1.50
EZ Cabbage Seasoned	4.89	.64	4.25
Apple	2.25	1.25	1.00

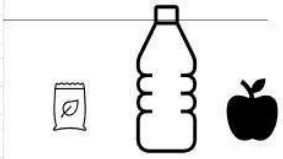
The second month cost strategy influence items

days/nights	Month1	Month2	Influence Items Totals M2			Taco	WB	Apple
Monday Day	196	213	19			8	10	1
Monday Night	204	221	21			10	9	2
Tuesday Day	206	214	20			11	8	1
Tuesday Night	195	200	25			14	9	2
Wednesday Day	189	205	28			15	10	3
Weds Night	191	202	26			14	8	4
Thurs Day	199	224	29			21	7	1
Thurs Night	181	240	34			21	7	6
Friday Day	217	233	28			16	10	3
Friday Night	200	236	35			20	12	2
Sat Day	241	242	28			16	11	1
Sat Night	228	247	26			13	11	2
Sun Day	209	218	23			13	8	2
Sun Night	191	211	20			13	6	1

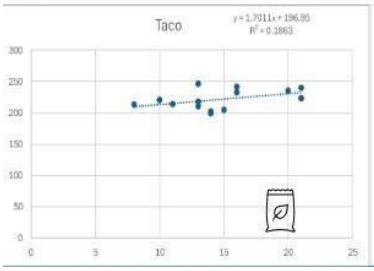
ANOVA

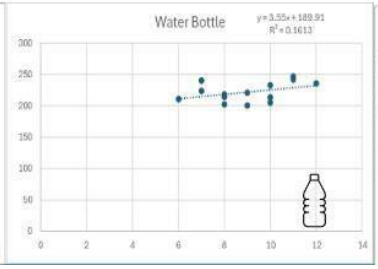
	df	SS	MS	F	Significance F
Regression	3	1137.185	379.0616	1.906241	0.192556
Residual	10	1988.529	198.8529		
Total	13	3125.714			

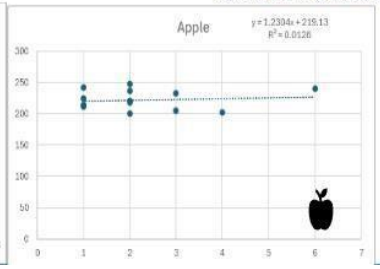
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	162.4292873	25.81408	6.292275	9.00E-05	104.9119	219.9466	104.9119	219.9466
Taco	1.791159099	1.091762	1.640613	0.131912	-0.64144	4.223756	-0.64144	4.223756
WB	3.715569808	2.257065	1.646195	0.130746	-1.31348	8.744624	-1.31348	8.744624
Apple	-0.108368819	3.049912	-0.03553	0.972355	-6.904	6.687258	-6.904	6.687258



The apple was the least significant(correlated) to the overall increase





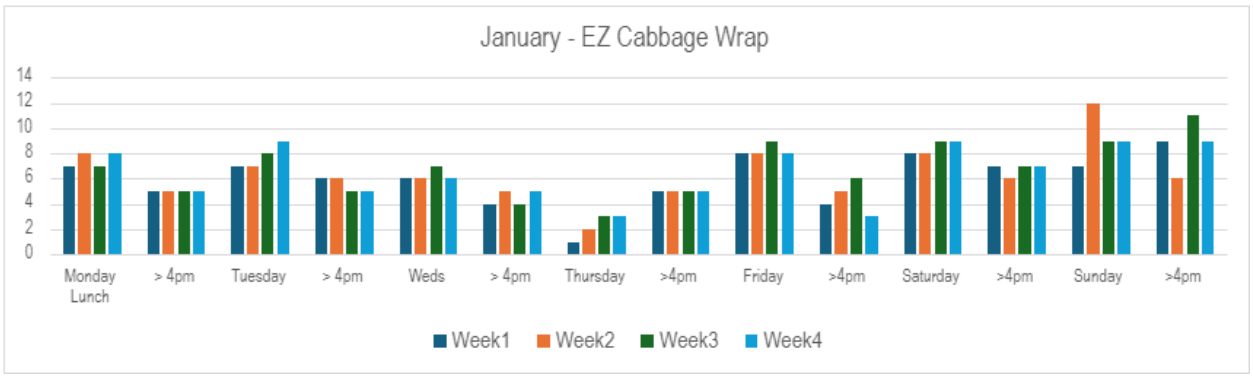


Opening for breakfast might have the most opportunity with less variable risk in cash flow.

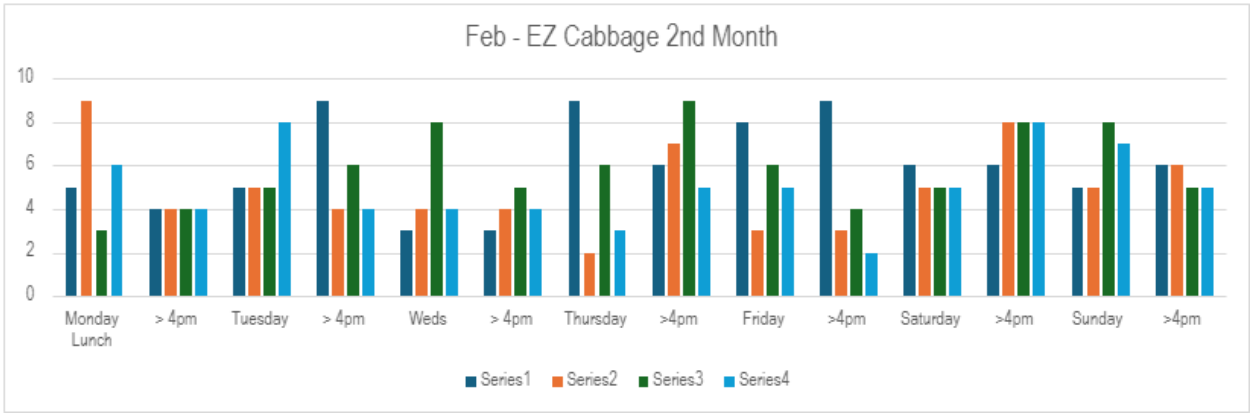
Because EZ Taco Cabbage Wrap is our signature item we've influenced it to double its sales for ease of operation and cost efficiency. Additionally we've by now prompted the COG to budget additionally for lettuce wraps at an additional .64 cents per item (including ingredients and seasoning package to insure quality delivery.

The first graphic depicts the first month sales and the decision to add three simple items to test product influence and marketing tactic with a newly added seasoned or different seasoned version of the original lettuce wrap. The Vegetable Category strategy .58 cents.

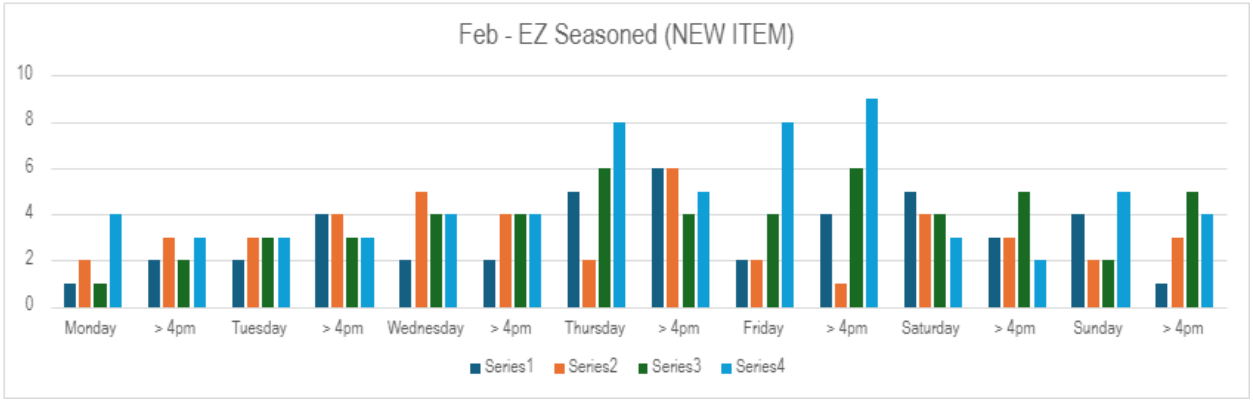
Month 1 Signature Item



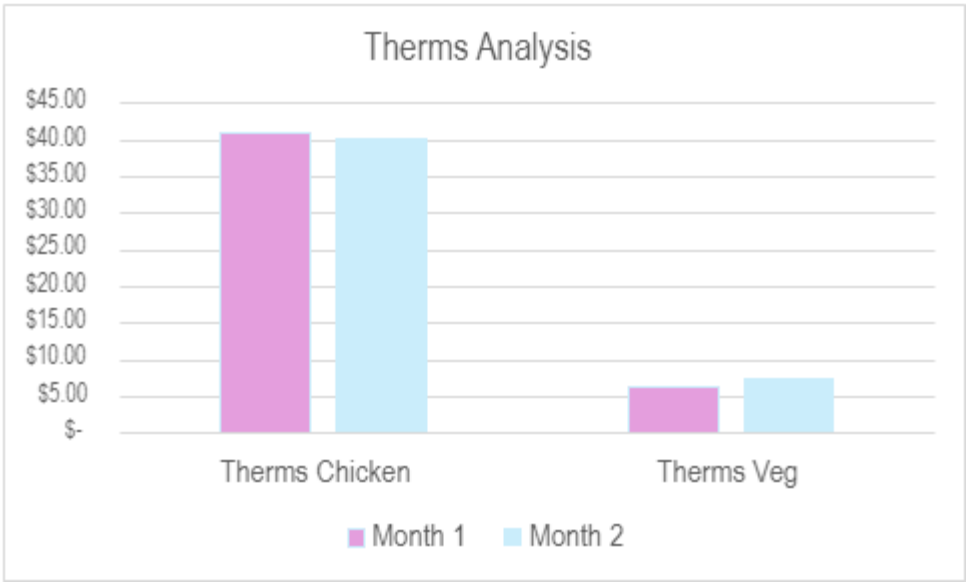
Month 2 model forecast with some attempt at random selection with new items influence



Month 2 New Items Performance the Seasoned or Flavored Version



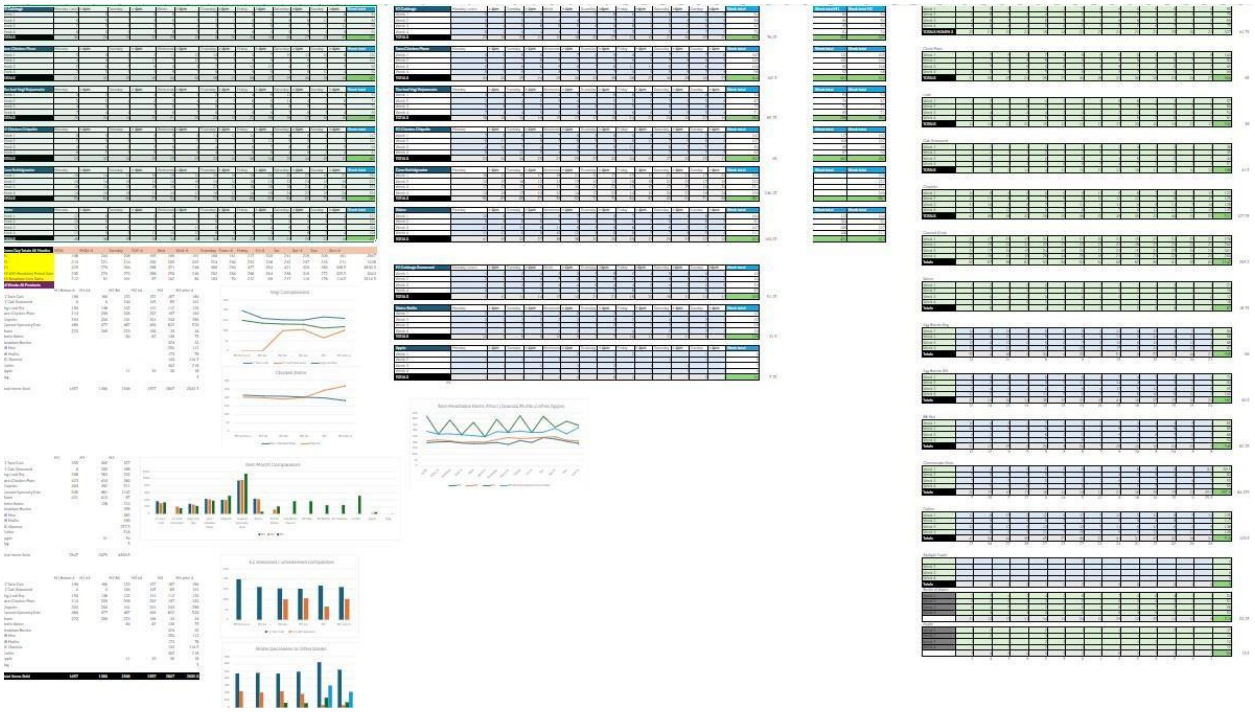
The second and third items are more simple grab and go items such as a container water bottle and a basic apple. The strategy's aim is to influence a greater overall market for additional health options without operational cost with the vegetable category variable to aim for lower thermal costs as a model.



*The graphic shows the model calculating the thermal cost of production the concept of **operational flow**, steady growth and quality assurance to related adjacent costs aiming to remain the same or to focus on vegetable growth minimizing variability in operation for point of sale variable, health pro wait staff.*

These energy costs are deducted from the net income after COG to maintain the data visualization in the COG decision analysis. Energy usage for appliances is assumed to remain consistent as was our initial aim to test a growth campaign with no real additional expense long term.

COMPLETE 3 MONTH MODEL DATA SET



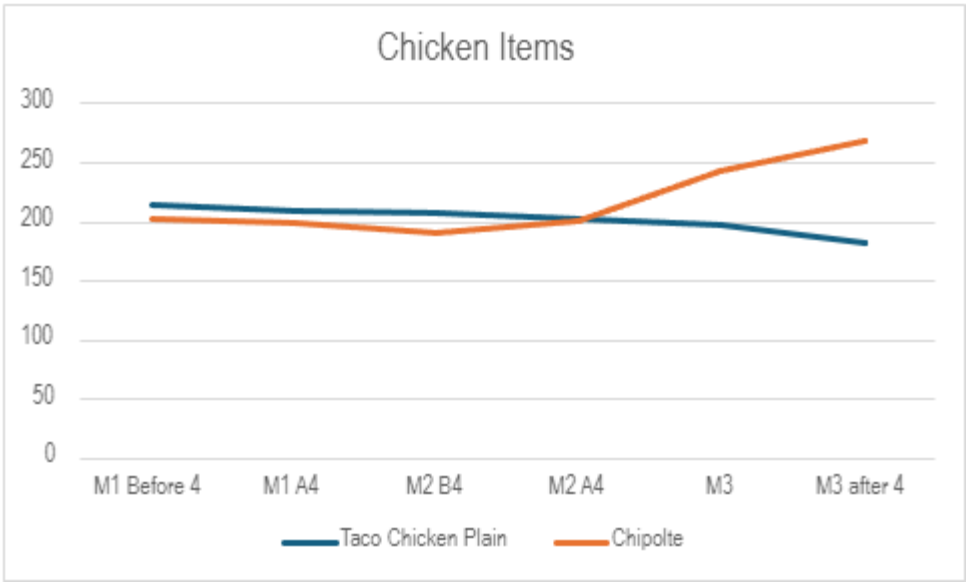
We calculated the mean averages as =AVERAGE() for all daily periods and weekly totals to the right. We calculated the rolling forecast prediction for the following weeks where we processed the new numbers. We also used the forecast to model the random demand and discrepancies between variable elements like the seasoned vegetable lettuce wrap.

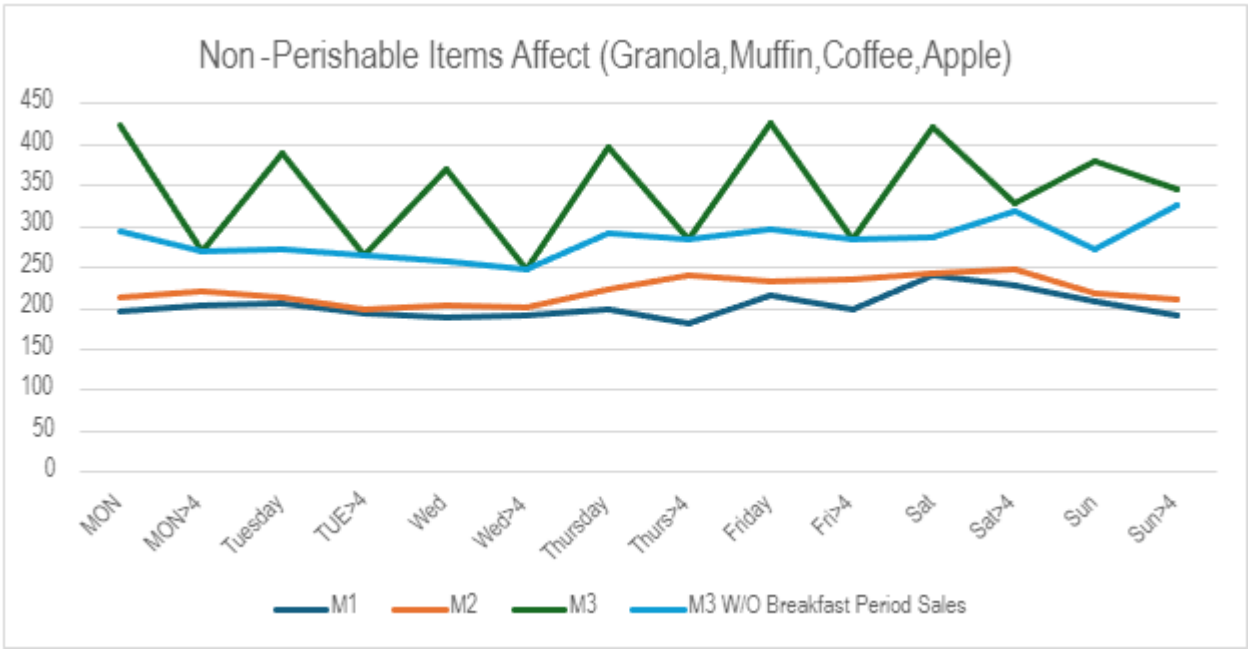
The fulcrum analysis acts as an abstraction controller as seen in the point of sale. When one element like price or name of product is adapted, it affects the demand variability. This should include price controls and quality options. It could be a display mixed with a special offer and a suggestion for trends.

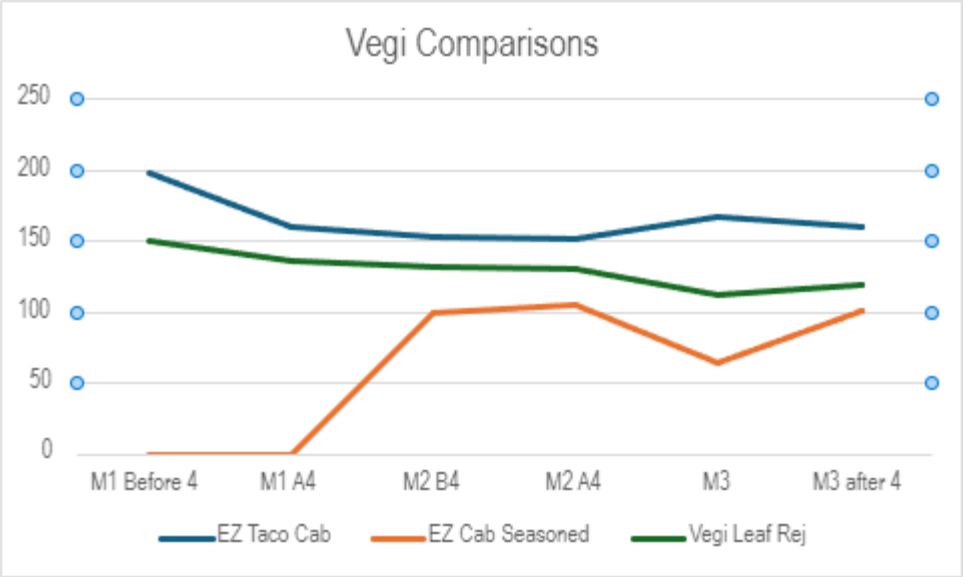
With the breakfast strategy we were able to predict by month four we would need to consider additional cleaning costs for quality assurance.

The chipotle is a light mayo and only considers a portion of an item .05

The bottom two graphs show the sales over three months.


Chicken Items
300
250
200
150
100
50
0
M1 Before 4
M1 A4
M2 B4
M2 A4
M3
M3 after 4
Taco Chicken Plain
Chipolte


Non-Perishable Items Affect (Granola,Muffin,Coffee,Apple)
450
400
350
300
250
200
150
100
50
0
MON
MON>4
Tuesday
TUE>4
Wed
Wed>4
Thursday
Thurs>4
Friday
Fri>4
Sat
Sat>4
Sun
Sun>4
M1
M2
M3
M3 W/O Breakfast Period Sales



In the future The Data Apple Airport could involve a private health video game application to track a profile's diet plan for seniors. The system could use average entries to predict a health profile based upon choice options. We provide specialized packaged items to sell for varying weight types as elements to curb cravings and influence balance based upon individual average health profile entries through the software video game. With popping items mimicking the graphics of Candy Crush you can quickly program the game to track a calendar with your regular diet, allowing you to refine the profile with a progressing statistical practice using Bayesian Updating.

The program may ask the participant if they would like to publish their individual statistics to a larger statistical artificial model to benefit the medical community with trend research and contribute to health diet magazines to develop health trending products and market their variation and selection.

Game participants would be given the option to provide alias only game profiles to a greater health journal statistical diet game study.

The application assumes a participant's health diet and makes category recommendations based upon your game play by surveying throughout modified Candy Crush style game play.

For instance, adding a lunch bacon item among several other meat item includes preparation for quality, cleaning and grease, which complicates the efficiency of the environment from an operational and tactical consideration.

The concept also includes minimizing perishable risk against the cost. In the steady growth model, the plan might include adding the additional bacon items at a later date.

Our signature item would rival the Jimi John's Unwhich, as a compact version. fits the health model brand as long as its packaging is clean, tidy, filling and convenient, which means the items must be finely diced and crafted for textures and flavors.

Perhaps the lettuce is genetically engineered to fit into soft ice chests for multiple shells as extreme sheik composite (future variable name change suggestion Sheekey leaf taco from the Leaf Rejuvenate item for strategy category growth). Consistency is key in food service products.