

Maven Coffee Challenge

Examines answers to a questionnaire on coffee preferences

Welcome to the Maven Coffee Challenge!

In this report, we delve into the depths of consumer preferences and market dynamics to craft a strategic roadmap for Maven Coffee's grand entrance into the US coffee market. Leveraging insights from "The Great American Coffee Taste Test," we unveil a comprehensive data-driven strategy to guide Maven Coffee's journey to success.

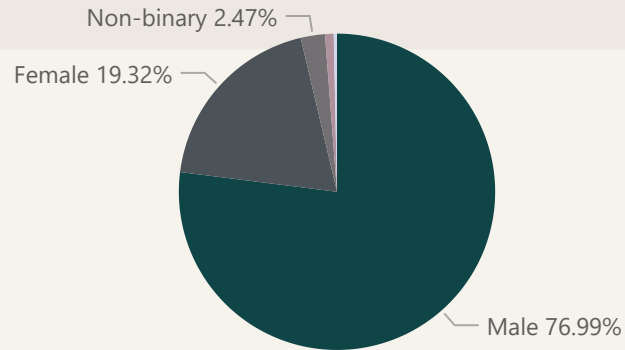
[Home](#)[Target Audience](#)[Product Offering](#)[Product Offering \(Cont.\)](#)[Testing Results](#)[Price Strategies](#)



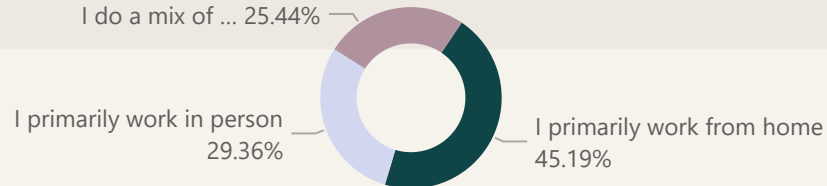
Target Audience

Demographics - Based on Coffee Consumption

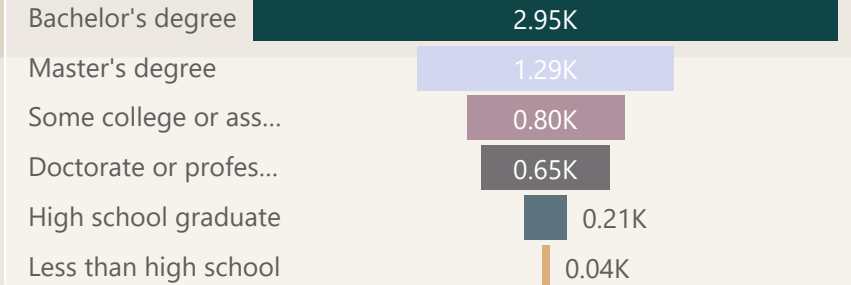
Coffee Consumption by Gender



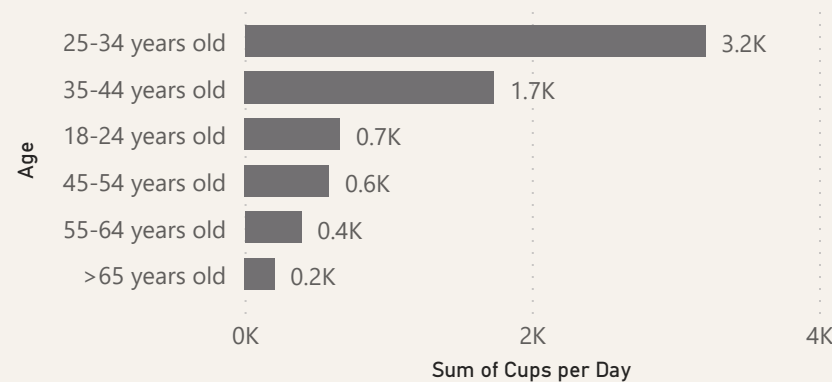
Coffee Consumption by Work Location



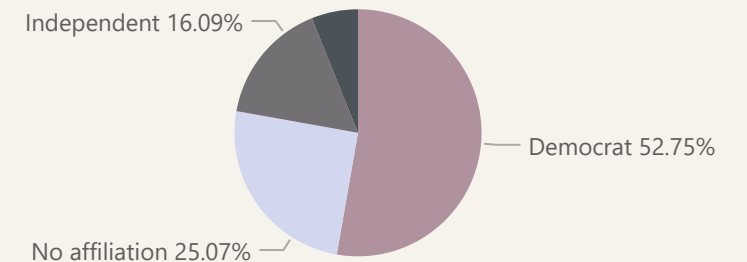
Coffee Consumption by Education Level



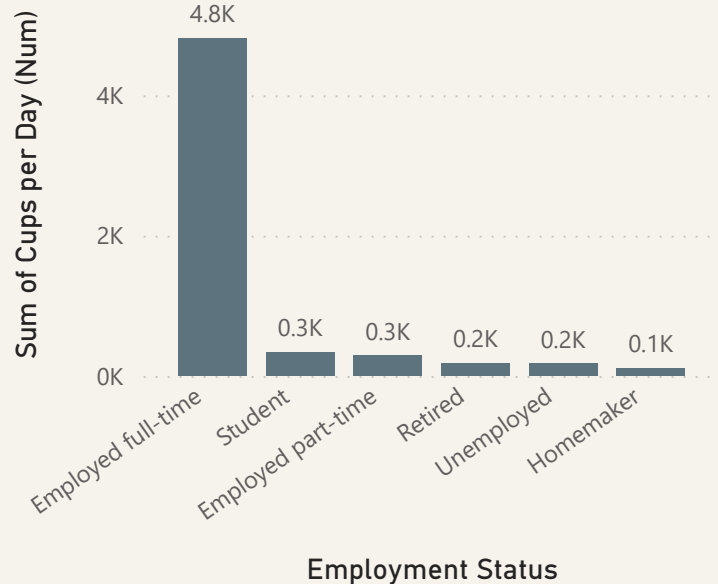
Coffee Consumption by Age



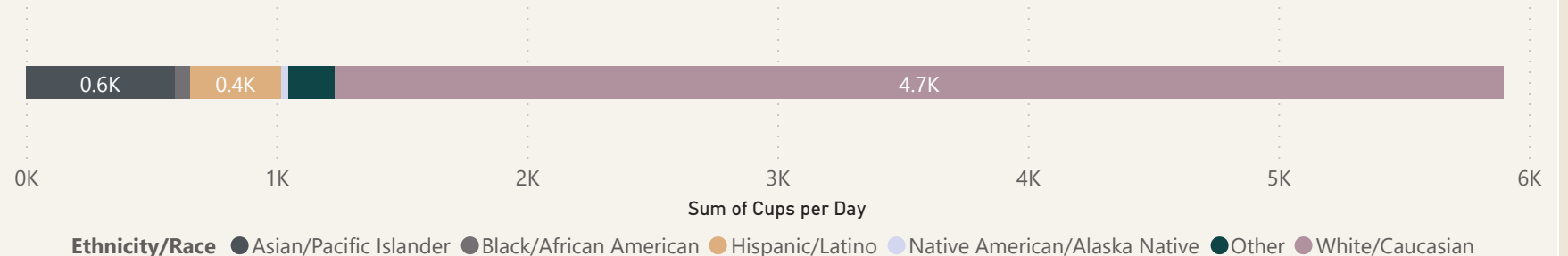
Coffee Consumption by Political Affiliation



Coffee Consumption by Employment Status



Coffee Consumption by Ethnicity / Race





Product Offering

Based on Consumers Previous Coffee Consumption Preferences

<18...

>65...

18-24...

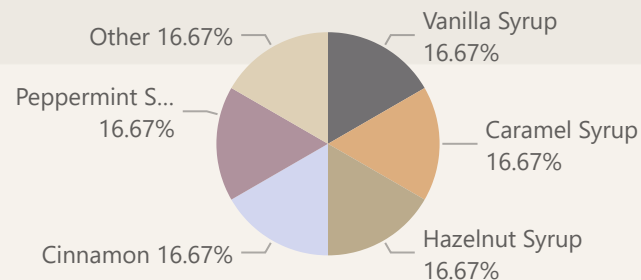
25-34...

35-44...

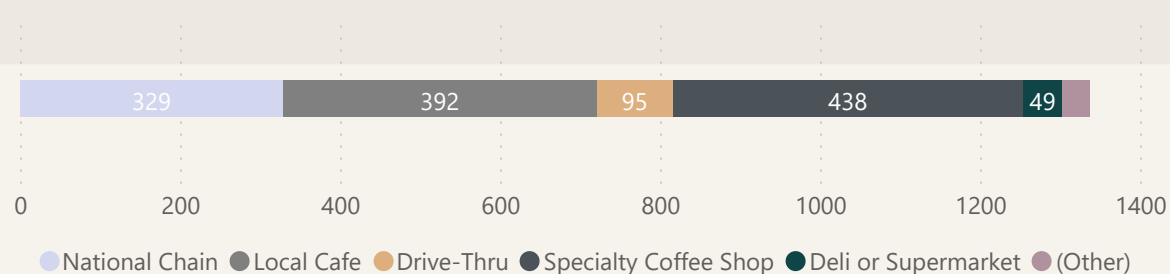
45-54...

55-64...

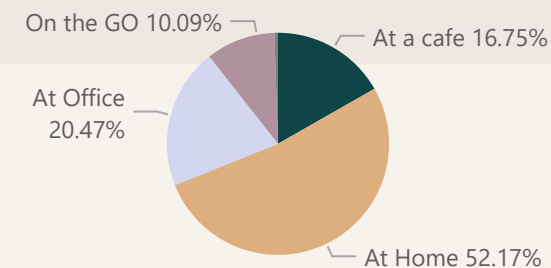
What flavoring do you add?



Where do you usually buy coffee on the go?



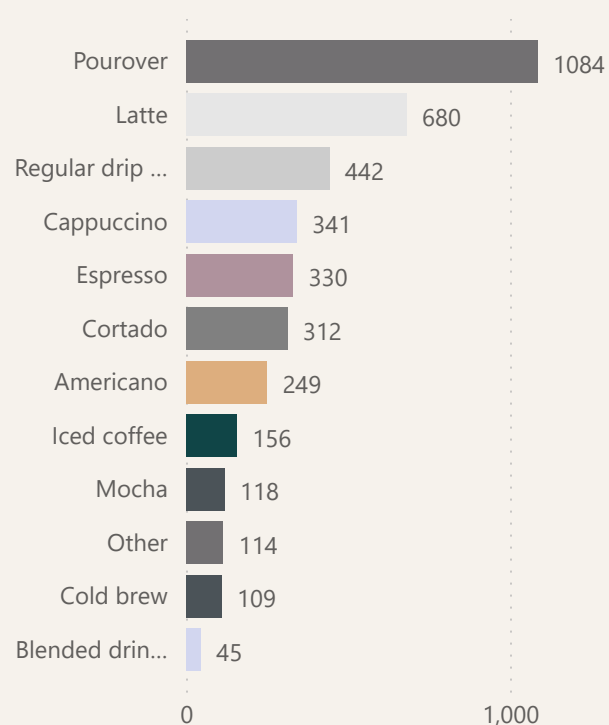
Where do you usually drink coffee?



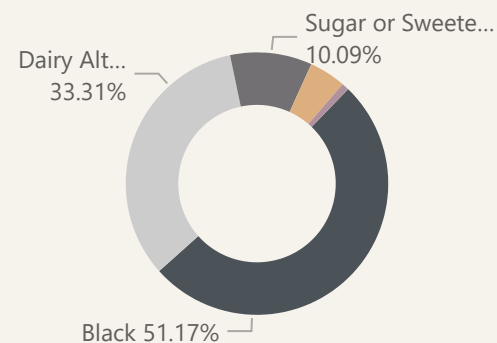
What Sugar do you add?

248
Granulated Sugar
74
Artificial Sweeteners
56
Honey
32
Maple Syrup
45
Stevia
12
Agave Nectar
61
Brown Sugar
101
Raw Sugar

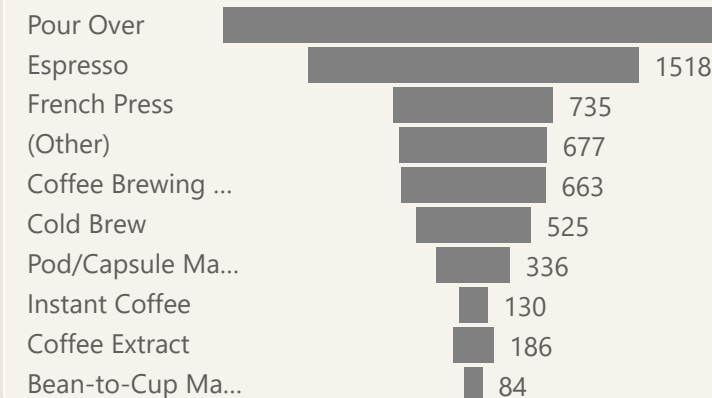
Favorite Coffee



Do you add anything to your coffee?



How do you Brew Coffee?



What dairy do you add?





Product Offering

Based on Consumers Previous Coffee Consumption Preferences

<18...

>65...

18-24...

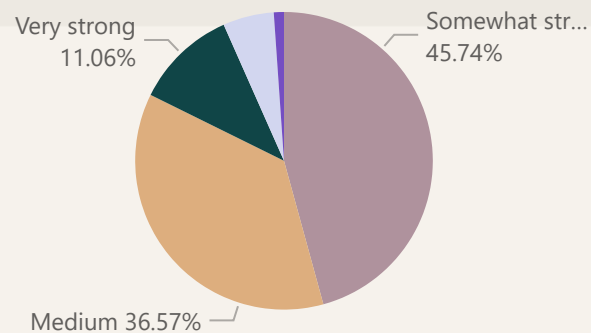
25-34...

35-44...

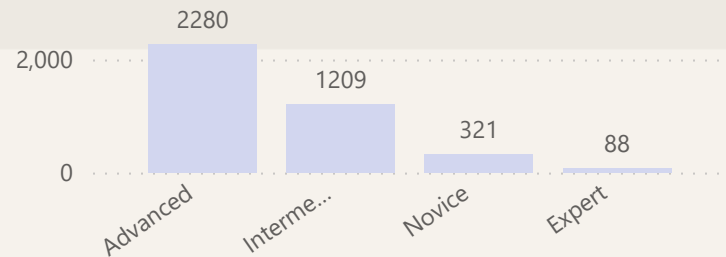
45-54...

55-64...

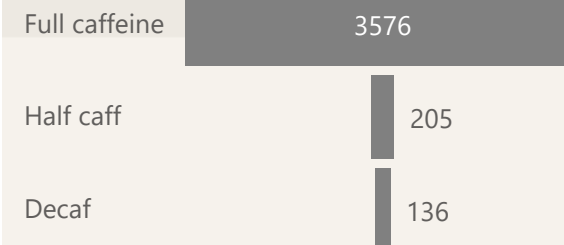
How Strong?



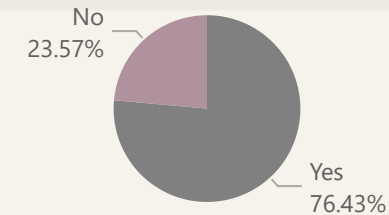
Coffee Experties?



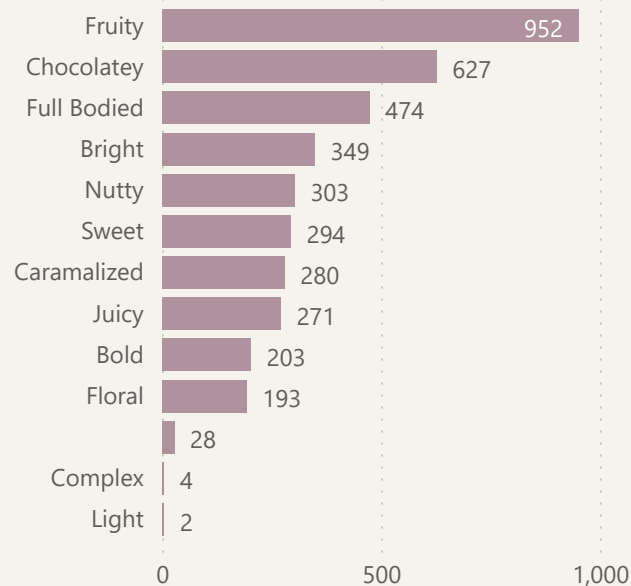
Caffeine Level?



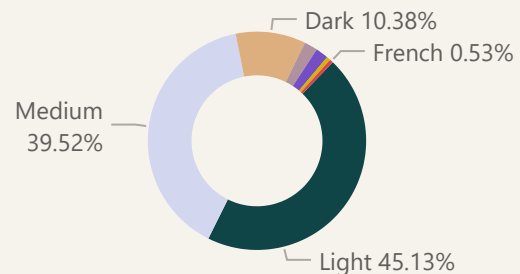
Know where it come from?



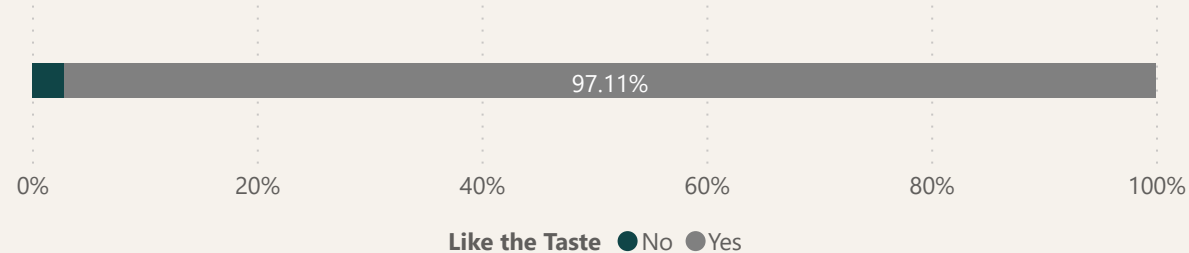
What Kind of Coffee do you Like?



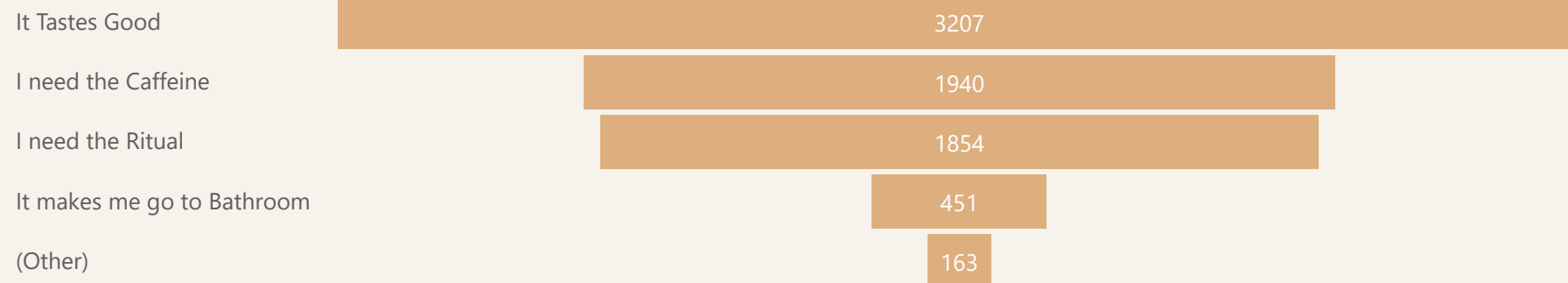
Roast Level?



Like the Taste?



Why do you Drink?





Testing Results

Based on Consumers Response

<18...

>65...

18-24...

25-34...

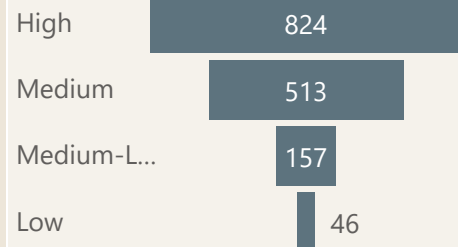
35-44...

45-54...

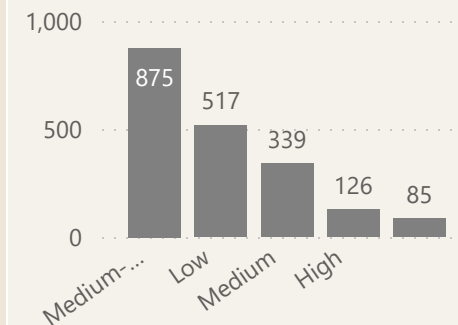
55-64...

Coffee A

Acidity

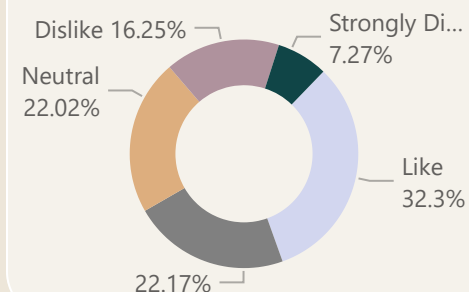


Bitterness



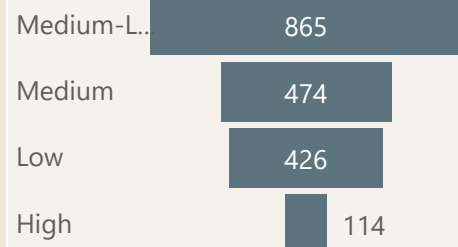
Coffee A - Bitterness

Personal Preference

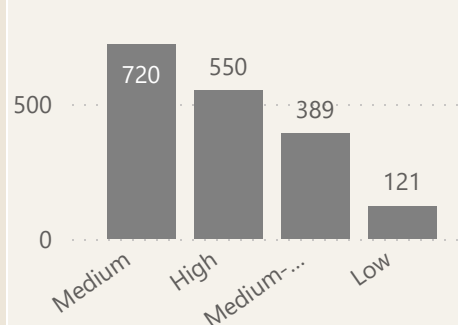


Coffee B

Acidity

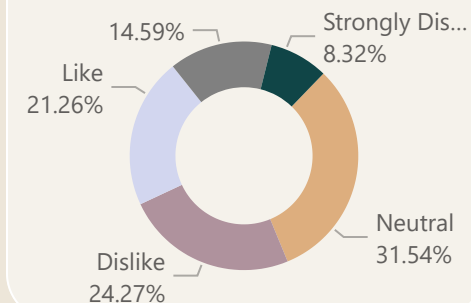


Bitterness



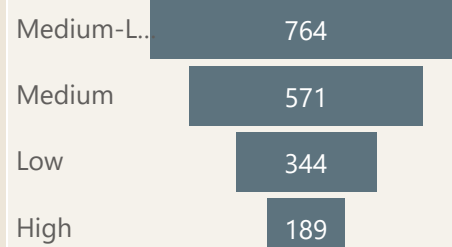
Coffee B - Bitterness

Personal Preference

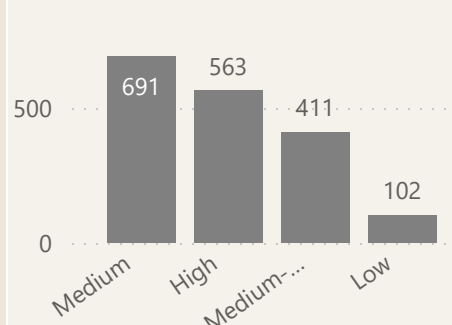


Coffee C

Acidity

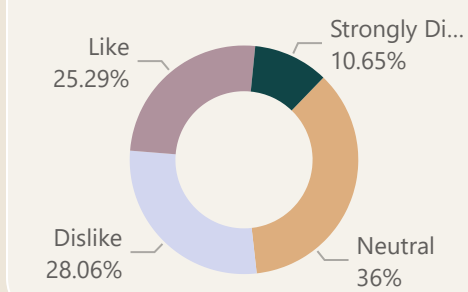


Bitterness



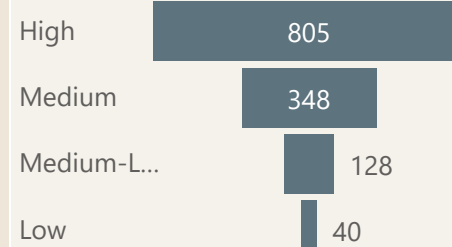
Coffee C - Bitterness

Personal Preference

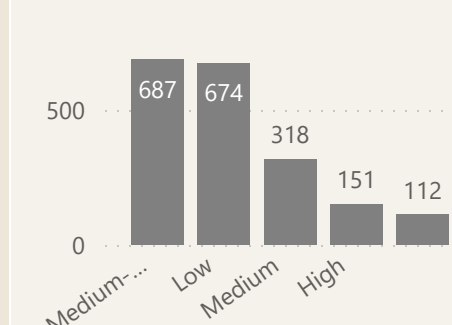


Coffee D

Acidity

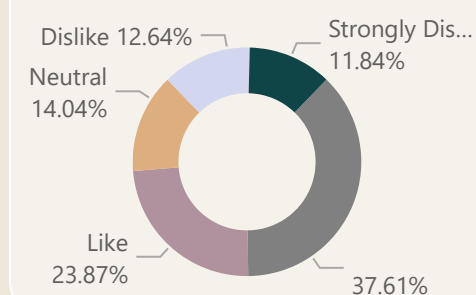


Bitterness

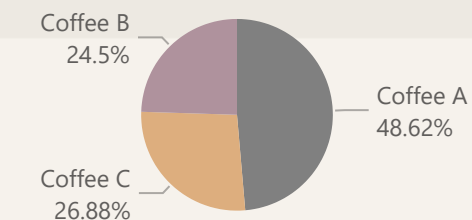


Coffee D - Bitterness

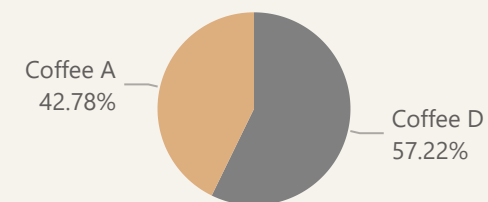
Personal Preference



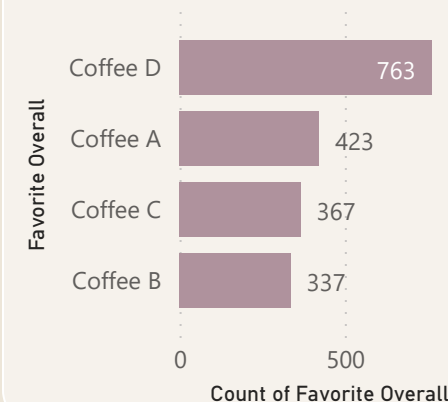
Prefer Between A & B & C??



Prefer Between A & D?



Favorite Overall?





Price Strategies

Based on Consumers Response

<18...

>65...

18-24...

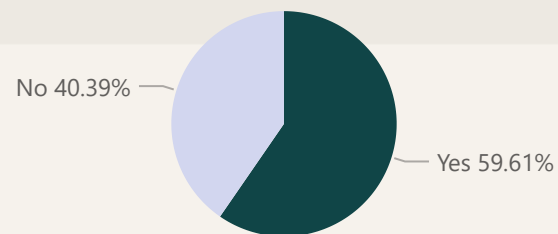
25-34...

35-44...

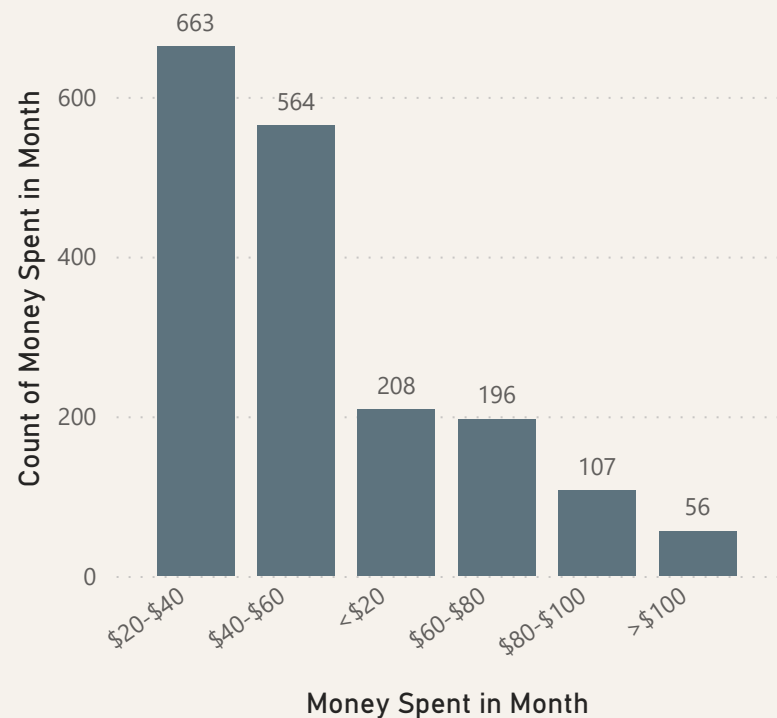
45-54...

55-64...

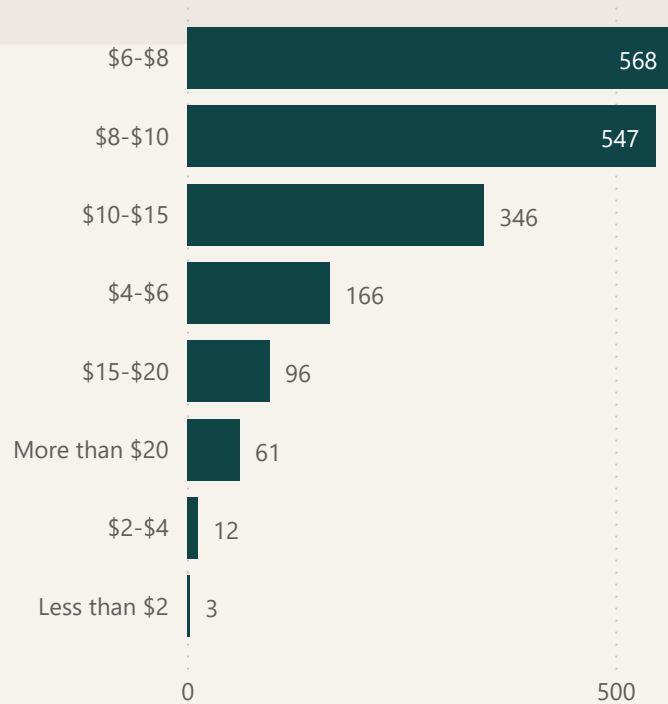
Good Value for Money?



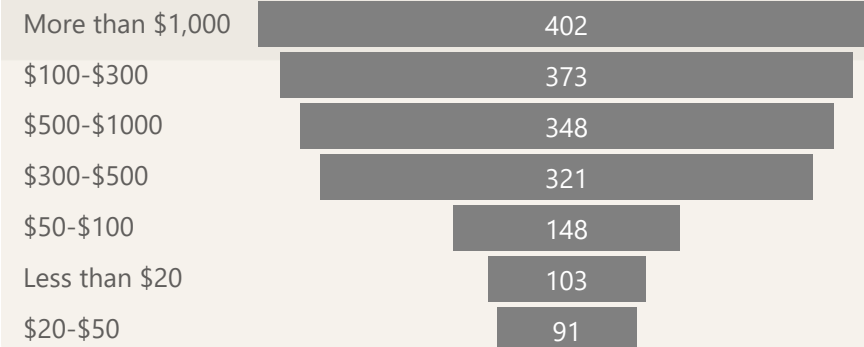
Money Spent in Month?



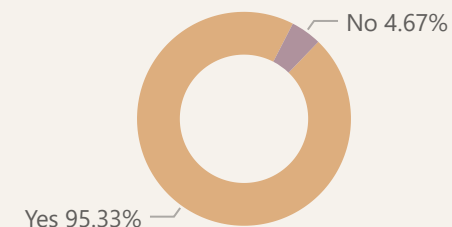
Most you Paid?



Money spent on Coffee Equipment?



Good Value for Money (Coffee Equipment)



Most willing to Pay?

