

Problem Statement

"How do coffee quality attributes—such as moisture, flavor, aroma, and variety—differ across regions, and what insights can be derived from origin-specific data to support sourcing and marketing decisions in the global coffee industry?"

This project aims to solve the following key questions

1) **How do coffee moisture levels vary across continents, and what impact do they have on flavor quality?**

→ Analyze the relationship between moisture content and flavor using line charts across Africa, Asia, North America, and South America.

2) **Which coffee varieties dominate each continent, and how does their distribution compare regionally?**

→ Use donut charts and map visuals to explore the most common coffee varieties per region.

3) **How does the aroma score of coffee varieties differ by continent, and which varieties offer the highest quality?**

→ Evaluate total aroma per variety using KPI cards to identify region-specific sensory strengths.

4) **Is there a pattern between the moisture content and coffee origin that can inform sourcing strategies?**

→ Identify moisture trends using bar graphs filtered by Continent.of.Origin.

5) **What are the geographical origins (countries) of the top-performing coffee varieties by continent?**

→ Use map visuals and filters to track the country-wise origin of varieties like Bourbon, Arusha, and Catuai.

6) **How consistent are coffee quality attributes (aroma, color, moisture) within each continent?**

→ Assess consistency and variation through combined visual indicators like cards, charts, and maps.

Region-Specific Insights Enabled by the Dashboard:

- In **South America**, Bourbon and Catuai dominate, with stable moisture and flavor patterns.
- In **North America**, Bourbon is again strong, but a wider range of moisture values appears.
- In **Asia**, Catimor emerges alongside Bourbon, with slightly lower moisture averages.
- In **Africa**, fewer varieties are highly concentrated but show distinct quality traits.

Conclusion:

This analysis helps **roasters, exporters, and coffee buyers** identify regional strengths, variety trends, and quality differences—supporting better sourcing, marketing, and inventory planning based on geographic coffee profiles.