

# US Coffee Shop Analysis

## The Great American Coffee Challenge Analysis:

This analysis takes a detailed look at the Maven Coffee Challenge, focusing on understanding consumer preferences to offer solid business advice for the U.S. coffee scene.

### **Overview:**

In view of Maven Coffee Challenge, my role as an Analytics Consultant involves analysing data from “The Great American Coffee Taste Test,” conducted by James Hoffmann and Cometeer. They gathered feedback from 4,000 Americans to inform for entering the US coffee market.

I have been asked to share an explanatory report providing a data-driven strategy for opening their first coffee shop. The investors expressed interest in the following areas, but are open to any additional insights and recommendations you can provide:

**Target audience:** What type of customer should we target, and what are their preferences?

**Product offering:** What types of coffee beans and drinks should we offer?

**Pricing strategy:** How can we align prices with customer value perception?

Our goal: to outline a strategy focusing on customer targeting, product offerings, and pricing.

### **Data Exploration:**

Diving into the data, we encountered two primary datasets: survey responses and a set of survey questions. The initial step involves data transformation using power query. The questionnaire covers multiple dimensions on coffee consumption based on daily intake, preferred coffee, number of cups of coffee by individuals, preferred flavours and roasting, brewing methods, expenditure for coffee machine.

Key Findings reveals diverse preferences across different age groups, highlighting taste and brewing preferences.

Gender, Ethnicity, Education status, Employment tends to influence coffee choices.

### **Data Cleaning:**

It begins by importing the datasets into Excel, observing the wide range of responses. Our first challenge was the structure of multiple selection questions, which spread responses across several columns. To streamline this, we transformed the data to a long format, ensuring each row represented a single piece of feedback, simplifying analysis.

Next, we are in need to align our detailed questions with broader survey answers. Using Power Query, we extracted the essence of each question, enabling us to merge this information with the survey question key. This crucial step allowed us to view multiple selections under one umbrella, essential for coherent analysis.

Additionally, we focus on cleaning the data by checking the data type, removing any null, removing duplicates. This ensures our dataset was ready for accurate and insightful analysis. With the dataset cleaned and transformed, the last step was loading into Power BI.

# US Coffee Shop Analysis

## Target Audience

The survey data, presents a majority of male participants at 67%, with female and non-binary individuals representing 23% and 3%, respectively. This male-dominant sample in our data, which is an important consideration as we develop a coffee shop experience that aims to be welcoming all genders.

## Age Distribution:

The age group data exhibits a significant view of demographics, with half of the respondents (47%) in the 25–34 age bracket. Those in the 35–44 age range make up 22%, and the 18–24 age group accounts for 10%, combining most of the survey population. The data progressively narrows off with older age groups, highlighting that our primary customer focus for the coffee shop could be the younger, while still being mindful of the tastes and preferences of the 7% aged 45–54, and the smaller percentages in the 55+ ranges.

## Ethnicity:

The survey mainly comprises white/Caucasian individuals, making up 76% of respondents of 2626 individuals followed by Asian/ Pacific Islanders at 12% of 411 individuals.

## Political Affiliation:

Democrats lead in coffee consumption with 54% of 1768 respondents, followed by independents and republicans.

## Education:

Bachelor's degree holders represent the largest group with 1757 respondents (51%) followed by those with a Master's degree at 21%.

## Employment Status:

Full time employees are predominant with 1757 respondents (51%), followed by the 35- 44 age group with 959 people (24%).

## How many cups of coffee do you typically drink?

It indicates that majority of customers generally stick to one to two cups a day, pointing towards a focus on quality over quantity to keep our audience engaged.

## Where do you typically drink coffee?

Majority of 92% of coffee drinkers prefer to enjoy their brew in the comfort of their home. other locations, with 36% at the office and 29% at a café. On-the-go consumption trails at 18%, and a 1% don't fit into these typical settings. These insights will be instrumental in shaping our coffee shop's strategy, emphasizing quality of home brewing options and potentially exploring avenues for home enjoyment.

## How do you brew coffee at home?

It's clear that the pour-over method is the top way respondents brew coffee at home, with 63% favoring it. Espresso also has a strong following at 41%. This tells us that our coffee shop should offer

## **US Coffee Shop Analysis**

beans and equipment for these popular methods, as well as ready-to-drink options that capture that home-brewed taste.

### **Which of the following best described what kind of coffee you like?**

It indicates that 'fruity' flavors were the clear favourite, chosen by 22% of respondents. Preferences for 'chocolatey' notes followed, with 15% favouring this profile. Other flavors such as 'full-bodied,' 'bright,' and 'nutty' also emerged, painting a diverse palate among the participants. These shows that, especially the high favorability goes for fruit and chocolate suggest avenues for product development and menu creation for the coffee shop, ensuring with consumer tastes.

### **What roast level of coffee do you prefer?**

The preference for coffee roast levels among survey participants is clear that light roasts are favored by nearly half of the respondents at 42%, while medium roasts are preferred by 37%. Dark roasts are chosen by only 10% of the survey participants. This data is a key indicator that our coffee shop should provide a variety of light to medium roasts to cater to the majority's taste, while also offering a selection of dark roasts for those who enjoy a bolder cup.

### **What is your favorite coffee drink?**

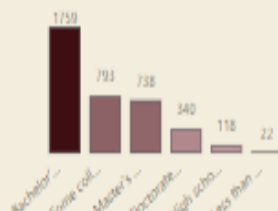
It showcases favorite coffee drinks among respondents, with 'Pour Over' at the top with 25.33%, suggesting a selection of beans that enhance the taste and flavors most enjoyed in this method. The popularity of 'Latte' and 'Cappuccino', which often rely on the sweeter notes of the beans, points us toward offering varieties that excel in these drinks. This aligns with our earlier insight from where fruity and chocolatey were the leading flavor preferences, further conforming the choice of sweeter bean profiles for our coffee shop.

# US Coffee Shop Analysis

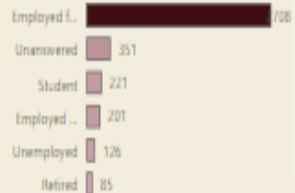


## Coffee Shop Analysis

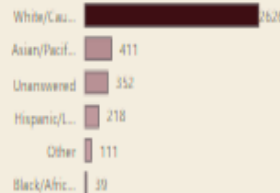
Respondents by Education



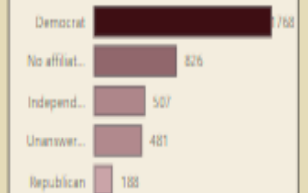
Respondents by Employment Status



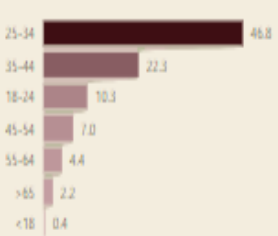
Respondents by Ethnicity



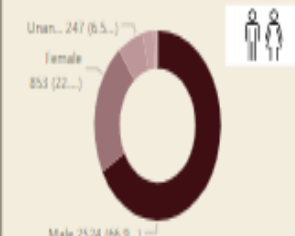
Respondents by Political Affiliation



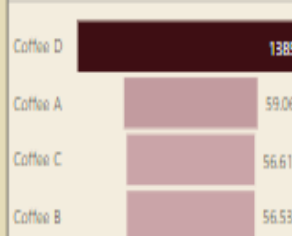
Respondents by Age Group



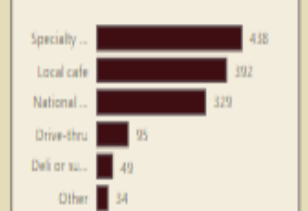
Gender Distribution



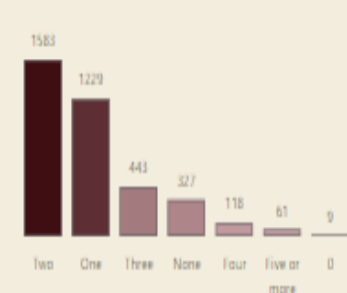
Favorite Coffee?



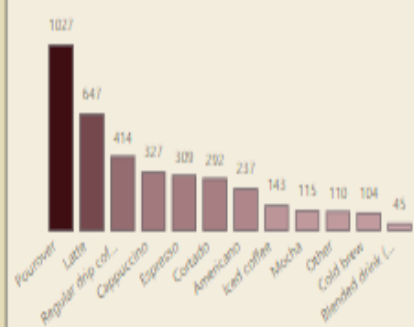
Where on the go they Purchase Coffee?



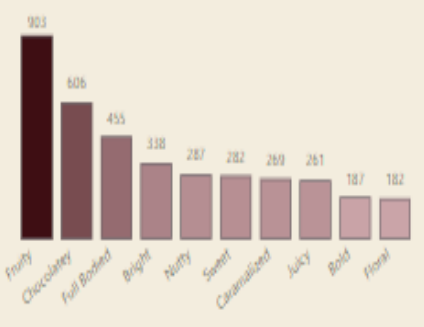
How many Cups of Coffee are they Consuming Daily?



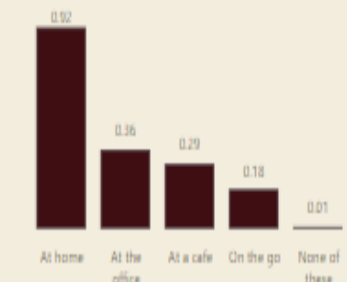
What are their Preferred & Favorite Coffee Drink?



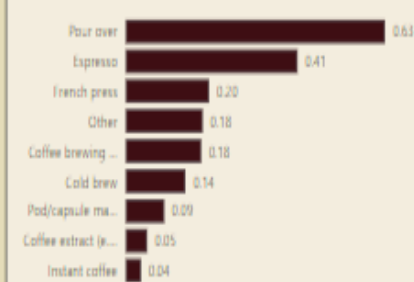
What kind of flavoured Coffee they like the most?



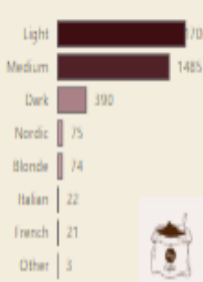
Where do they Drink Coffee?



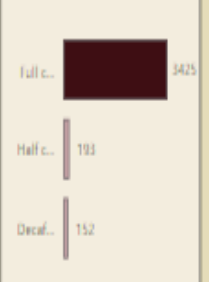
What are their Preferred Home Brewing Methods?



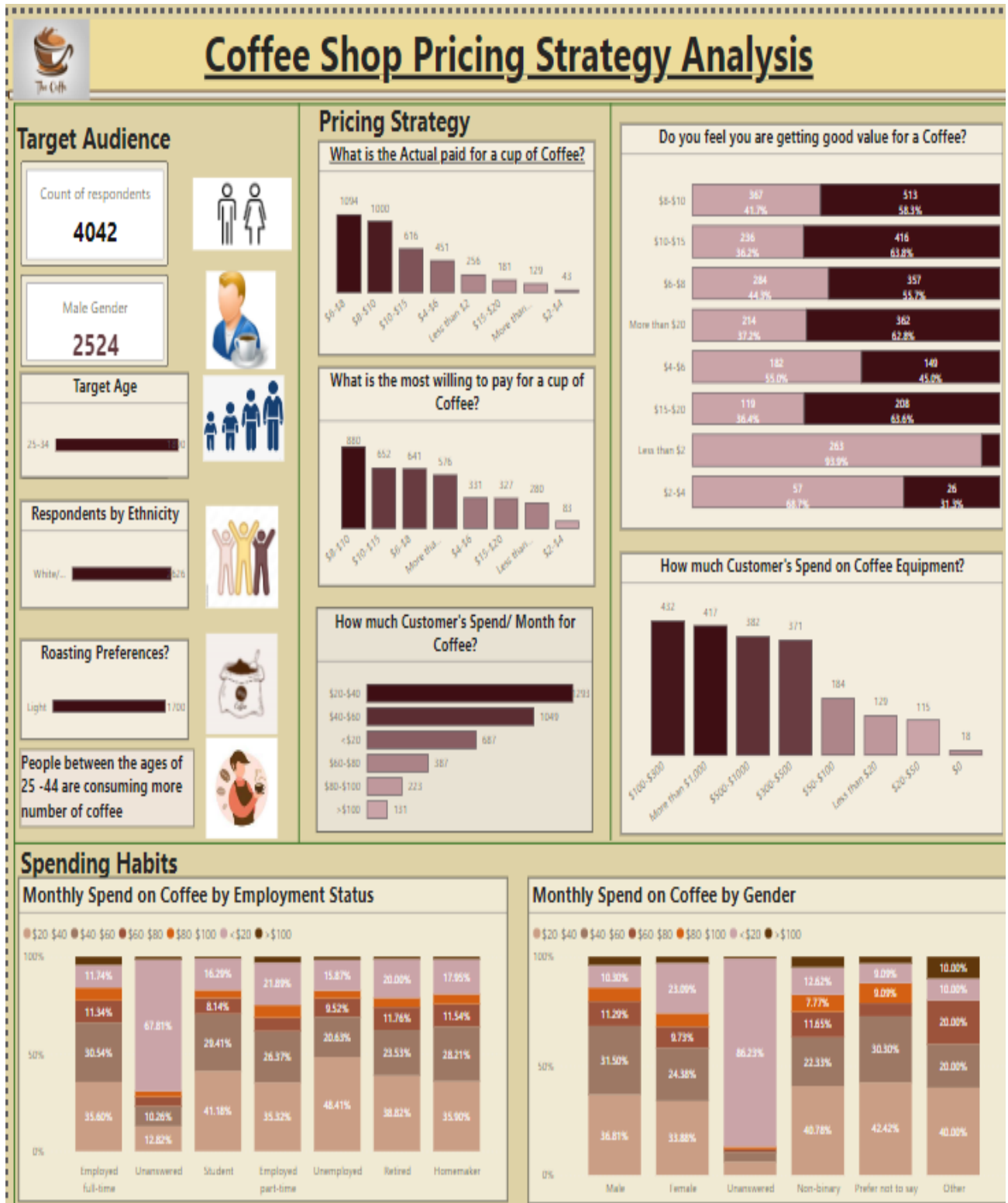
Roasting Preferences?



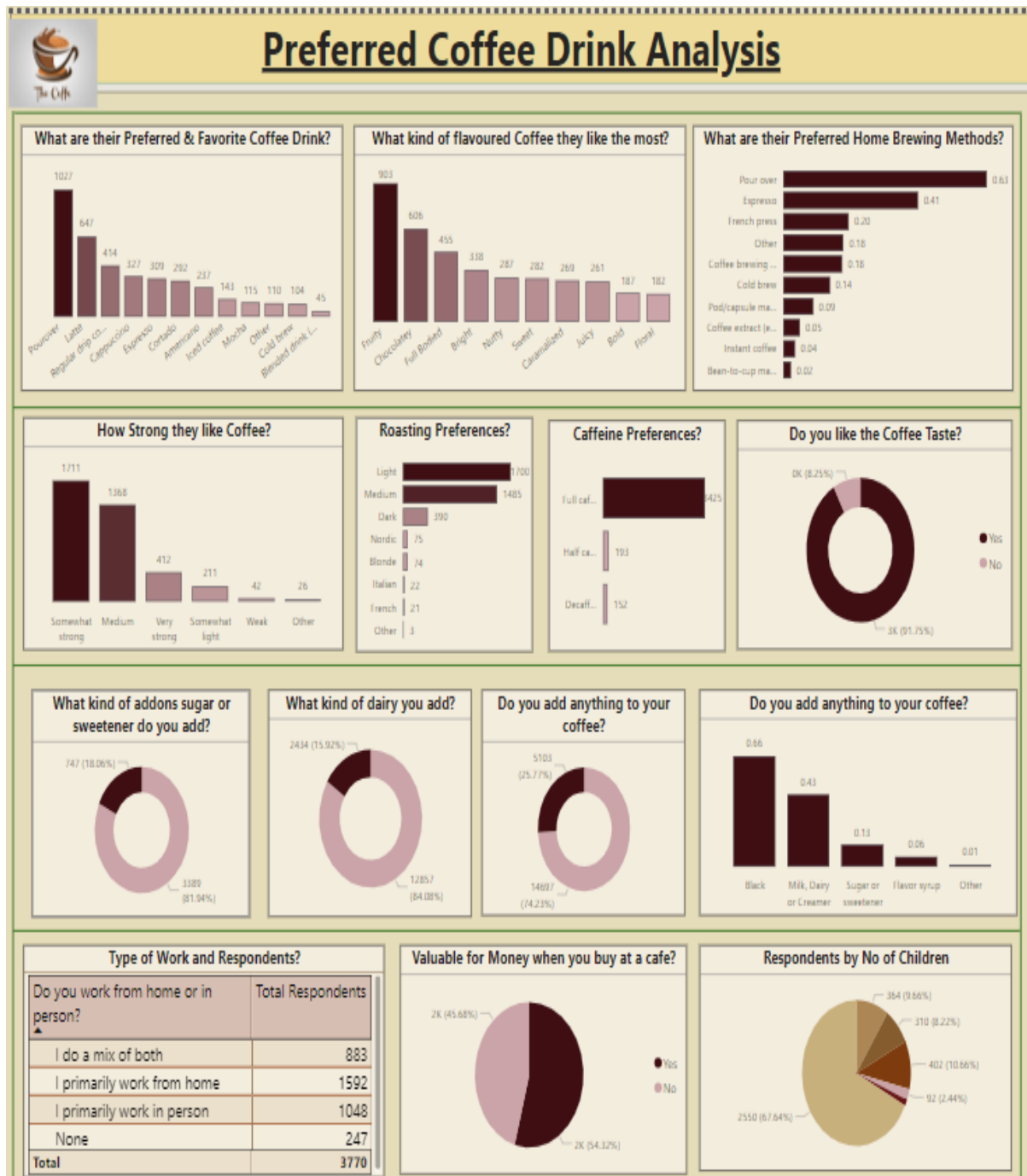
Caffeine Preferences?



# US Coffee Shop Analysis



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