PROJECT REPORT

MEASURING CONSUMER'S ERCEPTIONS OF QUALITY OFFERED BY COFFEE BARS

MACHINE LEARNING AND ITS APPLICATIONS IN CYBER SECURITY
ORGANIZED BY:
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INDEX

S. No.	Content	Page No.
1.	Abstract	3
2.	Introduction	4
3.	Objective	5
4.	General Information about quality parameters	6-7
5.	Tools and Libraries	8
6.	Process	9
7.	Code and Output	10-19
8.	Conclusion	20
9.	Future Scope	21

ABSTRACT

This Project is about "Measuring Consumer's Perceptions of Quality Offered By Coffee Bars" that allows to predict the quality of coffee of different coffee bars on the basis of different parameters. A set of 14 parameters was selected based on which the quality of coffee could be predicted accurately. The training dataset was cleaned and feature extraction was performed using python libraries to give the most accurate result. We have used Machine Learning Algorithms, Gaussian algorithm and linear regression to test our model for any shortcomings. This model can be applied in real time to help the coffee Industry to rate their coffee in systematic and mathematical manner.

INTRODUCTION

Colombia is the third-largest producer of coffee in the world and the main producer of Arabian coffee, recognized by its coffee quality, which goes through rigorous selection processes and a final qualification that allows its definition for exportation. Coffee exports in Colombia for 2017 were 710,440 Metric tons and 710,836 for 2018, representing 7% and 5% of total exports for their respective years. Colombian coffee is produced by more than 560,000 small coffee producers, who are grouped in the National Federation of Coffee Growers (FNC) and follow standards to guarantee coffee quality.

To assess the quality of coffee, professional tasters are required, specialized in recognizing the different cup coffee features, who transfer their sensory experience to a score. His knowledge is based on empirical models of interpretation of coffee quality, however, human errors can occur in some of the measurements made which require standardized statistical methods, forms, and analyses, in addition to the experience of the tasters in interpreting the results. It is necessary to find statistical methods based on numerical measurements of physicochemical properties that can be performed by a wider range of professionals, with reproducible results and with less variation. Alternatively, ML techniques emerge as a novel alternative given their ability to emulate human activities and operations.

OBJECTIVE

Coffee is one of the most popular beverages in the world. According to the National Coffee Association (NCA), 58% of American consumers surveyed for its 2011 "National Coffee Drinking Trends" report said they had drunk coffee the previous day. It is available in numerous traditional and gourmet varieties and blends and in many forms, including whole beans, ground, instant, and ready-to-drink beverages.

Coffee Production & Processing of about 60 species of coffee trees, two dominate world trade: Coffee Arabica (referred to as Arabica), which constitutes 75% of production, and Coffee canephora (called Robusta). Coffees from the three main growing regions—Latin America, Southeast Asia, and Africa—have distinctively different flavour characteristics. We are focusing on the major specie of coffee, which is Arabica for our model to assess the quality.

GENERAL INFORMATION ABOUT QUALITY PARAMETERS

- **Aroma:** When we talk about the "flavour" of coffee, it's easy to think we're referring solely to the way it tastes. However, with more than 40 aromatic compounds in every roasted coffee bean, aroma not only affects perceptions of flavour, it can also tell us a lot about the growing conditions, roast profile, and processing methods of the coffee beans themselves.
- **Flavour:** Flavour in coffee is made by enhancing the coffee beans with a particular flavour. People can find many different flavoured coffee blends, such as cinnamon, vanilla, caramel, coconut, etc. After the coffee beans have been roasted, the flavour compounds will be added to give the beans a special flavour.
- Aftertaste: Aftertaste is the collection of flavours that linger on the palate after you've swallowed. Flavour is not a static experience, so flavour can't be summed up in one word. Flavour changes, from the smell of the coffee, to the first sip, to the aftertaste that remains. As such, it's essential to consider the ways flavour changes as we drink our coffee.
- Acidity: When we talk about the "flavour" of coffee, it's easy to think we're referring solely to the way it tastes. However, with more than 40 aromatic compounds in every roasted coffee bean, aroma not only affects perceptions of flavour, it can also tell us a lot about the growing conditions, roast profile, and processing methods of the coffee beans themselves. Acidity is generally very noticeable and can be described as being sweet, crisp and/or tart, somewhat like a dry wine. This enhances other qualities in the coffee.
- **Body:** Body is a measure of the coffee's viscosity (thickness), which contributes to a sensation of the coffee's richness, including its aroma and flavour. A coffee's body is largely created by the coffee beans' oils and organic acids which are extracted during the brewing process.
- Balance: The balance of coffee determines the aftertaste that it leaves in the mouth of the drinker. This aftertaste is determined by the correct balance of acidity and moisture content. Hence, the balance of coffee makes impact, because if the different composites are not balanced or the ingredients are not in a correct proportion, the balance is toppled which leads to a bitter or too sweet aftertaste.
- Uniformity: The roasting of coffee under correct temperature and technique ensures that it is not too raw or charred for drinking. Therefore, a uniform roasting and infusion time leads to a uniform and well balanced coffee.
- Serving Hygiene (Cup-cleanliness): Serving hygiene plays an important role in the overall satisfaction of the customer of a coffee bar as drinking out of a tidy and clean cup is always better and more hygienic than a dirty or spoiled coffee. An untidy cup might contain bacteria and thus further lead to health issues for the customer and thus lead to a decline in number of customers.
- Sweetness: In coffee the sweetness is produced by solutions of sugars, glycols, and alcohols as well as some amino acids that together create a variety of sweet aroma descriptors. Generally, lighter roasts will have more of a fruity sweetness. If the coffee is too sweet or too bitter, the quality is compromised and thus achieving a balance between both is of high importance.

- **Moisture:** Being hygroscopic, instant coffee particles are susceptible to the action of moisture that is, they absorb moisture from the air. If the moisture content increases to 7–8%, the powder or granules can become a paste or solid mass. Hence, the moisture content should be in the limit and not make the coffee stale.
- **Defects:** Defects in coffee refers to the shortcomings that a cup of coffee has at a coffee bar. It could be the lack of aftertaste or the lack of balance between the ingredients. Any defect in the parameters mentioned is a back step for the quality and thus any defect is deducted from the rating of the quality in order to make it more precise and apt.

TOOLS AND LIBRARIES

Language

• Python

Platform

Google Colab

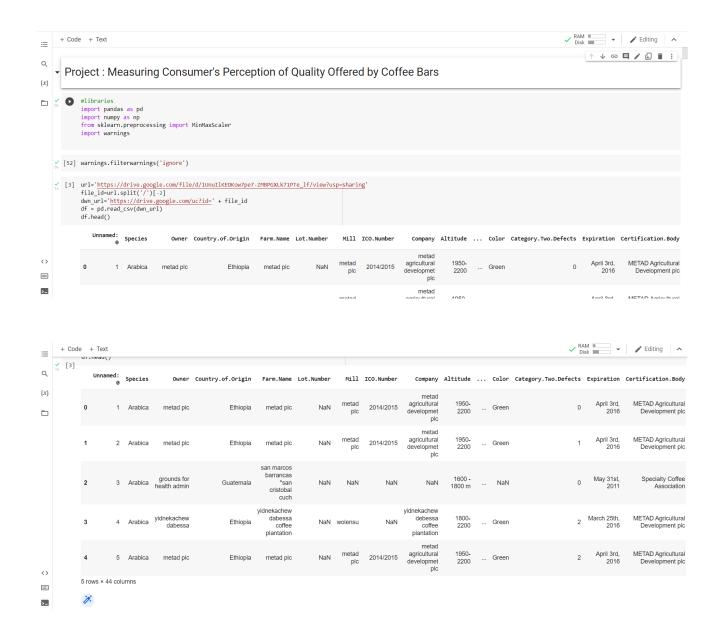
Libraries

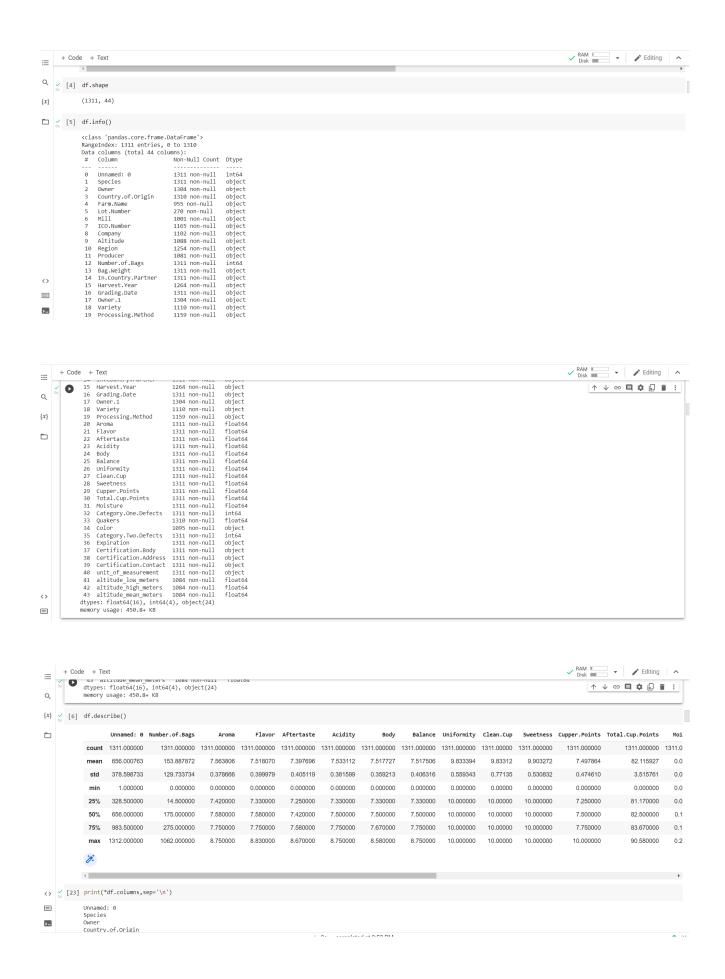
- Pandas: Pandas is an open-source library that is made mainly for working with relational or labelled data both easily and intuitively.
- Seaborn: Seaborn is an open-source Python library built on top of matplotlib. It is used for data visualization and exploratory data analysis. Seaborn works easily with data frames and the Pandas library.
- Numpy: NumPy is the fundamental package for scientific computing in Python. It is a
 Python library that provides a multidimensional array object, various derived objects
 (such as masked arrays and matrices), and an assortment of routines for fast operations on
 arrays, including mathematical, logical, shape manipulation, sorting, selecting, I/O,
 discrete Fourier transforms, basic linear algebra, basic statistical operations, random
 simulation and much more.
- Matplotlib: Matplotlib is a cross-platform, data visualization and graphical plotting library for Python and its numerical extension NumPy. As such, it offers a viable open source alternative to MATLAB. Developers can also use matplotlib's APIs (Application Programming Interfaces) to embed plots in GUI applications.
- Sklearn: Scikit-learn (Sklearn) is the most useful and robust library for machine learning in Python. It provides a selection of efficient tools for machine learning and statistical modelling including classification, regression, and clustering and dimensionality reduction via a consistence interface in Python.

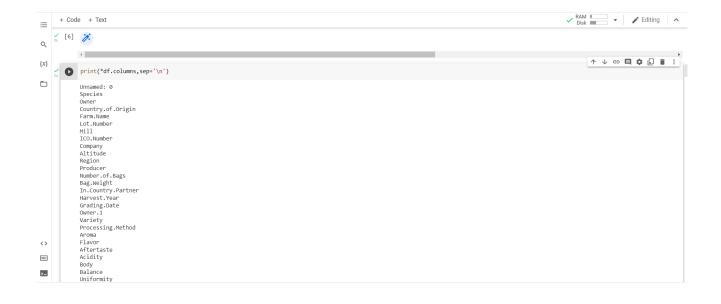
PROCESS

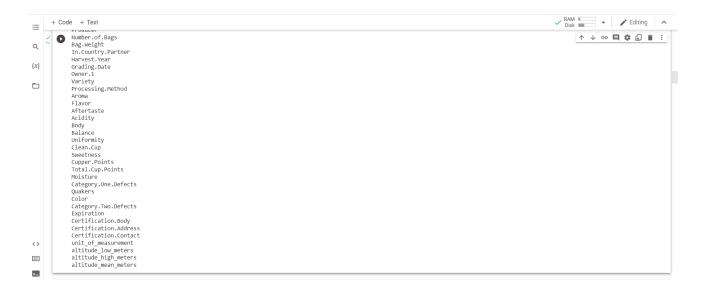
- 1. Data collection
- 2. Data pre-processing
- 3. Data analysis and visualisation
- 4. Model selection, training and testing
- 5. Model Evaluation

CODE AND OUTPUT

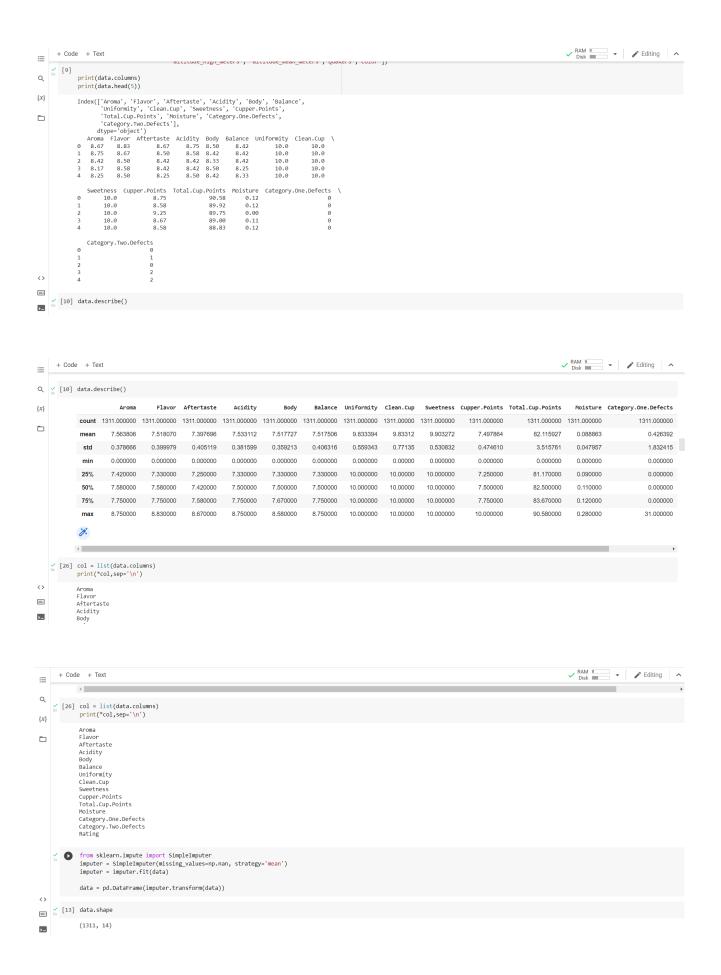






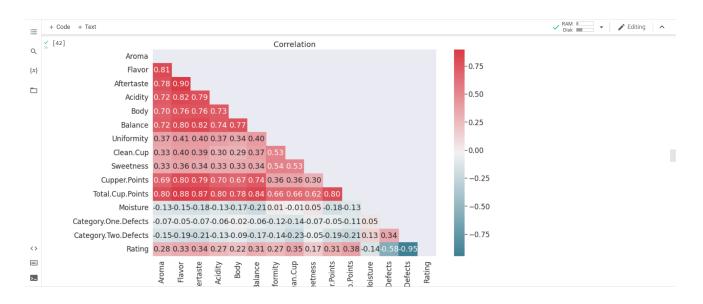


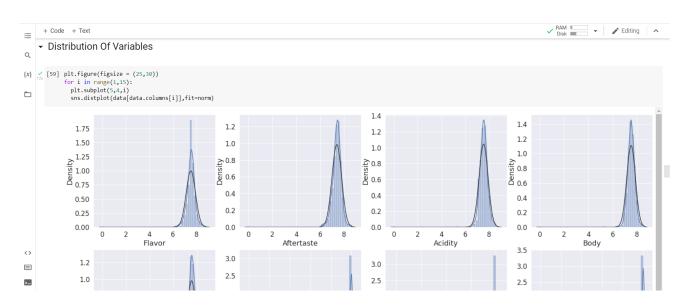


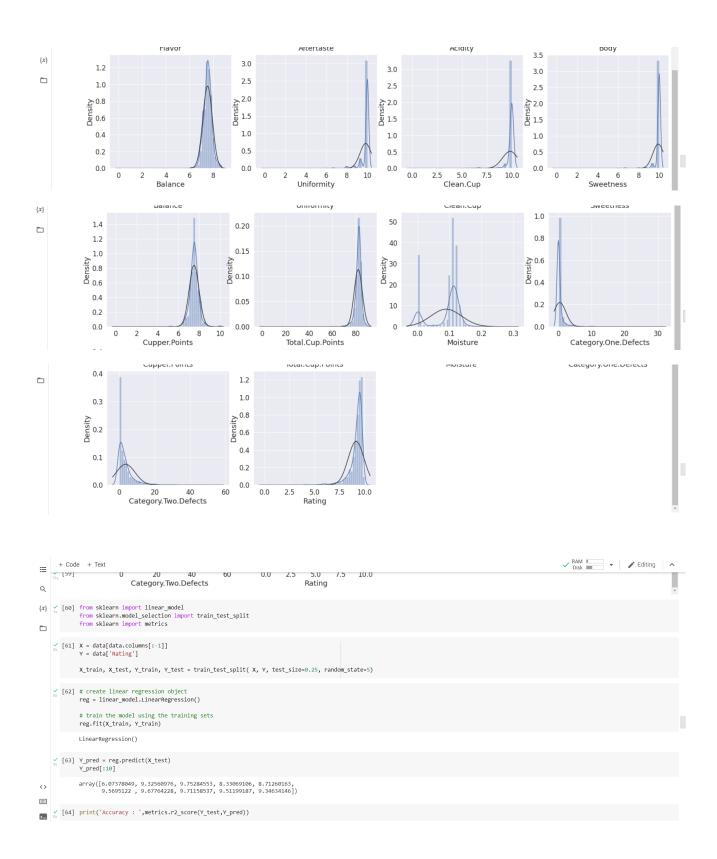




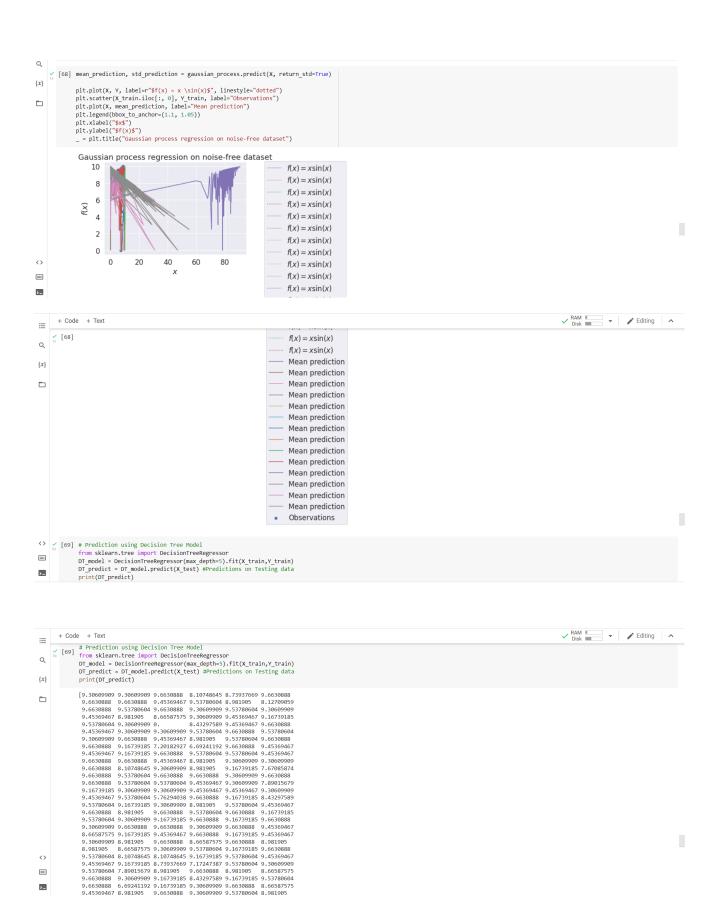






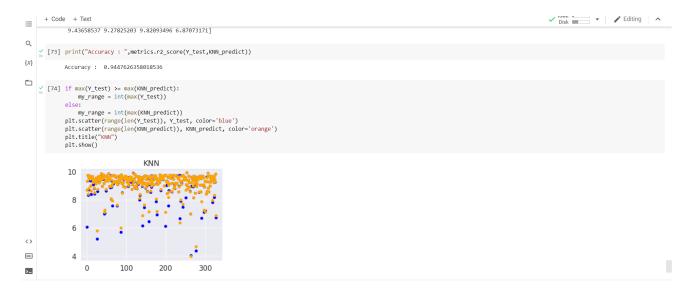


(2)				ion Results			
{x}	Dep. Variable:	Rating R-squared:				1.000	
	Model:		OLS	Adj. R-squa	red:	1.000	
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	No. Observations:	151		AIC:	5041	-5.436e+04	
	Df Residuals:		968	BIC:		-5.429e+04	
	Df Model:		14	DIC.		314230104	
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	covariance Type:						
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	Flavor	0.0203	4.66e	-13 4.36e+	10 0.000	0.020	0.020
	Aftertaste	0.0203	4.66e	-13 4.36e+	10 0.000	0.020	0.020
	Acidity	0.0203	4.62e	-13 4.4e+	10 0.000	0.020	0.020
	Body	0.0203	4.67e	-13 4.36e+	10 0.000	0.020	0.020
	Balance	0.0203	4.65e	-13 4.37e+	10 0.000	0.020	0.020
	Uniformity	0.0203	4.64e	-13 4.38e+	10 0.000	0.020	0.020
	Clean.Cup	0.0203	4.63e		10 0.000	0.020	0.020
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. ,	Moisture	0.0203	1.65e	-13 1.23e+	11 0.000	0.020	0.020
	Category.One.Defects	-0.1220	4.46e	-15 -2.74e+	13 0.000	-0.122	-0.122
	Category.Two.Defects	-0.1220	1.6e	-15 -7.6e+	13 0.000	-0.122	-0.122
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CONCLUSION

This project uses the Arabica species of coffee to predict the quality of the coffee based on the various parameters. In this project, we checked the general characteristics of the dataset. Data has some NULL values. Instead of dropping missing values we completed them by the mean of data as the percentage of missing values was considerably low. We also looked at quality levels in each variable by using suitable charts for a general understanding. The accuracy of the Linear Regression algorithm came out to be 100% which was in our opinion not full proof. So, we performed Gaussian Regression, Decision Tree and KNN Model whose accuracies were --, 75.09% and 94.47%.

FUTURE SCOPE

In the future, there might be certain additions to the parameters and therefore the dataset that we have used, this will help to improve the accuracy of the model. This project will help the coffee bars to adjust their supply and process of preparing coffee leading to happier and more satisfied customers.