The Great American Coffee Taste Test

About Data Set

Maven Coffee Challenge

Analyze real survey results to craft a data-driven strategy for opening a new coffee shop

Objective

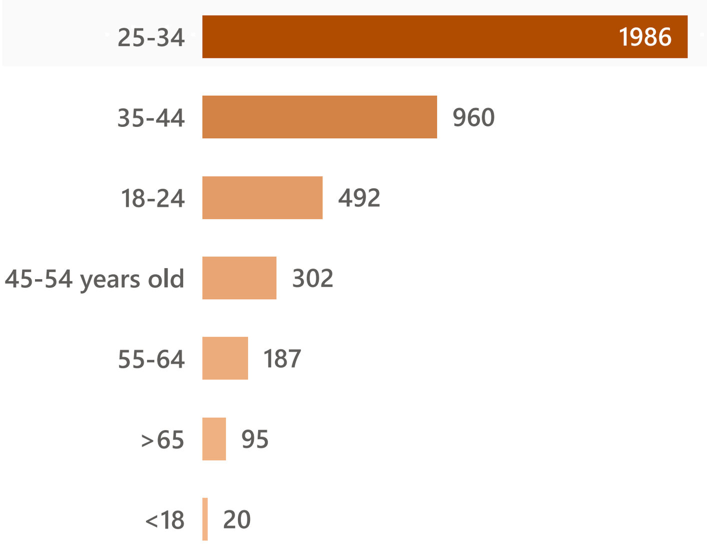
Total Surveyed	Male	Female	Others
4042	2524	853	665

Demographic Understanding

Understanding demographics is essential in this project as it provides insights and recommendations that are crucial for comprehending the evolving landscape before advancing further.

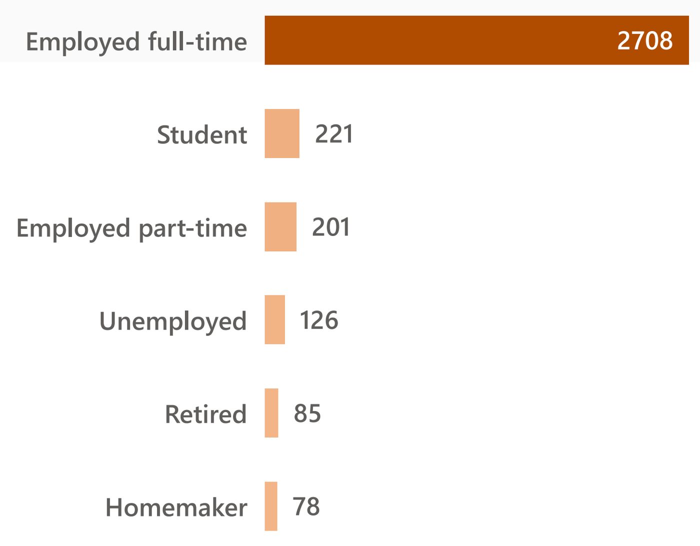
49.13% Surveyed in Prime 25-35 Age Group: Likely Target Customers

Number of Surveyed by Years Old.



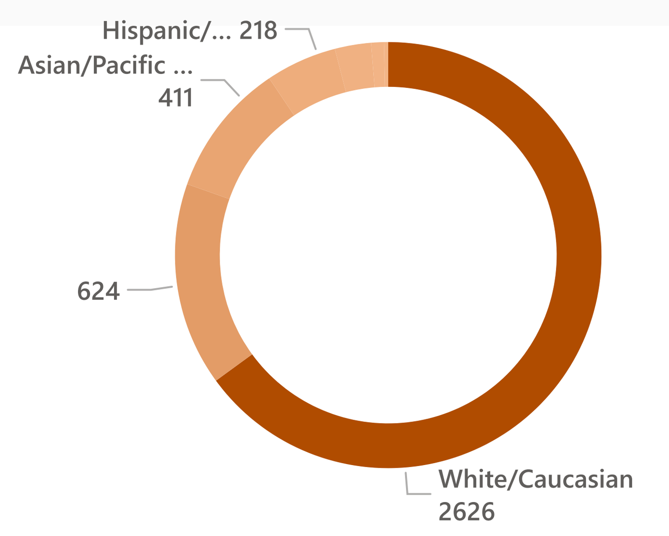
The majority of respondents, totaling 2708 out of 4209, are full-time employees.

Number of Surveyed by Employment Status.



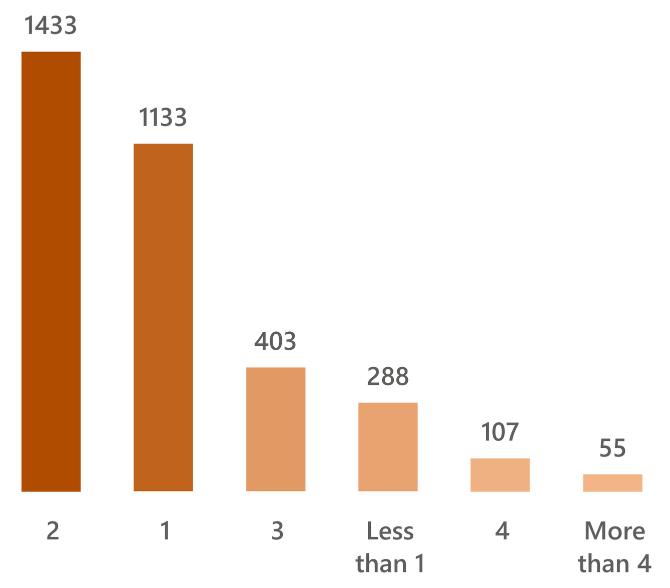
When distributed based on ethnicity, the majority of surveyed individuals, totaling 2626, identified as White/Caucasian.

Number of Surveyed by Ethnicity



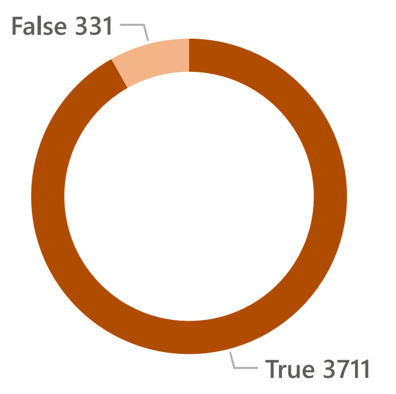
The majority of respondents prefer to drink 2 cups of coffee per day.

Number of Surveyed by Cups of Coffee drink per day

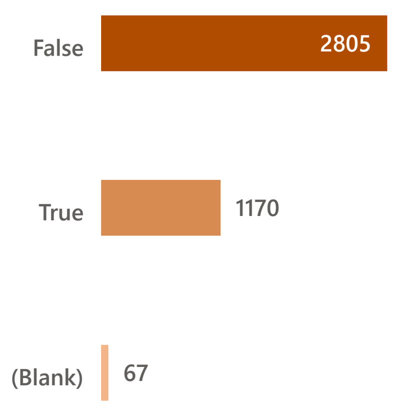


The majority of respondents prefer to drink coffee at Home.

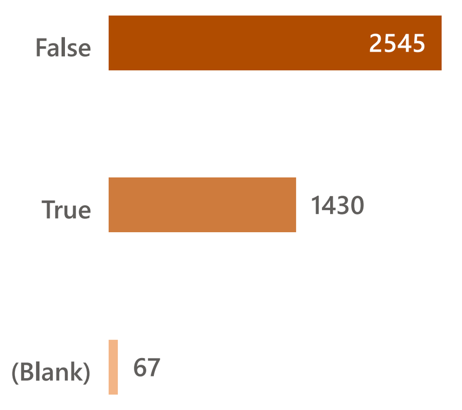
Number of Surveyed they preference drink Coffee at Home



Number of Surveyed they preference drink Coffee at Caffe



Number of Surveyed they preference drink Coffee at Office



Respondents Preference Understanding

To identify our target customers, we first aim to understand their preferences to ascertain what they enjoy. Therefore, this preference understanding section will present insights based on respondents' preferences

Respondent Coffee Making Preference Analysis

*The majority of individuals prefer making coffee using **pour-over** methods, followed by **espresso** and **French press**.*

Pour over	Respondent
True	2295
False	1366
	381
Total	**4042**

Espresso	Respondent
	381
True	1518
False	2143
Total	**4042**

French press	Respondent
	381
True	735
False	2926
Total	**4042**

Purchase Preferences when Respondents Traveling

*After filtering blank values, analysis of **723 respondents** revealed that the origin of coffee purchase during travel is less significant. However, there's a notable preference for **specialty coffee shops** and n**ational cafes**. This suggests the importance of launching our product with a focus on specialty offerings.*

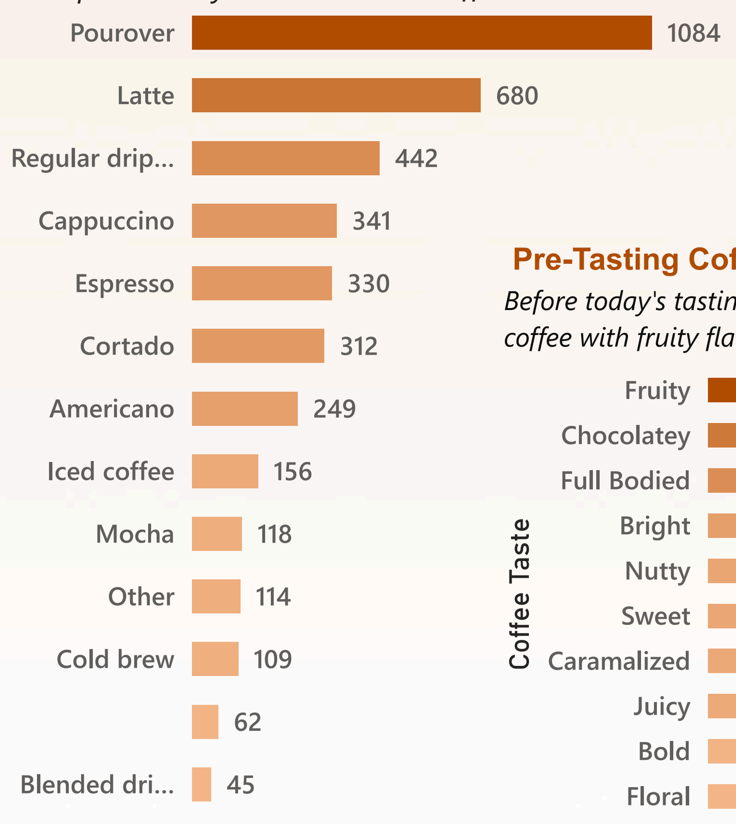
National chain (e.g. Starbucks, Dunkin)	Respondent
False	394
True	329
Total	**723**

Specialty coffee shop	Respondent
True	438
False	285
Total	**723**

Local caffe	Respondent
False	331
True	392
Total	**723**

Pour-over is preferred by the highest proportion, accounting for 26.82% of total respondents, followed by latte at 16.82%, and regular drip coffee at 10.94%. Together, these three categories are favored by more than 50% of the respondents.

Respondent by Their Favorite Coffee Drink



Is Respondent add anything in their Coffee?

For the analysis of whether respondents prefer to add anything to their coffee, three options were considered: "No, just black", "Milk or dairy", and "Sugar". When distributed based on the "**No, just black**" option, approximately **88% of respondents** indicated that they prefer their coffee without any additions. Conversely, when considering the options of "**Milk or dairy**" and "**Sugar**", approximately **1700 respondents** favored **adding milk or dairy**, while only **515** preferred **adding sugar**.

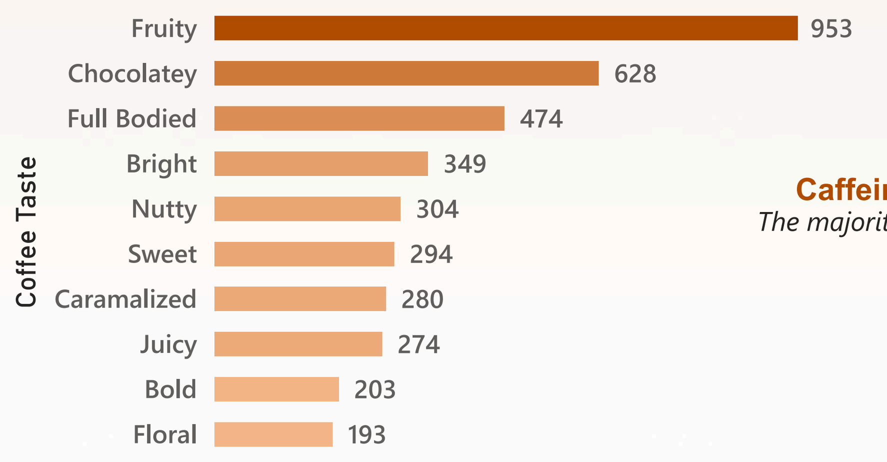
No - Just Black	Respondent
True	2611
False	1349
Total	**3960**

Milk, dairy or coffee creamer	Respondent
True	1700
False	2260
Total	**3960**

Sugar or Sweetener	Respondent
True	515
False	3445
Total	**3960**

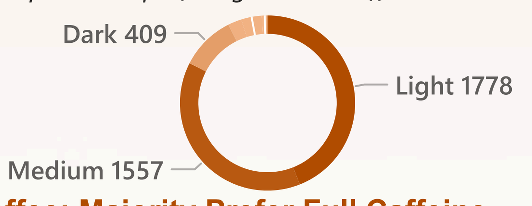
Pre-Tasting Coffee Preferences: Majority Favor Fruity Flavors

Before today's tasting, it was found that the majority of respondents prefer coffee with fruity flavors.



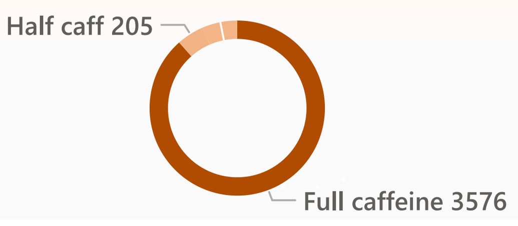
Coffee Roast Preferences: Majority Favor Light Roast

The majority of respondents prefer light roast coffee.



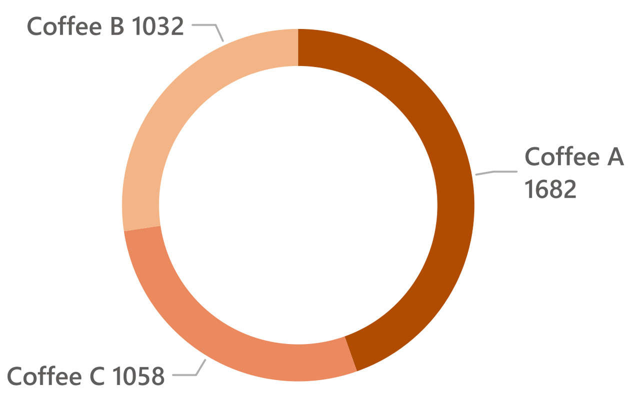
Caffeine Preference in Coffee: Majority Prefer Full Caffeine

The majority of respondents, accounting for 88%, prefer full caffeine in their coffee.



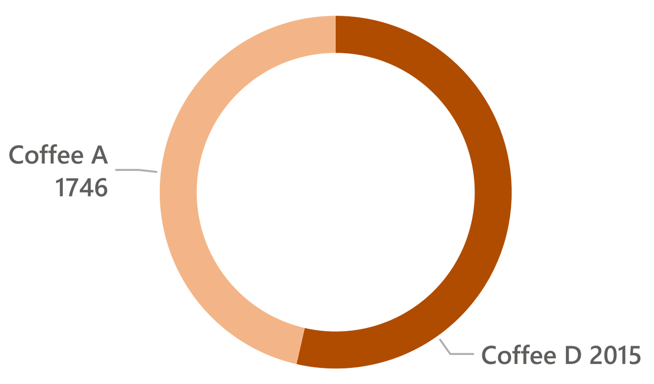
Preference for Coffee Variants A, B, and C

*When asked which coffee variant they **prefer among options A, B, and C,** the **majority of respondents** indicated a **preference for coffee variant A.***



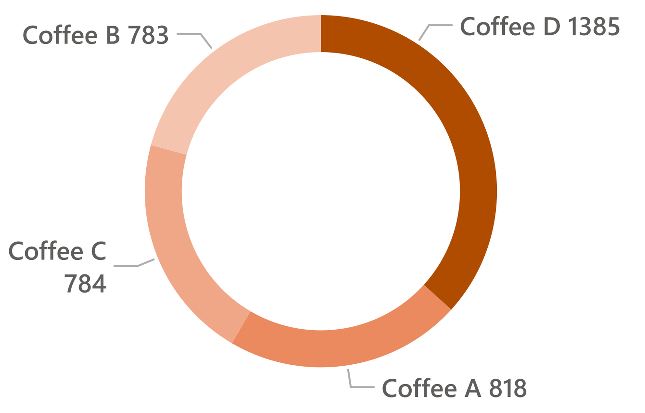
Preference for Coffee Variants A and D

*When asked which coffee variant they prefer **between options A and D,** the **majority of respondents** indicated a **preference for coffee variant D**.*



Overall Favorite Coffee Preference

*When asked about their o**verall favorite coffee**, the majority of respondents, accounting for **~37% of the total** respondents, chose **coffee variant D**.*



Recommendation
Target Audience & Their Preference

What type of customer should we target, and what are their preferences?

- Based on my previous analysis, our target customers could include individuals in the **25-34 age group** who are **full-time employees**, of **white ethnicity**, and **consume coffee twice a day**. Tailoring our new coffee shop to their needs could lead to success in the market

- Considering that the majority of respondents prefer to have **coffee at home**,
- Considering the majority of respondents' preferences for coffee-making methods, they prefer **Pour Over and Espresso .**
- Analyzing the types of coffee preferred by respondents, **Pour-over** emerges as the favorite, followed by **latte and regular drip coffee**, collectively favored by o**ver 50%** of respondents.
- Based on **taste preferences,** majority of responded prefer **fruity, chocolaty, and full-bodied** flavors.
- Considering coffee roast preferences, majority of respondent prefer **light roast**, Additionally, approx 8**9% prefer full caffeine coffee.**
- When asked about their overall favorite coffee, the majority of respondents, comprising approximately 37% of the total respondents, chose coffee variant D.

What types of product we should offer

What types of coffee beans and drinks should we offer?

Coffee Beans:

- **Light Roast**: We can offer Light Roast Beans As preferred by the majority of customers.
- **Medium Roast:** Offering a balanced flavor profile.
- **Dark Roast**: Catering to customers who prefer stronger, bolder flavors.

Products:

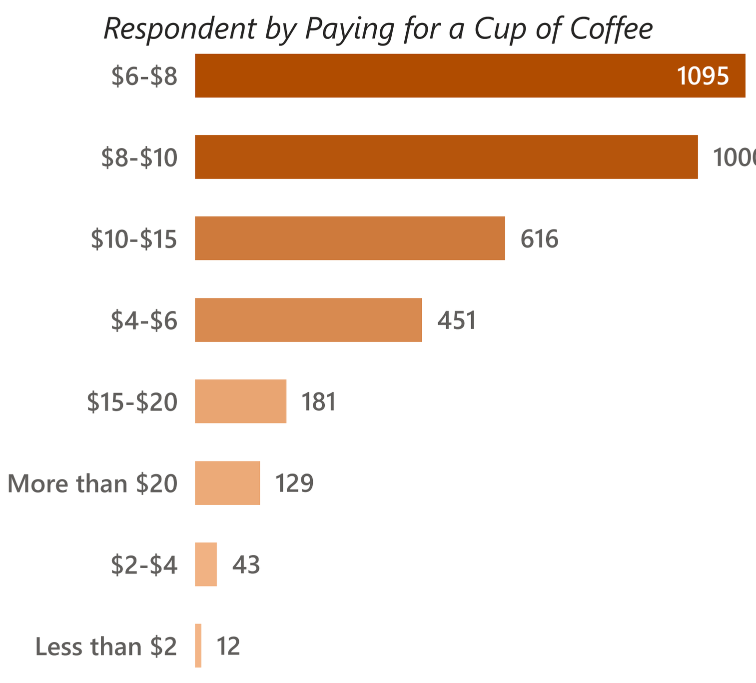
- Based on our previous analysis, we can offer a selection of coffee drinks that includes **Pour Over, Latte, and Regular Drip Coffee**, as these were identified as the top favorite coffee choices among respondents. Additionally, we can enhance these offerings by incorporating various flavors to cater to diverse preferences.
- We can introduce **fruity** and **chocolaty flavo**r options in our coffee selection, as these flavors are widely preferred by the majority of people. This addition will add an exciting twist to our menu and attract customers who enjoy indulgent and flavorful coffee experiences.
- Utilizing **light roasted beans** in our coffee preparation will ensure that our beverages maintain a delicate and nuanced flavor profile, appealing to those who appreciate the subtleties of coffee. This choice aligns with the preferences identified in our analysis.
- Furthermore, our coffee will be **full caffeine** to cater to the preference of approximately 90% of respondents who expressed a preference for full caffeine beverages. This ensures that our offerings meet the expectations of the majority of our target market, enhancing overall satisfaction and customer loyalty.

Pricing Understanding

Respondent Spending Habits

*The majority of people pay between **$6 to $8** and **$8 to $10** per cup of coffee. Approximately **59% of total respondents** reported spending within these **price ranges.***

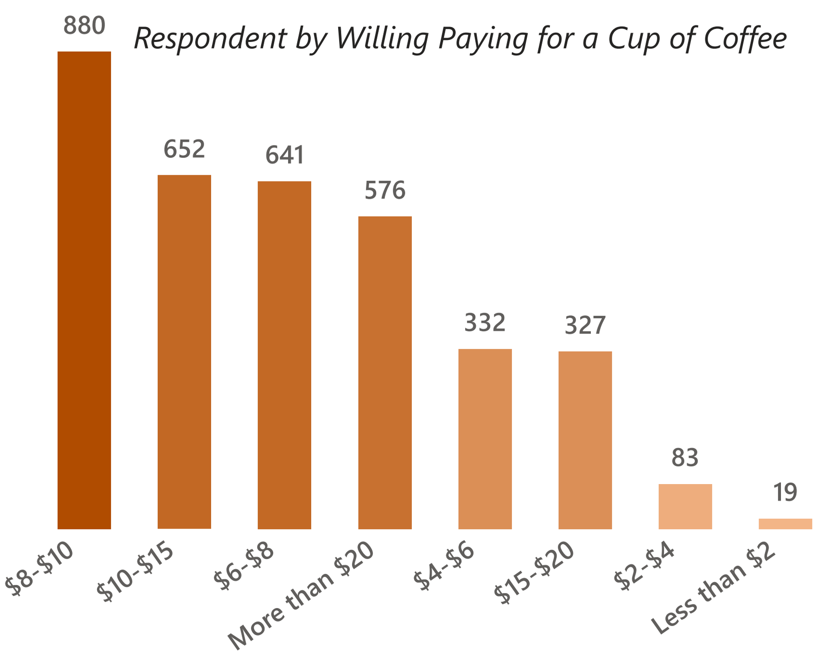
Respondent by Paying for a Cup of Coffee



Respondent Willingness to Pay for Coffee

***25%** of total respondents are **willing to pay $8 to $10** per cup of coffee. Additionally, **18.58%** and **18.26%** of respondents are willing to pay **$10 to $15** and **$6 to $8** per cup of coffee, respectively.*

Respondent by Willing Paying for a Cup of Coffee



Pricing strategy

How can we align prices with customer value perception?

Our target audience spends **$6-$8** and **$8-$10** most frequently, representing **59%** of respondents.

Pricing Strategy:

- **Core Menu:** Price our **popular coffee types (Pour-Over, Latte, Drip)** within the **$6-$8** range to capture the largest segment (59%) and establish value.
- **Premium Options:** Offer **specialty coffees** with unique flavor profiles, brewing methods (e.g., cold brew), or higher quality beans within the **$8-$10** range. This caters to the 25% willing to pay more for perceived value.
- **Luxury Experience:** Consider a **limited-edition coffee (variant D)** or a **premium subscription service** priced at **$10-$15** for a high-end experience. This targets the 18.58% willing to splurge.

Reported and Presented by- Mohd Imran

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