



Coffee Analysis

Analyzing Nescafé Shoppers: Consumer Characteristics, Preferences and a Comparative Study with Starbucks Shoppers.

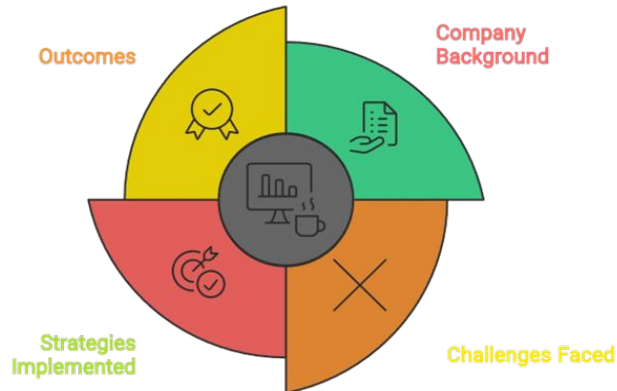
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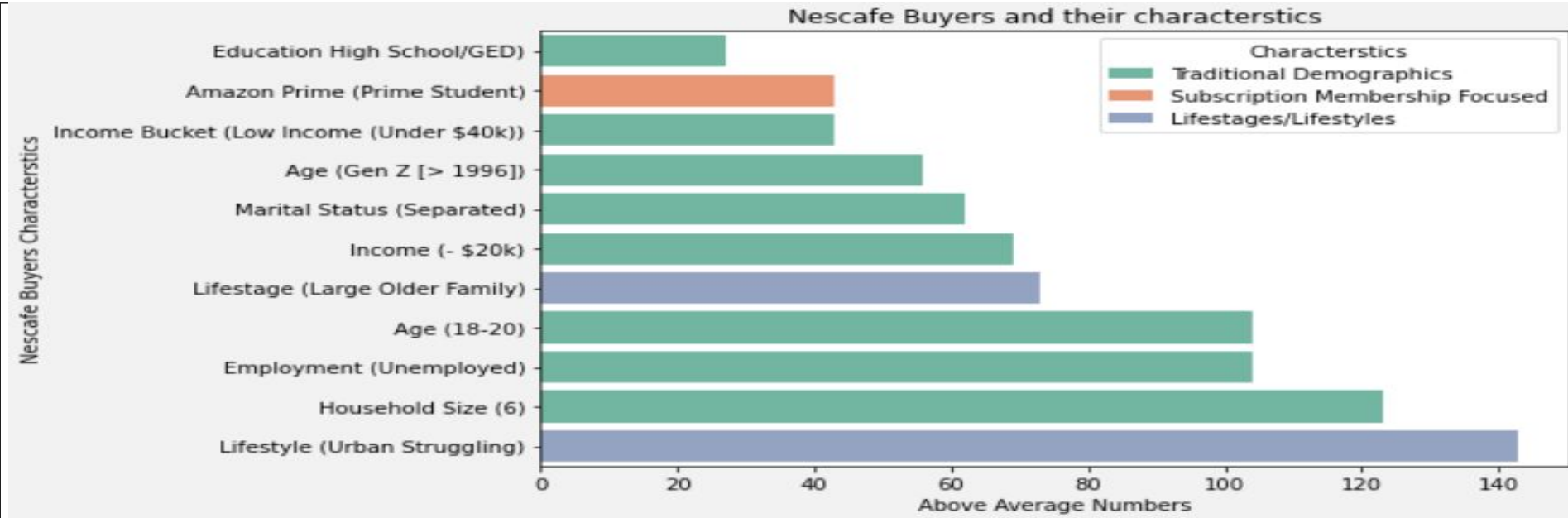


Abstract

This report helps Nescafé understand their customers better. We look at who buys Nescafé, what they like, and how they compare to Starbucks customers. We'll explore their age, buying habits, and what they prefer in coffee. By comparing Nescafé and Starbucks shoppers, we'll highlight differences and find ways for Nescafé to improve its products and marketing. This will help Nescafé better meet their customers' needs and stay competitive in the coffee market.

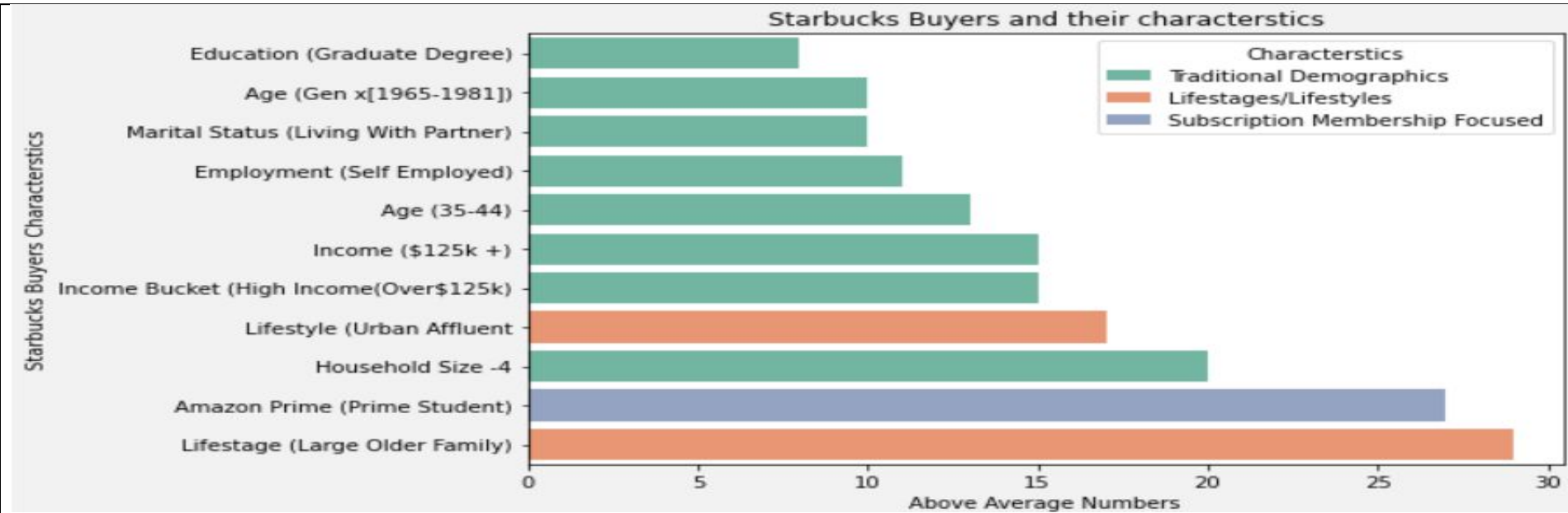


Who are the Nescafe Buyers and what are their Characteristics



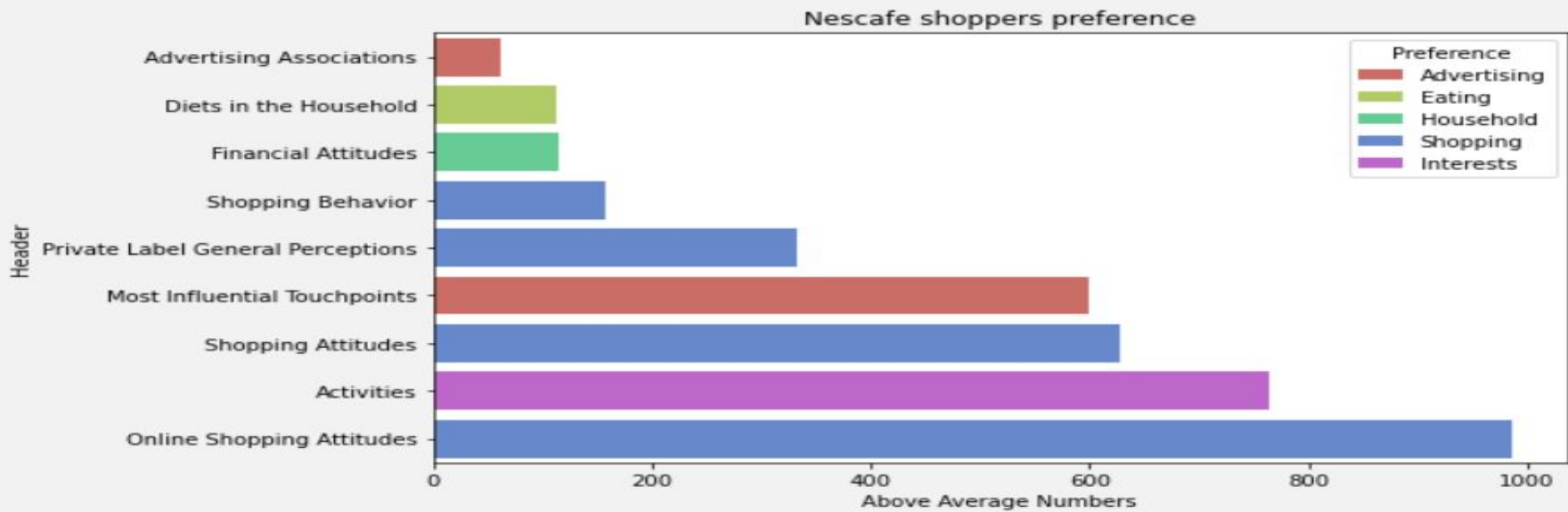
These insight suggest that Nescafe buyers tend to have urban struggling and are more likely to be larger households or unemployed compare to the general shopper population. They generally have a lower income and education level compared to all shoppers, and likely to be separated.

Who are the Starbucks Buyers and what are their Characteristics.



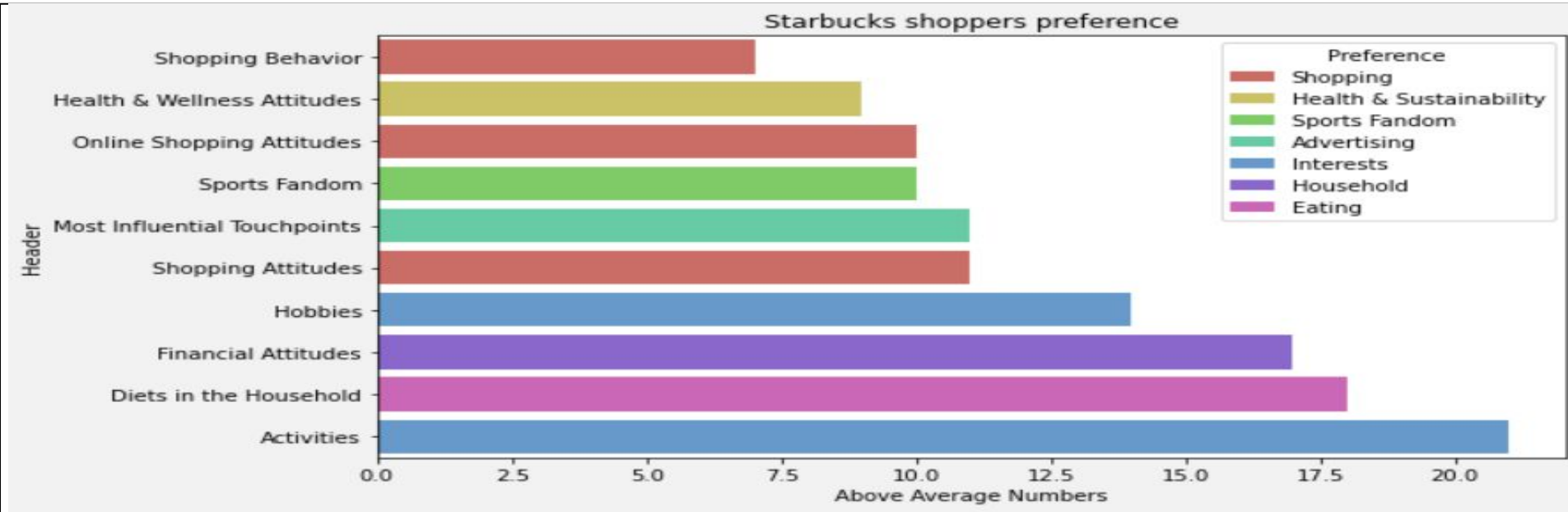
These insight suggest that Starbucks buyers tend to have large older family and are more likely to be larger households or urban affluent compare to the general shopper population. They generally have a higher income and education level compared to all shoppers, and likely to be living with partner.

What are the Nescafe Shoppers Preference



These insight suggest that Nescafe shoppers tend to have online shopping, with focus on adventurous activities. They also show a strong inclination towards trying new things and are most status-driven in their shopping attitudes.

What are the Starbucks Shoppers Preference



These insight suggest that Starbucks shoppers tend to have activities, with focus on diets. They also show a strong inclination towards trying new things and are most status-driven in their shopping attitudes, hobbies, and likely to be financial attitudes.

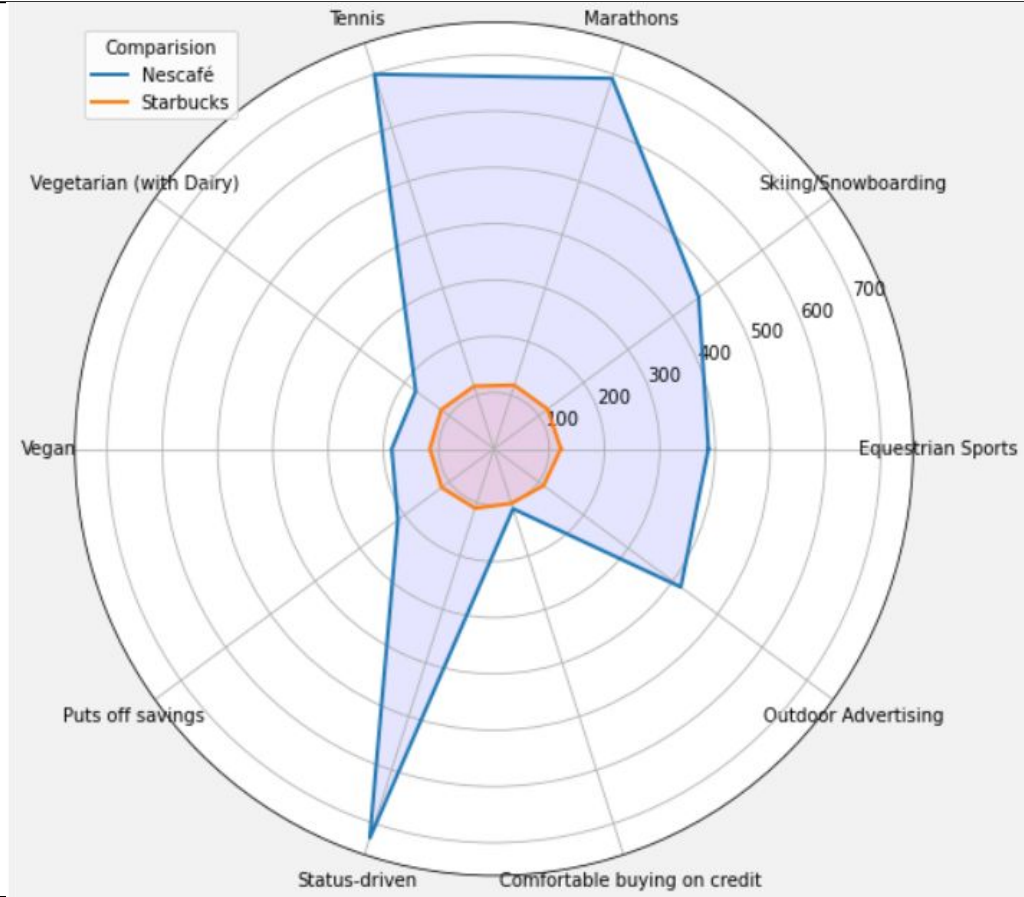


How do Nescafé Shoppers differ from Starbucks Shopper



These insight suggest that Nescafé shopper are differ to Starbucks shoppers are many way.

- Tennis
- Sports
- Status-driven
- Vegetarian (with Dairy)
- Outdoor Advertising





How Nescafe can attract/capture Starbucks Shoppers



Activities and Interests

- Picnic
- Swimming
- Hiking
- Camping

Eating and Dietary Preferences

- Vegan
- Gluten-free
- Vegetarian

Advertising and Media Consumption

- Online Mobile Device
- Social Media
- Promotional email/ Texts

Financial Attitudes

- Important to Plan for Future
- Overwhelmed with Burdens
- Keeps close eye on Budget



Conclusions



Nescafé buyers and their characteristics: Nescafé buyers are ahead of general shoppers in some parameters, we should focus on those parameters like urban struggling etc.

Starbucks buyers and their characteristics: Starbucks buyers are higher in some parameters compare to general shoppers, we should focus on these parameters like large older family etc.

Nescafé shoppers preference: We should focus on Nescafé shoppers who are higher than general shoppers like online shopping attitudes etc.

Starbucks shopper preference: We should focus on Starbucks shoppers who are higher than general shoppers like activities etc.

Nescafé shoppers differ from Starbucks shoppers: We should focus on those criteria where differences are very high like tennis, marathons etc.

Nescafé can attract/capture Starbucks shoppers: The criteria where Starbucks shoppers are better than Nescafé shoppers are the ones we should focus on to capture Starbucks buyers liken activity and interest etc.