**Great American Coffee Taste Test**

In 2023, Cometeer partnered with YouTube coffee expert and world champion barista James Hoffmann to host [**The Great American Coffee Taste Test**](https://cometeer.com/pages/the-great-american-coffee-taste-test). To conduct this first-of-its-kind preference experiment, Cometeer shipped 5,000 coffee kits across America with four different coffees. These were pre-extracted and flash frozen, allowing tasters to melt and dilute the coffee capsules at home for a largely identical tasting experience, all while following along with James during a [**YouTube livestream**](https://www.youtube.com/watch?v=U489K2t_Tgc&ab_channel=JamesHoffmann) on October 21st, 2023.

The tastings and ratings were conducted blind, but after the survey responses were collected some of the attributes of the coffe were revealed:

* Coffee A: light roast, washed process
* Coffee B: medium roast
* Coffee C: Dark roast
* Coffee D: Light roast, natural process (fermented, funky/fruity)

These were selected to answer 3 main questions:

1. What roast level do Americans prefer? (light [A] vs medium [B] vs dark [C])
2. Do they show a preferences for fermented, fruity flavors? (washed [A] vs natural [D])
3. What is the most popular coffee?

To help break down the results, the survey also included questions on each taster's demographics and coffee drinking & spending habits.

**Recommended Analysis**

1. What is the typical taster persona for the survey?
2. Do coffee preferences vary by age? What about by self-rated expertise?
3. What was the most popular coffee? How did tasters describe it?
4. Do the taster's stated roast level preferences match their blind test results?

**Want feedback on your solutions?**

* Share visualizations (and any applicable pivot tables, code, etc) on LinkedIn and mention **@Maven Analytics**. We would love to see your work and give our thoughts!