

Coffee Preference

Coffee Spending



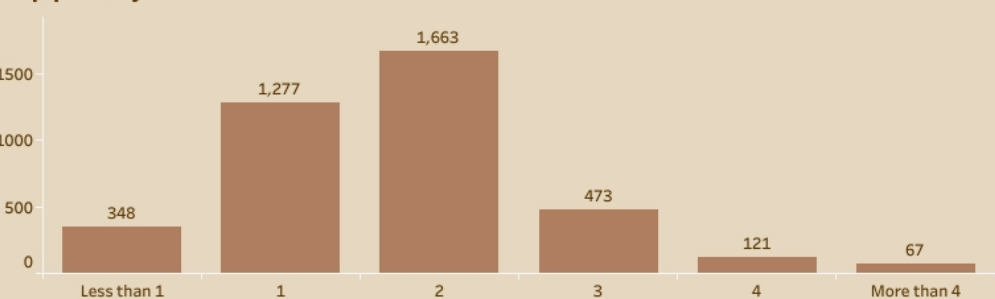
The Great American Coffee Taste Test Analysis



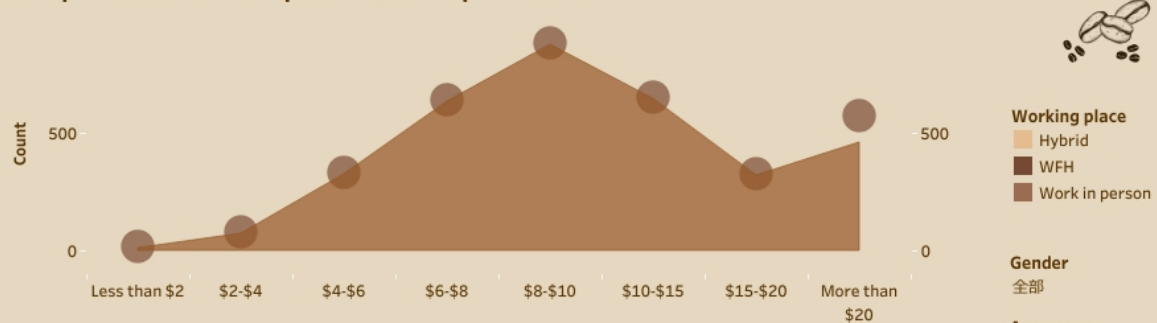
Demographics

Conclusion

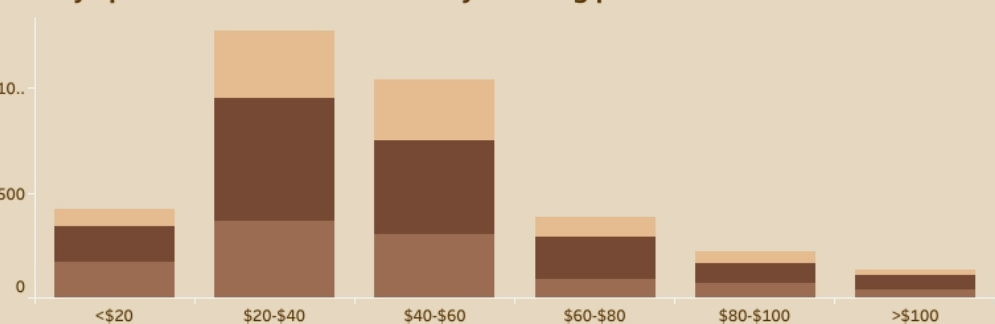
Cup per day



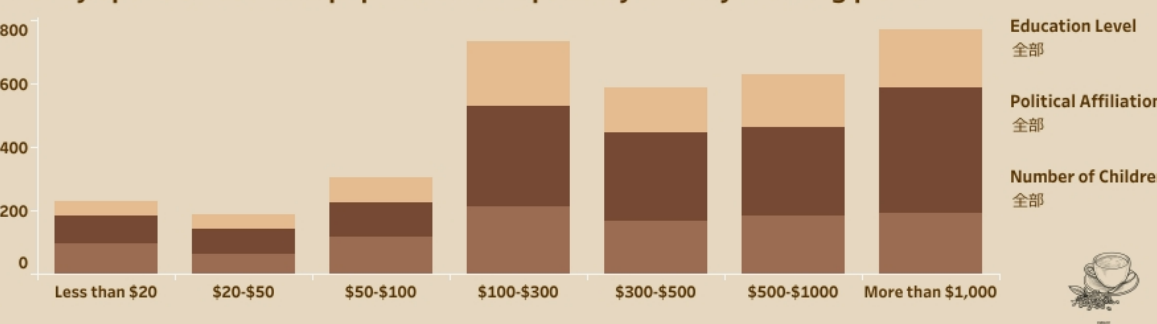
Max paid v.s. Max acceptable for a cup of coffee



Money spent on coffee in a month by working place



Money spent on coffee equipment in the past 5 years by working place



Working place
Hybrid
WFH
Work in person

Gender
全部

Age group
全部

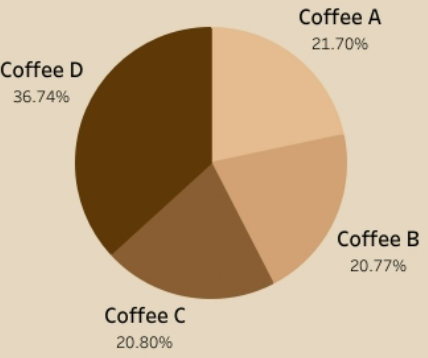
Education Level
全部

Political Affiliation
全部

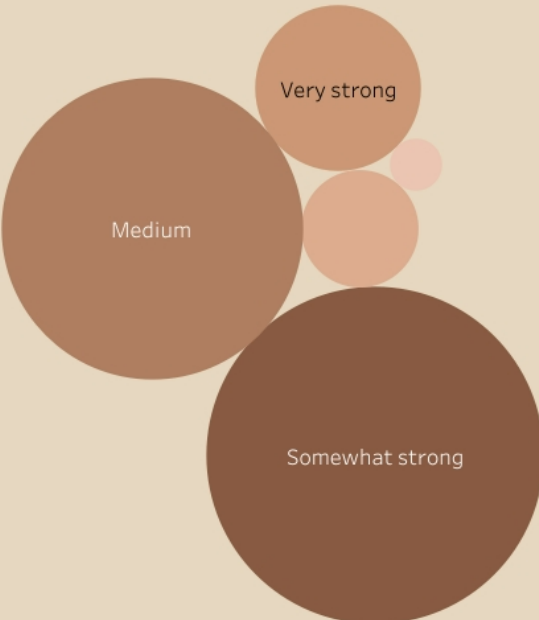
Number of Children
全部



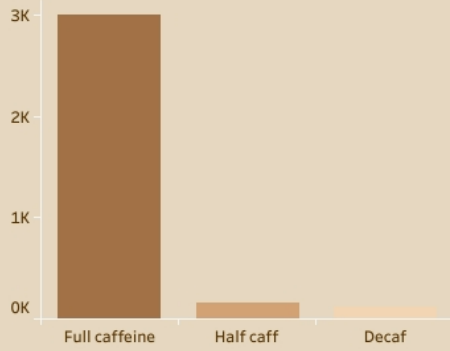
Favorite among 4 tastes



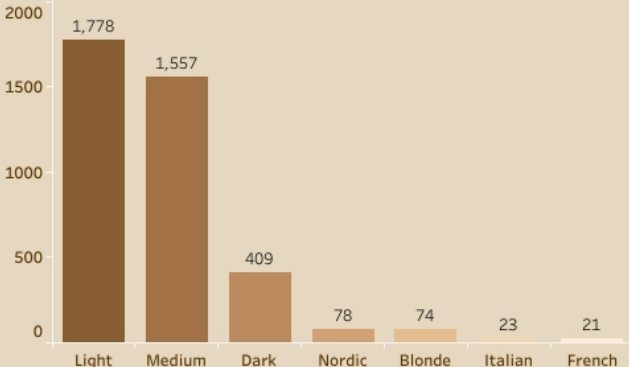
Preferred coffee strength



Preferred caffeine



Preferred roast level



Favorite Coffee Drink



Pourover

Favorite Taste



fruity

How to take coffee



Just Black

Where to buy coffee



Specialty Coffee Shop

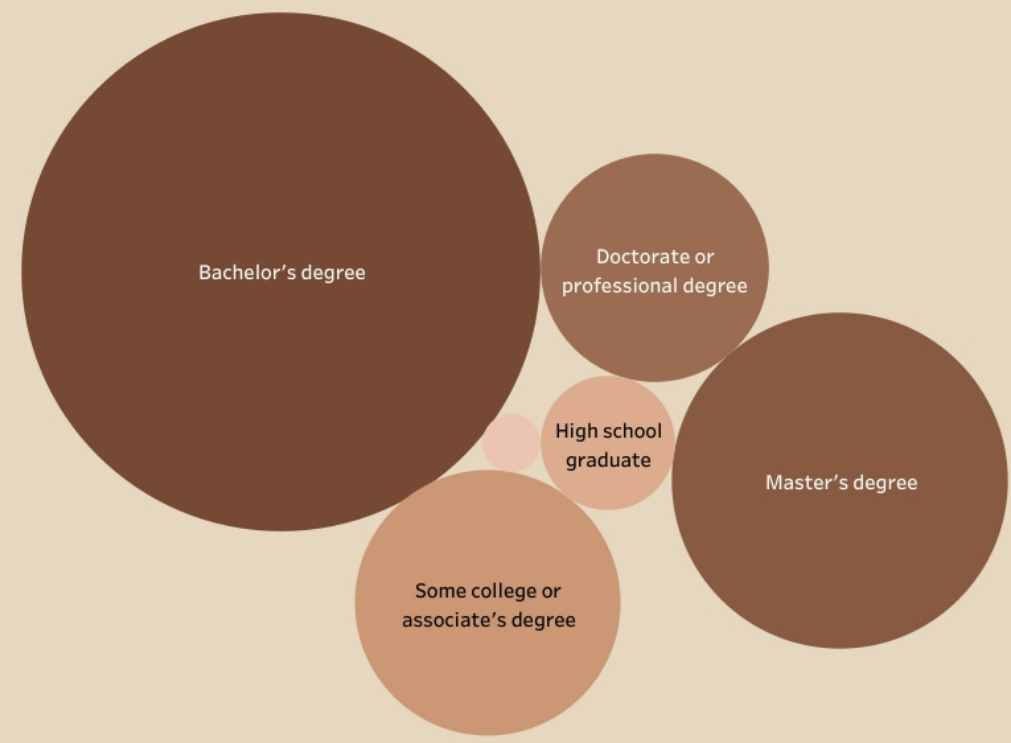
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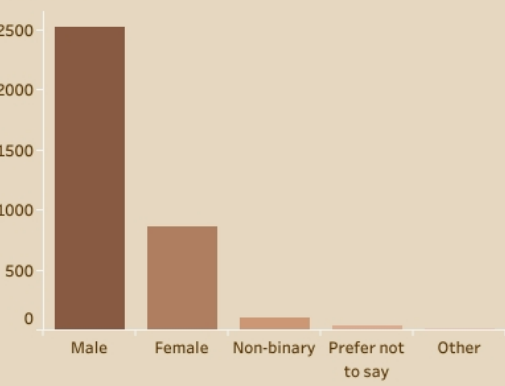
Conclusion

Education level

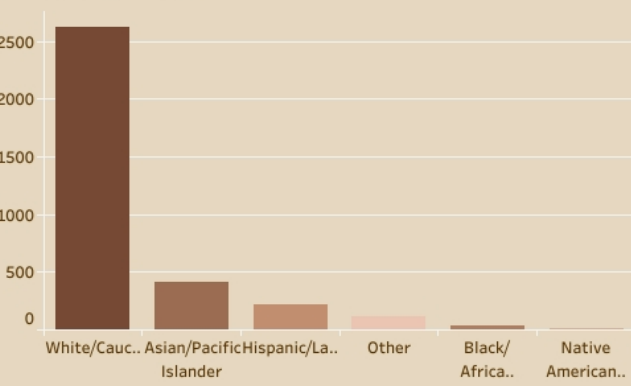


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- Demographics
- Conclusion

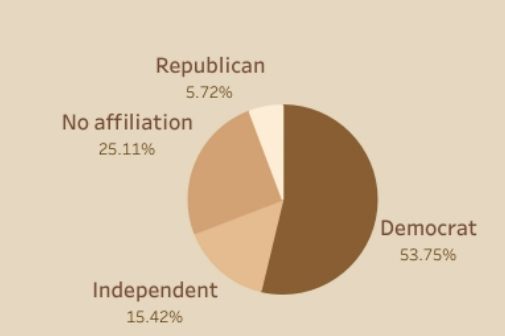
Gender



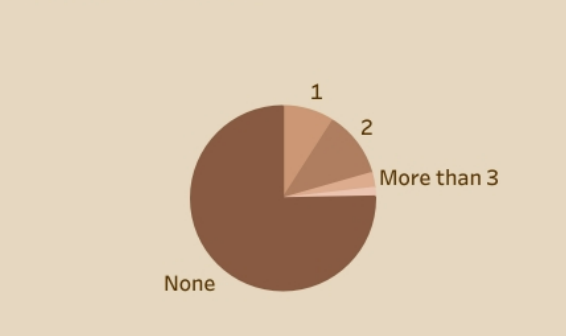
Ethnicity/Race



Political Affiliation



Number of children





Target audience

Those work from home, white and aged between 25-44.



Product offering

They overall like pourover coffee with special flavors . Pourover or black coffee made of high quality coffee beans is recommended.And they prefer coffee with moderate acidity to that with bitterness. There are also around 20% of them that like to add whole milk to coffee,so latte is recommended as well.



Pricing Strategy

Target males between 35-44 ,those with no or only 1 child ,those with a doctoral degree or democrats for promoting more high-priced premium bean cofee and provide other customers with relatively inexpensive quality coffee .



Other observations

- 1.Those work from home spend most both on coffee and coffee equipments.
- 2.Males spend more on coffee and are willing to pay more than they have ever paid.
- 3.Those have ever paid more than \$6 for a cup of coffee are willing to pay more for coffee.
- 4.Those people prefer somewhat strong, full-cafeinated, fruity pourover coffee and most of them buy coffee at specilaty coffee shops .We can see that they care about the flavor and quality of coffee.
- 5.Those aged between 35-44 spend most on coffee and coffee equipments.

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