## Adapting Big Data Analytics to Flour Milling in **COMPANY NAME**

## **Questionnaire Draft**

My name is XXXX XXXXX, currently conducting a research for my degree in DOMAIN NAME. I will be happy to have you spare some minutes to respond to the survey as it will enable me complete my dissertation. Please be assured that all responses will be treated with utmost confidentiality and only used for the purpose of the study. Thank

•	Male									
•	Female									
Q2.	Age range									
	18 - 24 yrs									
•	25 – 36yrs									
•	37 – 45yrs									
•	46 – 55yrs									
	Above 55yrs									
	7100vc 33y13									
Q3.	Race:									
•	Asian									
•	American									
•	European									
•	Nigerian									
•	Rest of Africa									
•	Others, please specify									
Q4.	Residence									
•	Please specify									
Q5.	Within the wheat-based flour	milling	sector, a	ny of the	ese three	can best	describe	me. Plea	se select at	least one
•	Baker									
•	Finished Goods Consumer									
•	Manufacturing and Operations	S								
•	Quality Specialist									
•	Sales and Marketing									
•	Wheat Buyer, Planner and De	cision-1	naker							
Q6.	In order of buying preference the most?	e, 1 be	ing the	most p	referred	l, what <sub>l</sub>	products	s appeal	to you	
		1	2	3	4	5	6	7		
0	Bran flakes	0	0	0	0	0	0	0		
0	Bread	0	0	0	0	0	0	0		
0	- · · · · · · · · · · · · · · · · · · ·	0	0	0	0	0	0	0		
0		0	0	0	0	0	0	0		
0	Semolina	0	0	0	0	0	0	0		
0	Whole Wheat Meal	0	0	0	0	0	0	0		
0	Others; please specify									
Q7.	When buying your preferred the most important factor.	produ	icts, ho	w are th	ese fac	tors imp	ortant t	o you?	1 being	
			1	2	3	4	5	6	7	
0	Price		0	0	0	0	0	0	0	
0	Product quality Packaging		0	0	0	0	0	0	0	
0	Household preference		0	0	0	0	0	0	0	
0	Product brand		0	0	0	0	0	0	0	
0	1	ability	0	0	0	0	0	0	0	
0			0	0	0	0	0	0	0	
0	Others, please specify									
Q8.	Frequency of home-baking									
0	Never									
0	Occasionally									
0	Sometimes									
0	Often Always									
	-		1: 66		cı .					
Q9.	As a consumer, do you unde specific needs?	rstand	differe	nces in	flour bi	rands an	a buy b	ased on	your	
0	Never had to buy any flour b			4*						
0	Occasionally buy flour but d									
	Always thought all wheat he	seed fl	Our ore	the com	e					
0	Always thought all wheat-ba I always choose flour brands			the sam	ie					

Q1.

Gender

Q10.	Please indicate all the areas whanalytics	nere flour	mills curre	ntly enjoy tl	ne benefits	s of big data	ı			
0	Consumer satisfaction									
0										
0	Maintenance scheduling									
0	- '									
0	Distribution & supply									
0	Process optimization									
0	Others, please specify			_						
Q11.	Please indicate your opinion or	n the follo	wing aspec	ets of big da	ta applicat	tion				
		Strongly	Disagree	Undecided	1 Agree	Strongly				
Usin	g and analyzing past	Disagree				Agree				
cons	umer buying pattern can									
ımpa	act new product development									
	g and analyzing past									
	umer buying pattern can act customer satisfaction									
	g and analyzing past process can impact organization's									
	to serve and improve									
	r Mills are currently reaping						-			
	penefits of applying big data									
to su	apport business decisions									
							_			
Q12.	In considering past transaction	al data for	raw mater	ial purchase	, we focu	s on				
	Past few transactions; less than			•						
	Between 1 – 3yrs	3 -								
0	As much as 3 - 5yrs									
	Up to 10yrs									
Q13.	Applying and analyzing past d	ata can be	cumbersor	me unless it	18					
	less than 1yr									
	Between 1 – 3yrs 3 – 5yrs									
	Not more than 10yrs									
Q14.	As decision makers, we co	onsider tl	ne followi	ing in our	choice of	f raw mate	rials,	1 being the		
-	most considered factor			Ü				· ·		
			1	2 3	4	5	6	7		
0	Material cost		0	0 0		0	0	0		
0			0	0 0		0	0	0		
0	- · · ·		0	0 0	0	0	0	0		
0	Intended finished goods		0	0 0	0	0	0	0		
0			0	0 0	0	0	0	0		
0	U	ons	0	0 0		0	0	0		
0	Past transactional data		0	0 0	0	0	0	0		
0	Others, please specify									
Q15.	The challenge of applying				ta) in dec	cision mak	ing w	ill include		
	the following, with 1 bein	g the big	gest chall	enge						
			1	2 3	4	5	6	7		
0	Data availability		0	0 0	0	0	0	0		
0	Data accuracy		0	0 0		0	0	0		
0	Reliability of processed d			0 0		0	0	0		
0	Data processing infrastruc		0	0 0		0	0	0		
0	Data analysis competence	SKIIIS	0	0 0	0	0	0	0		
0	Robust ERP platform Leadership buy-in		0	0 0	0	0	0	0		
0	Others, please specify		0	0 0	0	0	0	0		
Q16.	These are some of the immediate benefits big data application can bring to flour milling in order of importance with 1 being the most important									
	m order of importance wi	ui i bein	_	-						
			1	2 3	4	5	6	7		
0	Consumer satisfaction		0	0 0		0	0	0		
0			0	0 0		0	0	0		
0	Improved logistics & distr Personalized marketing/pr			0 0		0	0	0		
0	Process optimization	. JIIIOHOII	s 0	0 0		0	0	0		
0			0	0 0	0	0	0	0		
0			0	0 0	0	0	0	0		
0	Others, please specify									
Q17.	As decision makers, these	are the	nost siani	ificant nam	ameters (	of wheat to	Cone	ider with		
Q1/.	1 being the most importar		nost signi	псан раг	ameters (	n wheat to	COHS	iuci, willi		
	. sems the most importan					_	_	_		
_	Uardnoss doors-		1	2 3	4	5	6	7		
0	Hardness degree Protein content		0	0 0		0	0	0		
0			0	0 0		0	0	0		
0	Degree of impurities		0	0 0	0	0	0	0		
0	Falling Number		0	0 0		0	0	0		
0	Moisture Content		0	0 0		0	0	0		
0	Defects		0	0 0	0	0	0	0		