



Product Mix Optimization: TURF Analysis For Dried Soup Mix

Business goal: What is the optimal combination of flavors for this line of dried soup?

Research objectives:

- Determine how many flavors are needed before reaching a point of diminishing returns
- Which of 30 possible flavors will reach the greatest number of consumers and generate the most volume of product

Analytical Approach:

- TURF analysis – Total Unduplicated Reach and Frequency

Sample of Results:

