



THE FUTURE OF DUNKIN' IN QUEENS

A Data-Driven Analysis Based on
Customer insights

WHAT WE KNOW

WHAT WE LEARNED FROM A BLIND TASTING WITH
5,000 COFFEE LOVERS NATIONWIDE



**2 IN 3 LIKE
THEIR COFFEE BLACK**

43% reach for dairy or
non-dairy creamer.

55%

**STATED COFFEE ROAST
PREFERENCE MATCHED
THEIR TASTING RESULTS**

About 1 in 3 medium and dark roast
drinkers actually prefer lighter roasts
in a blind tasting



29% PREFER POUR OVER

19% go for lattes.
Only 7% prefer cold brew
or iced coffee.

\$50

**AVERAGE SPEND
PER MONTH ON COFFEE**

Yet only half feel they are getting
a good value at coffee shop.



2 CUPS A DAY

The average daily consumption,
with 91% preferring full caffeine,
versus decaf or half-caff.

92%

**PRIMARILY DRINK
COFFEE AT HOME**

At the office was a
close second.

**THE MAJORITY
OF MEN PREFER
LIGHTER ROASTS**

Women tend towards medium
and darker roasts (54%).



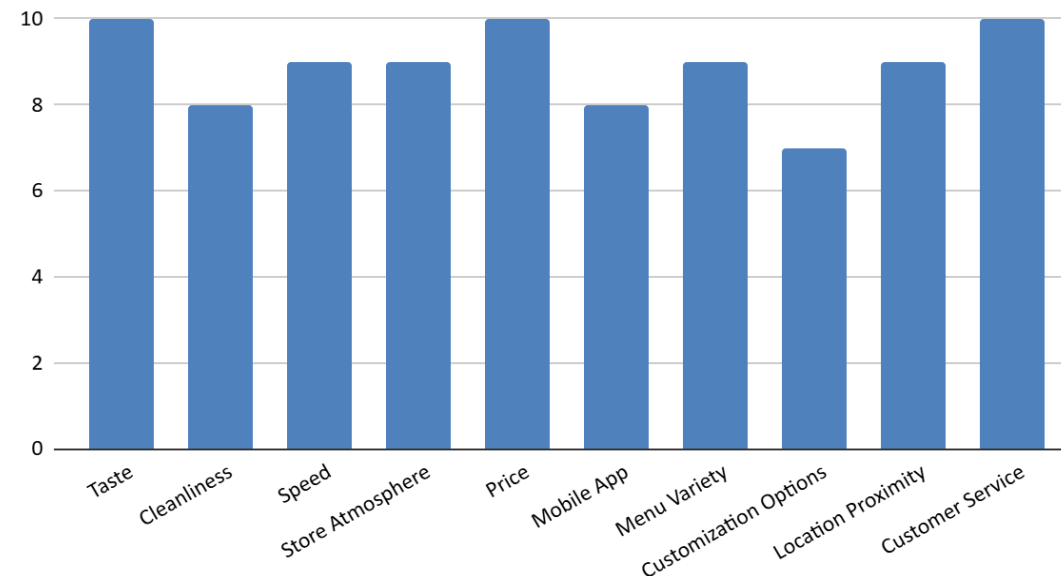
**NEARLY HALF
PREFER LIGHT ROASTS**

With only 10% preferring dark roasts.

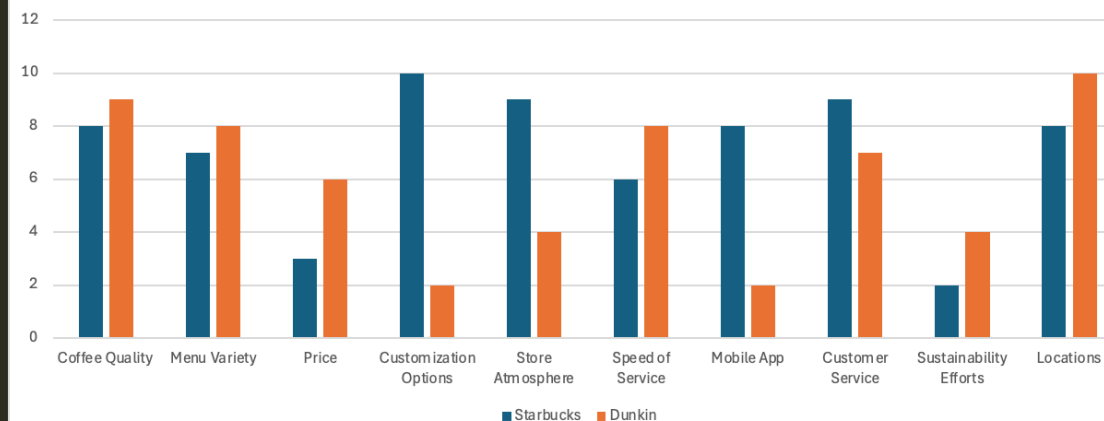
**COFFEE ENTHUSIASTS
OVER AGE 65 LOVE
DARKER ROASTS**

The majority of younger participants
prefer light roasts.

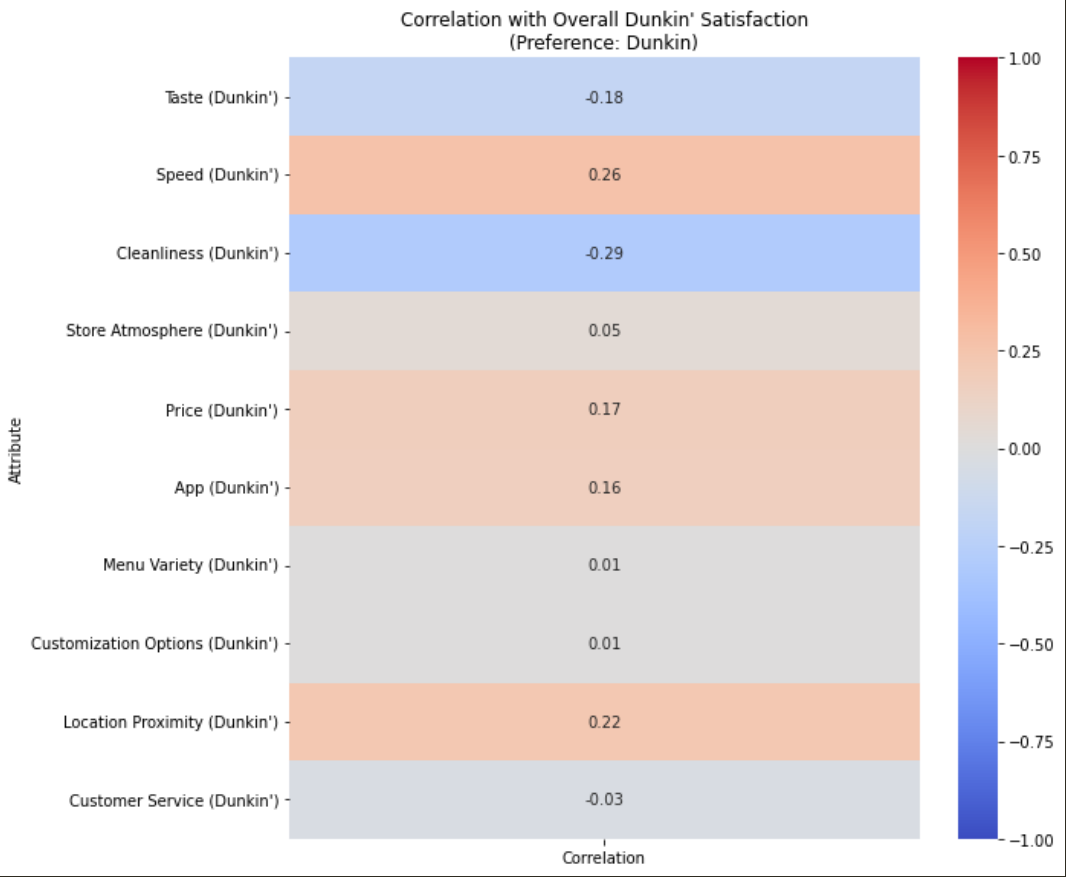
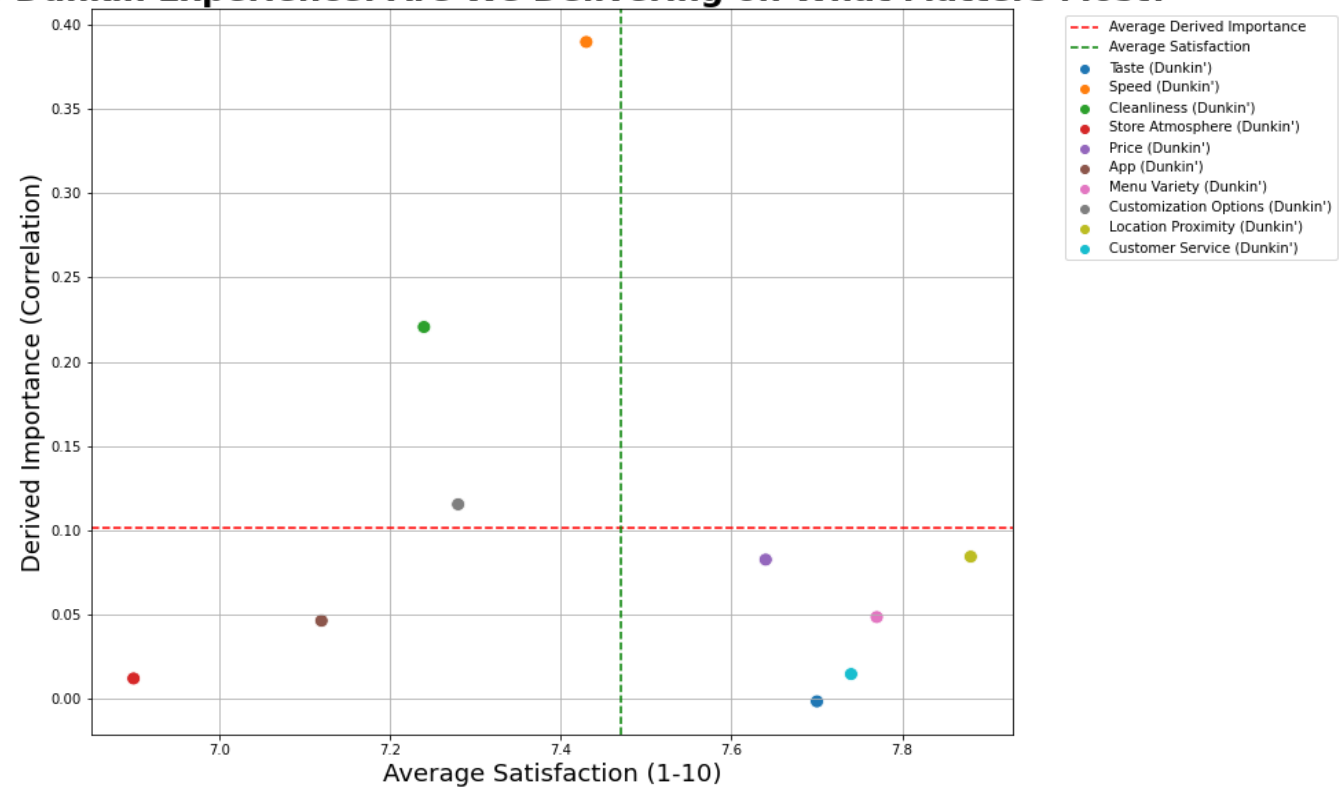
What's Feuling Purchase Decisions?



Brand Performance Comparison

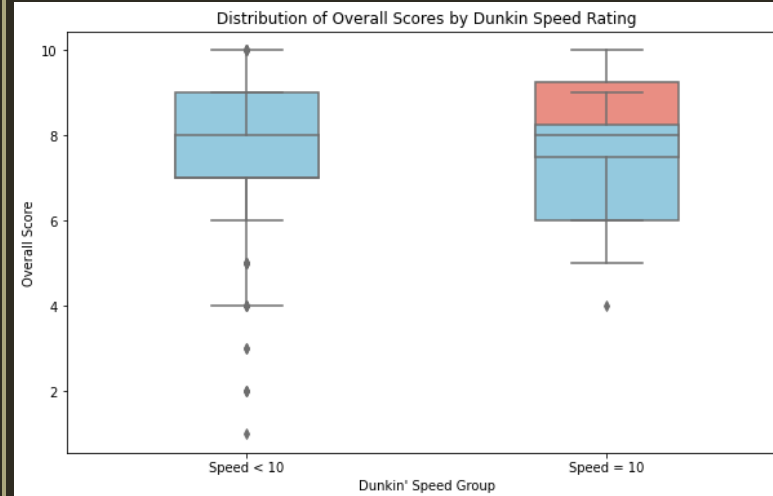
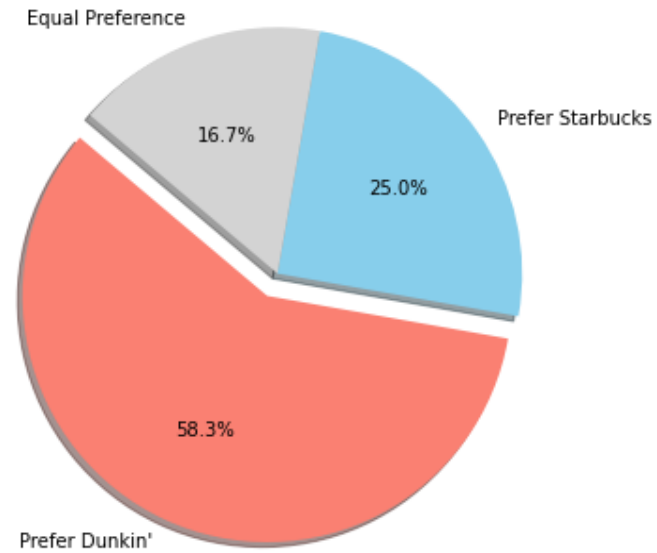


The Dunkin' Experience: Are We Delivering on What Matters Most?

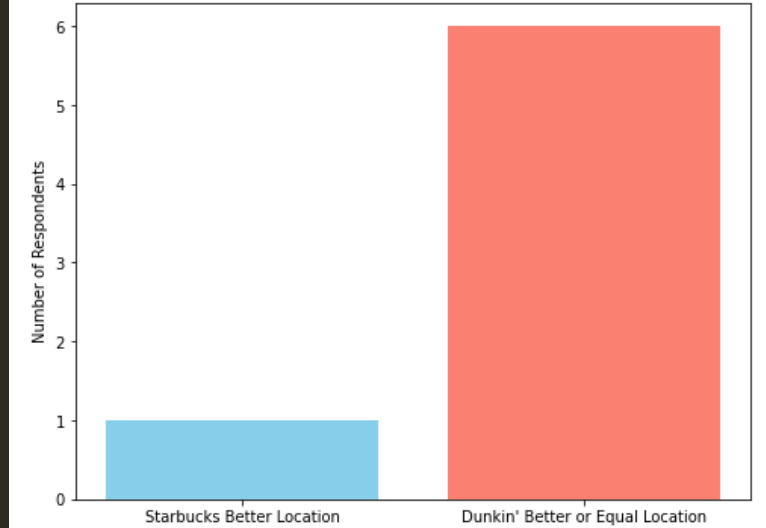


DUNKIN' DIAGNOSTICS: IDENTIFYING AREAS FOR IMPROVEMENT

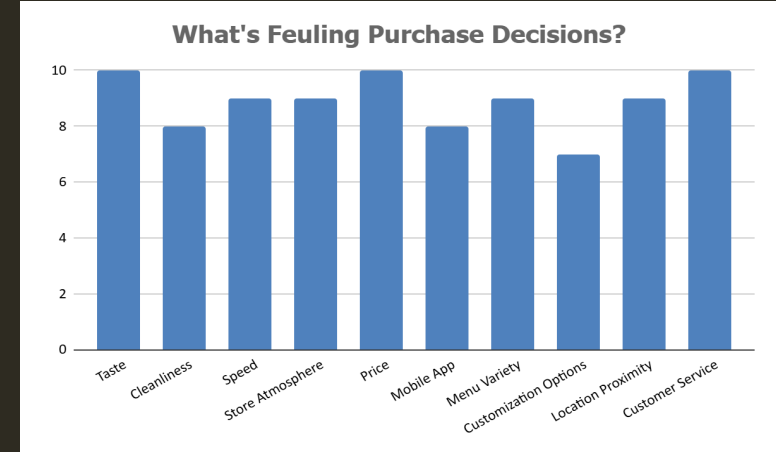
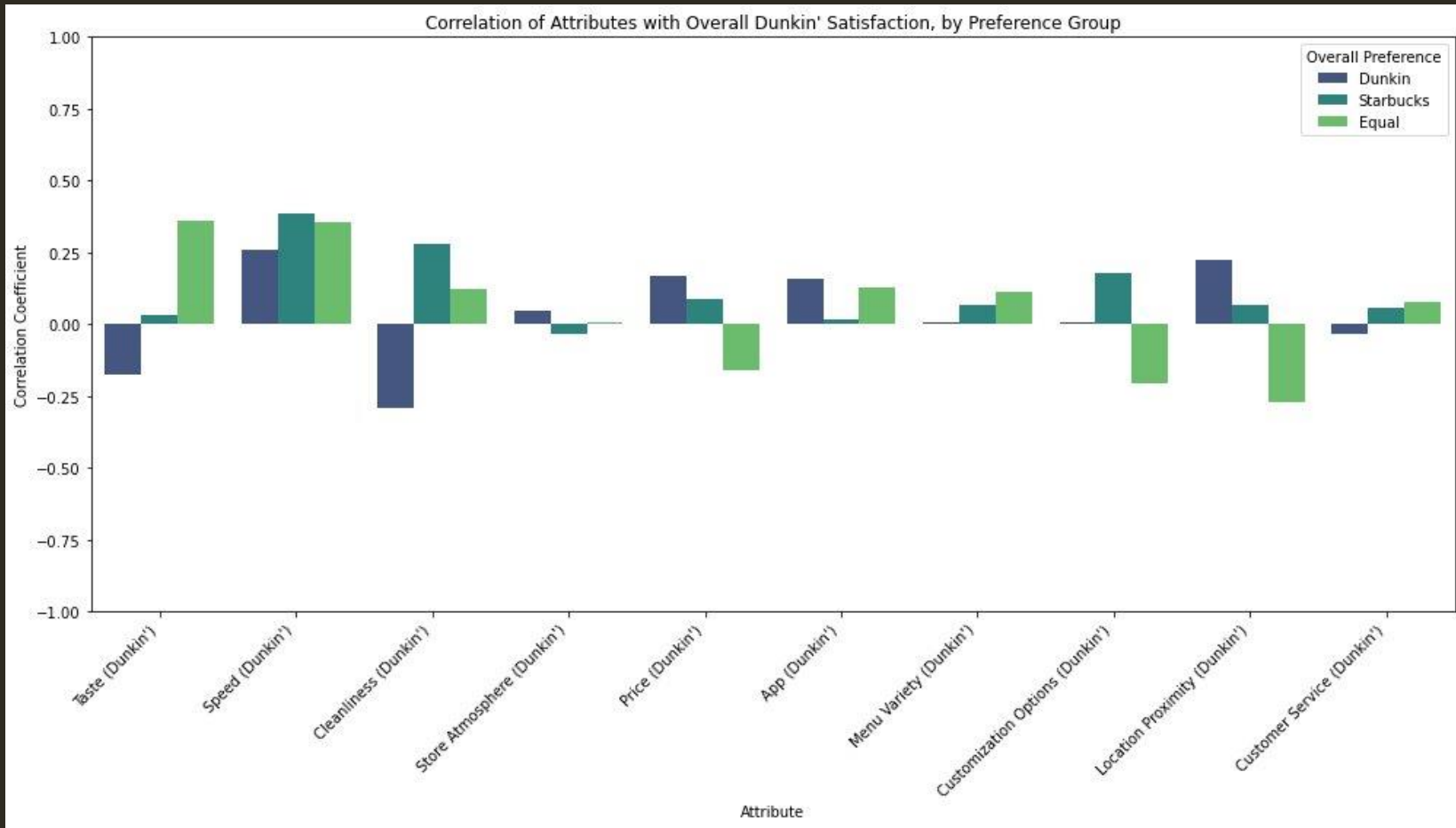
Overall Preference (Among Respondents Rating Dunkin' Speed as 10)



Location Proximity Comparison (Among Those Preferring Dunkin' Overall, Speed = 10)



THE HIDDEN DRIVER OF CUSTOMER SATISFACTION



BACK TO IMPORTANCE

DERIVED IMPORTANCE ANALYSIS REVEALS THE HIDDEN DRIVERS OF SATISFACTION



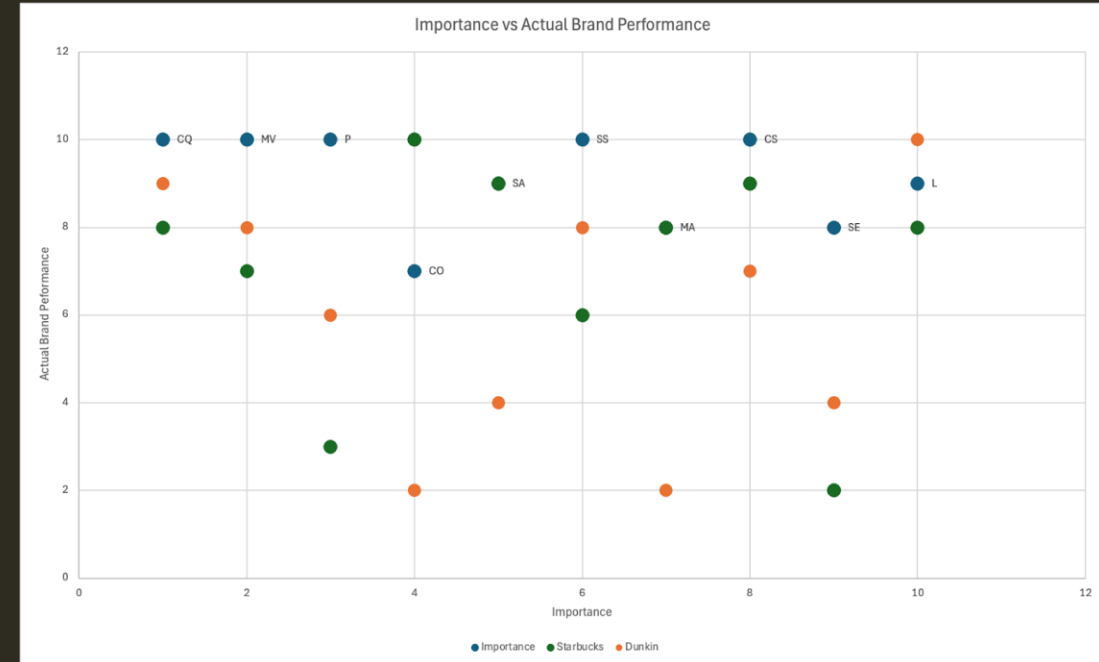
'Good taste' is common, *exceptional speed* is rare and highly valued.



Those who gave Dunkin a higher speed rating were 35% more likely to prefer Dunkin.



Consistently fast and reliable is our avenue to consumer loyalty.



Legend

CQ -> Coffee Quality
MV -> Menu Variety
P -> Price
CO -> Customization Options
SA -> Store Atmosphere

SS -> Speed of Service
MA -> Mobile App
CS -> Customer Service
SE -> Sustainability Efforts
L -> Locations

THANK YOU



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