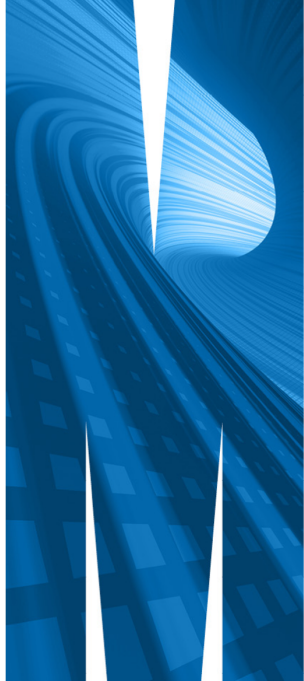


# **Analysis of Coffee Habits between Remote and In-person Workers**

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# Introduction

- Coffee = 2nd most consumed beverage globally after water (Scander et al., 2018)
- Boosts productivity: alertness, clarity, and reaction time (Smith, 2005)
- Shift to remote & hybrid work is transforming coffee routines
- Up to 25% of a worker's daily spending may go to coffee (State of Hybrid Work, 2025)

# Dataset Description

- Created by James Hoffmann (World Champion Barista) & Cometeer
- 4042 participants: U.S. coffee drinkers
- Surveyed on 57 variables:
  - ▶ Demographics & work location
  - ▶ Daily intake & brew methods
  - ▶ Taste preferences
  - ▶ Spending habits



# Dataset Description

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old (e.g. Keurig/Nespresso)

## **Respondents are grouped into:**

- Work from home
- Work in office
- Hybrid work

## **Our analysis focused on:**

- Daily coffee consumption(cups)
- Monthly coffee spending(total\_spend)
- Highest price paid for one cup(most\_paid)

## ■ **Grouping & Analysis**

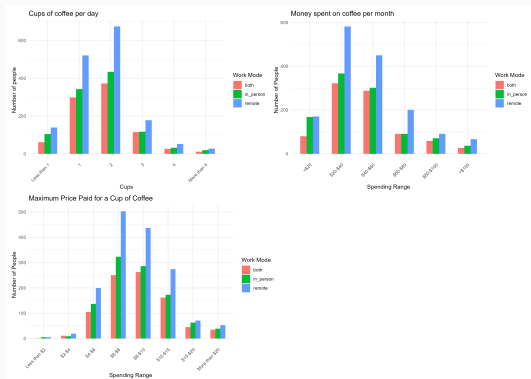
Make bar charts to show the number and proportion of participants in each work group.

Compare groups by daily consumption, monthly spending, highest paid price.

## ■ **Further Analysis**

Based on the observed behavior, cluster analysis is proposed to classify consumers into distinct preference types, offering deeper insights.

# Results

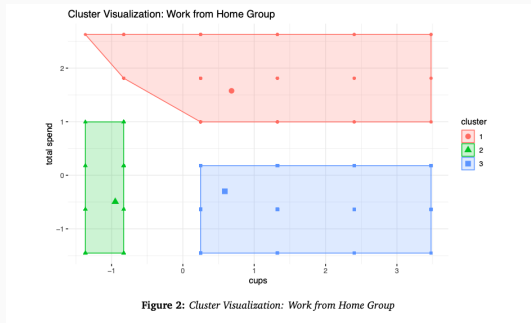


**Figure 1:** Figure 1: Coffee Consumption and Spending Patterns

- Different work modes have similar preferences for coffee price
- People who drink two cups of coffee a day account for the highest proportion in all groups
- The average coffee consumption of remote working groups tends to be the highest



# Results



**Figure 2:** Figure 2: Cluster Visualization: Work from Home Group

## Work from Home Group

- **High Consumption and High Intake**
- Low Consumption
- Conflicting Groups

# Conclusions

## ■ Conclusion

- ▶ Remote working group has relatively high consumption.
- ▶ Cluster Analysis: High Coffee Intake & High Speeding

## ■ Recommendation

- ▶ Health Awareness & Alternative Promotion
- ▶ Further Date-Driven Consumption Analysis