

# US Coffee Shop Analysis

## 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.

Target Audience

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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.

## 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 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.

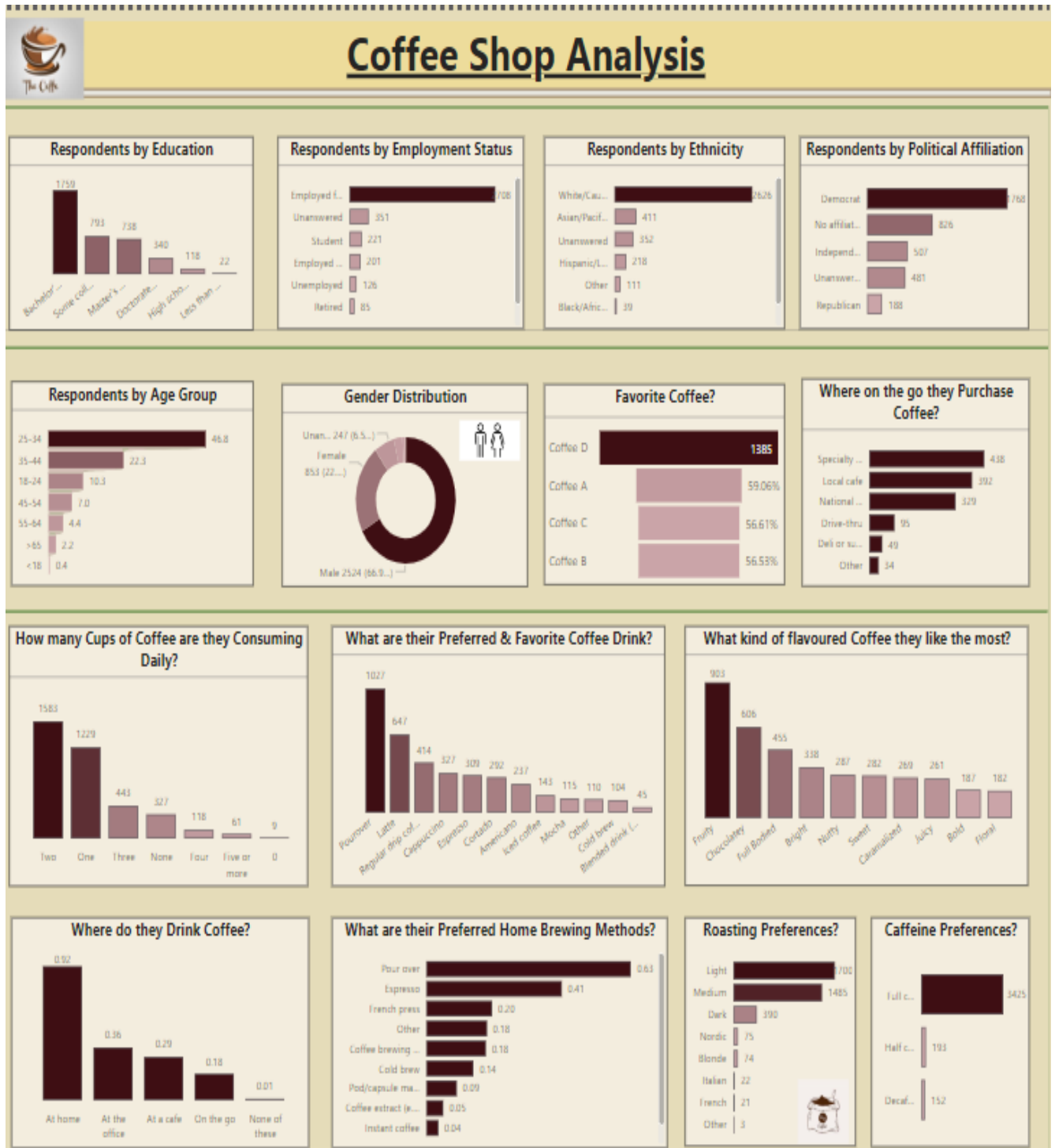
## What roast level of coffee do you prefer?

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.

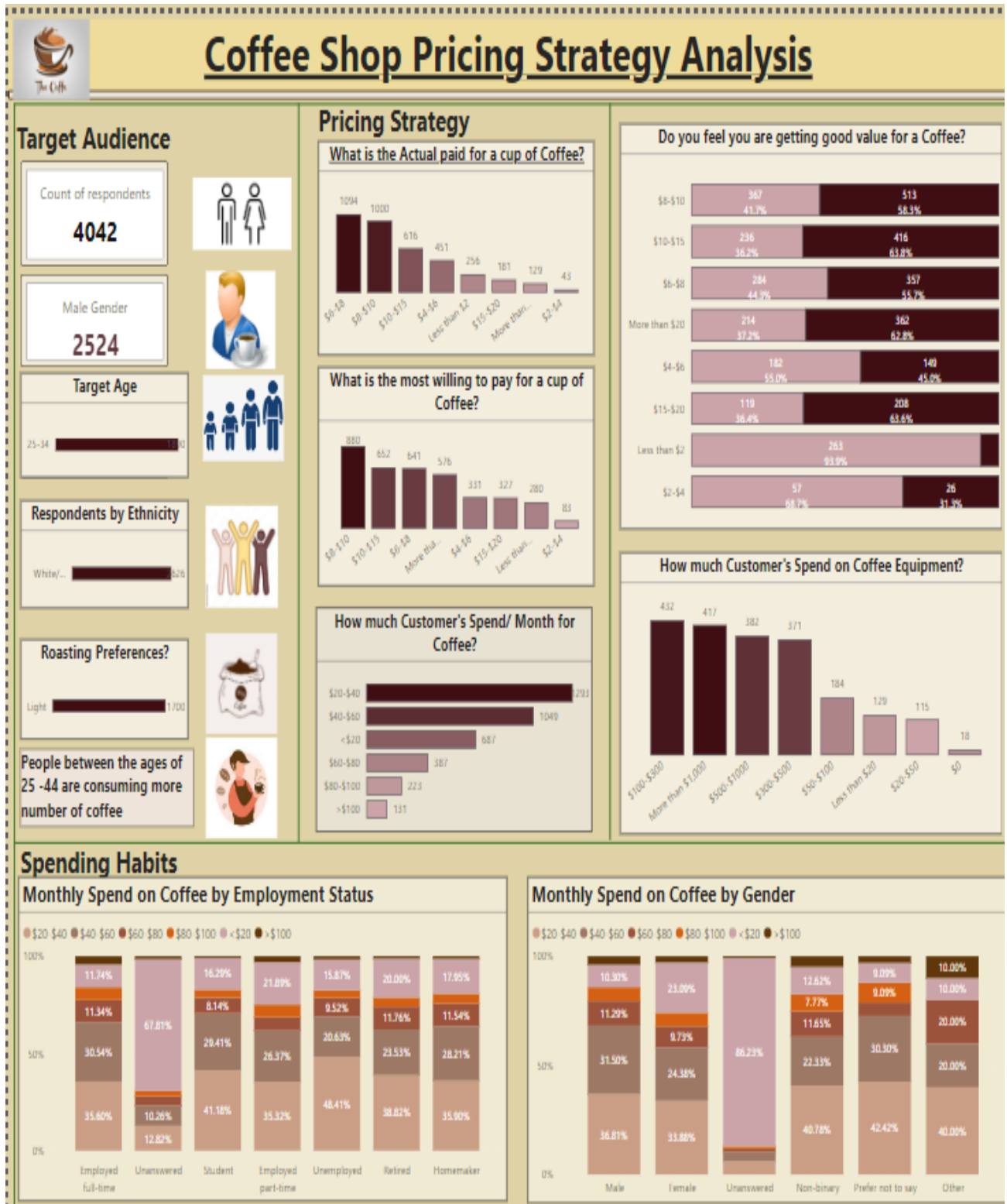
## What is your favorite coffee drink?

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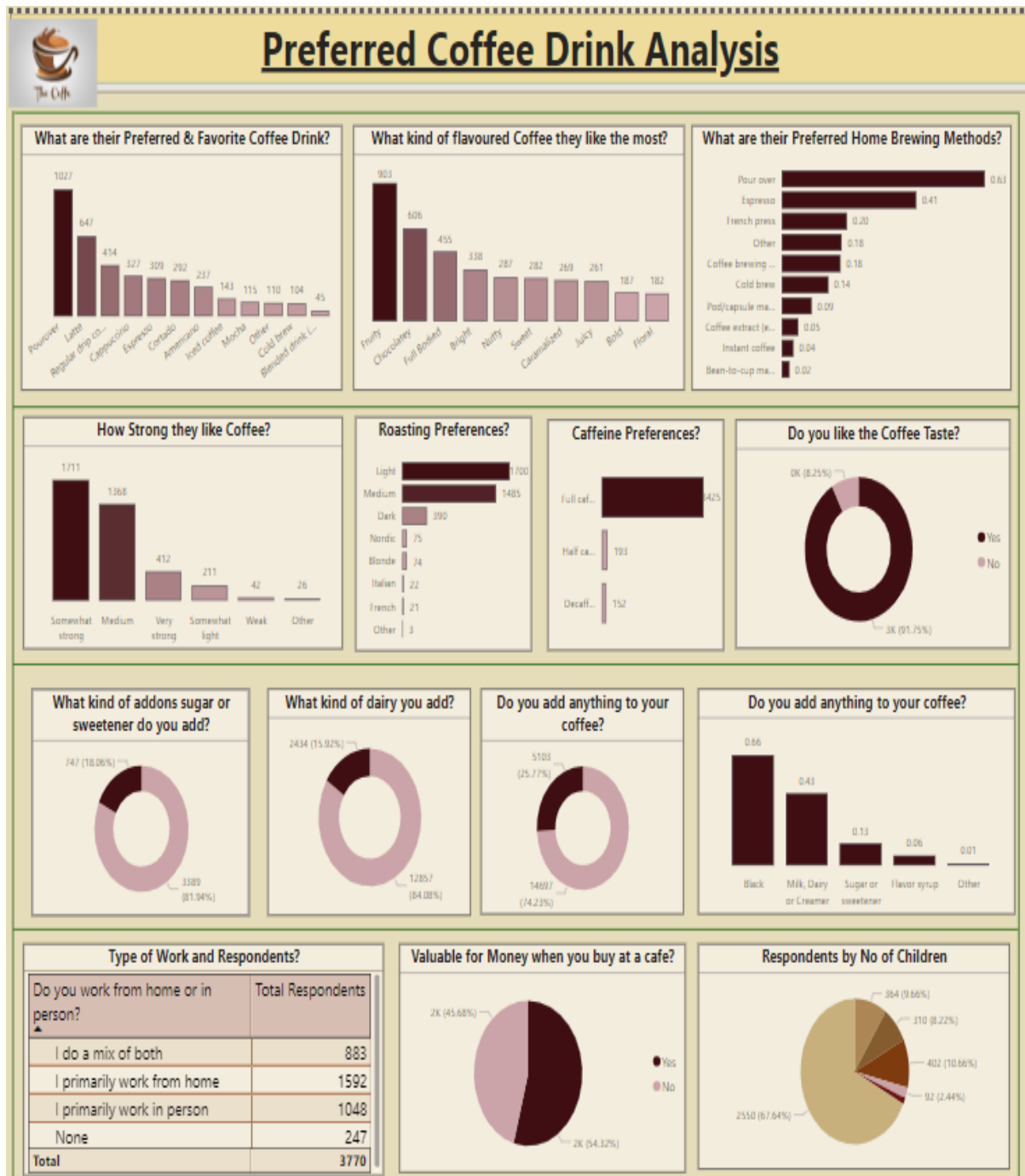
It showcases favorite coffee drinks among respondents, with 'Pour Over' at the top with 25.33%, suggesting a selection of beans that enhance the taste and flavors most enjoyed in this method. The popularity of 'Latte' and 'Cappuccino', which often rely on the sweeter notes of the beans, points us toward 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.



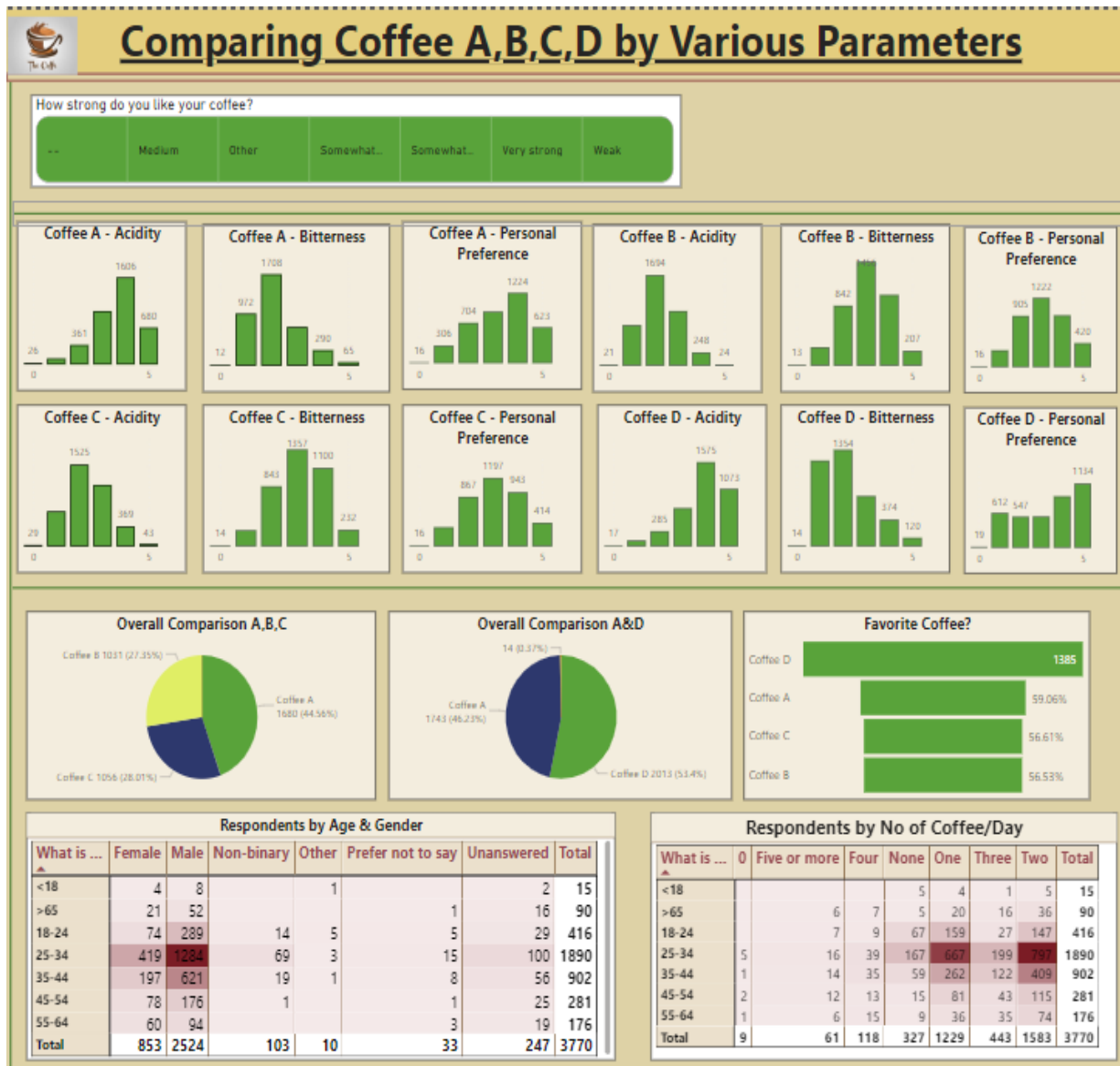
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### Overall Comparison A,B,C



Coffee	Count	Percentage
Coffee B	1031	27.35%
Coffee A	1680	44.56%
Coffee C	1056	28.01%

### Overall Comparison A&D



Coffee	Count	Percentage
Coffee A	1743	46.23%
Coffee D	2013	53.77%

### Favorite Coffee?



Coffee	Count	Percentage
Coffee D	1385	
Coffee A	59.06%	
Coffee C	56.61%	
Coffee B	56.53%	

### Respondents by Age & Gender

What is ...	Female	Male	Non-binary	Other	Prefer not to say	Unanswered	Total
<18	4	8		1		2	15
>65	21	52			1	16	90
18-24	74	289	14	5	5	29	416
25-34	419	1284	69	3	15	100	1890
35-44	197	621	19	1	8	56	902
45-54	78	176	1		1	25	281
55-64	60	94			3	19	176
Total	853	2524	103	10	33	247	3770

### Respondents by No of Coffee/Day

What is ...	0	Five or more	Four	None	One	Three	Two	Total
<18				5	4	1	5	15
>65		6	7	5	20	16	36	90
18-24		7	9	67	159	27	147	416
25-34	5	16	39	167	667	199	797	1890
35-44	1	14	35	59	262	122	409	902
45-54	2	12	13	15	81	43	115	281
55-64	1	6	15	9	36	35	74	176
Total	9	61	118	327	1229	443	1583	3770