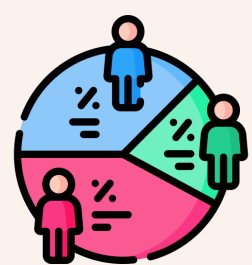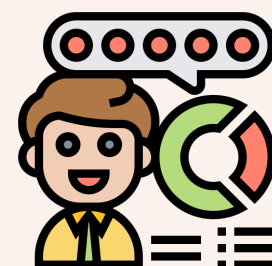# Maven
Coffee Challenge

Demographic Insight

Customer Performance

Favourite coffee add ons

Nature of Coffee

Coffee Taste Rating

Demographic Insight

Total **4042**
Male **2524**
Female **853**
Others **113**

💡 **Around 74% consumers are male**

Ethnicity/Race

2.6K · 0.4K · 0.2K · 0.1K · 0.0K · 0.0K

2K

0K

White/Cau... · Asian/Paci... · Hispanic/L... · Other · Black/Afric... · Native Am...

💡 **Majority of the consumers (around 67%) are full time worker :preferably target customer**

Education Level

Doctorate Or Professi...
9.89%

College Or Ass...
13.41%

Master'S Degree
21.47%

Bachelor'S Degree
51.16%

💡 **Around 51% consumers have bachelor's degree**

Age Group

25-34	1986
35-44	960
18-24	461
45-54	302
55-64	187
>65	95
<18	20

💡 **Around 49% of the surveyed customer are in age group 25-34**
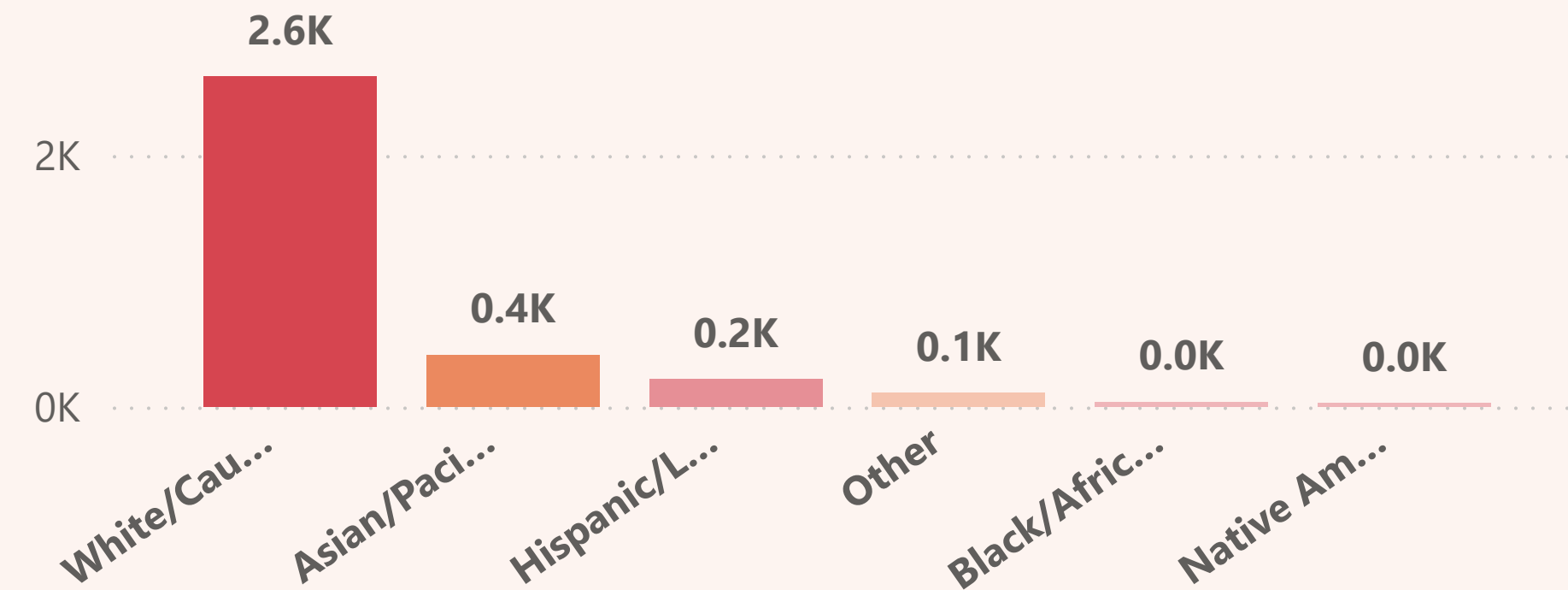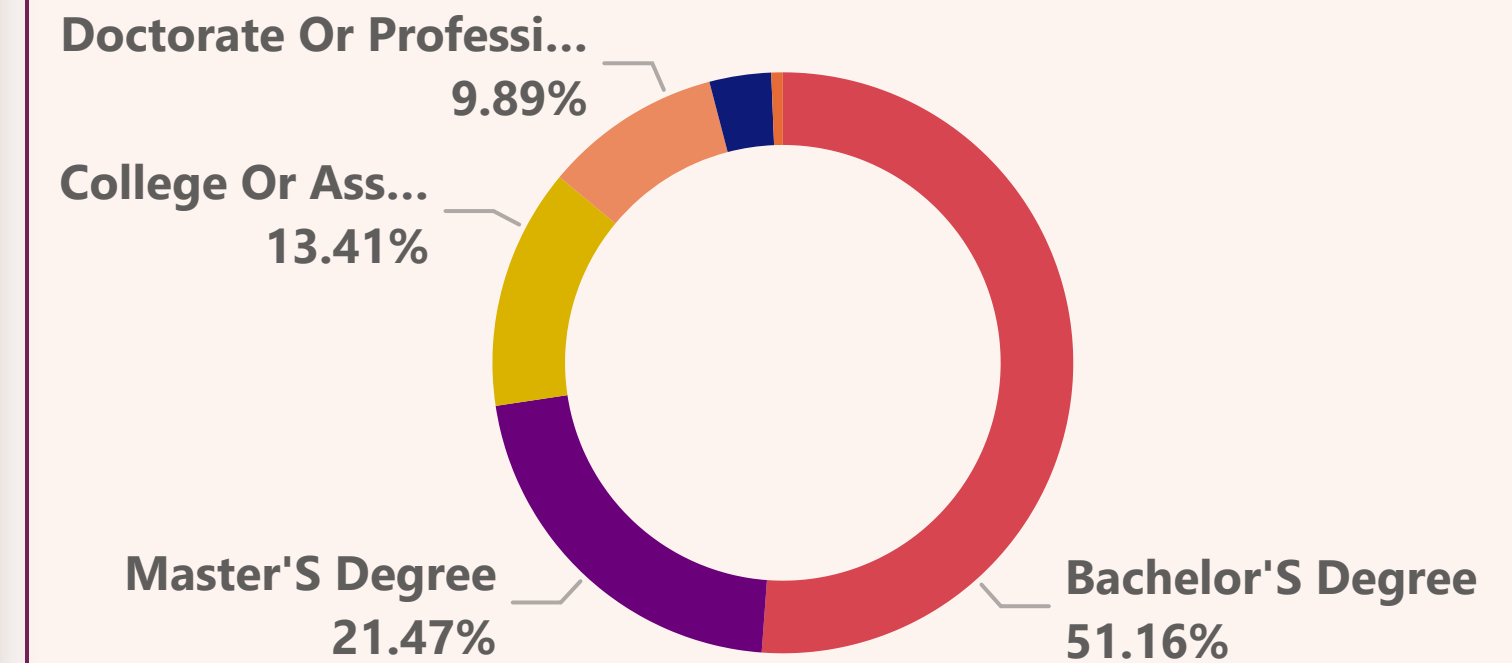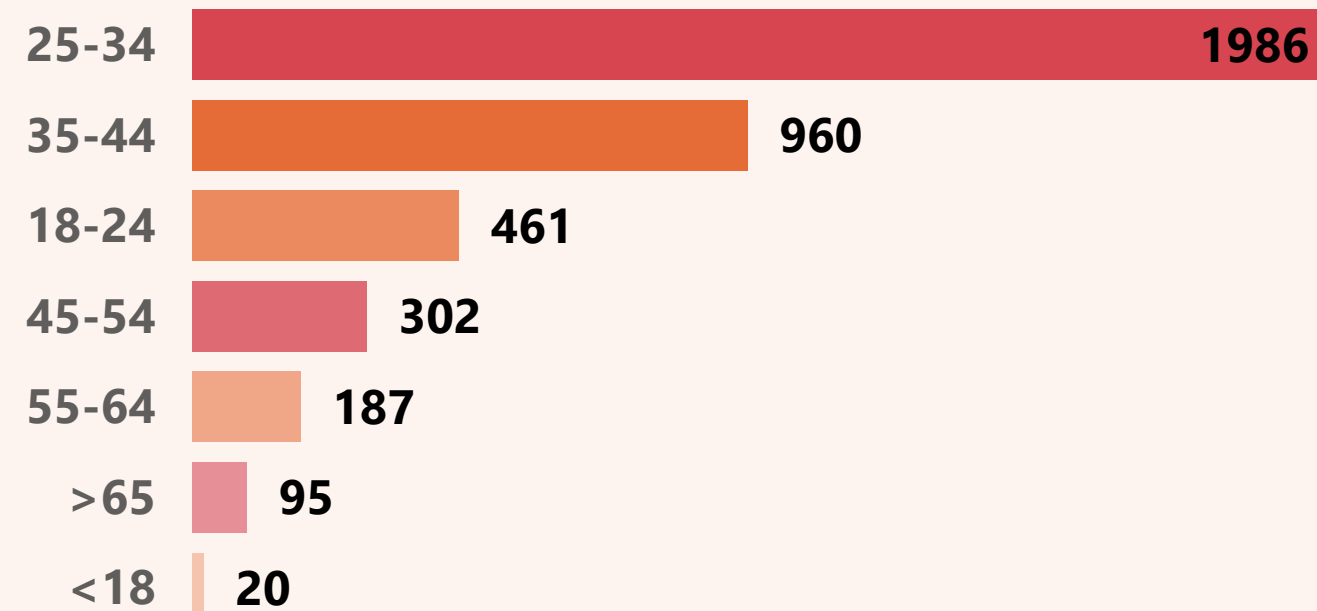
Political Affiliation

Democrat	1768
No affiliation	826
Independent	507
Republican	188

💡 **Around 57% are democrat :preferably target customer**

Employment Status

Full-Time	2.7K
Student	0.2K
Part-Time	0.2K
Unemployed	0.1K
Retired	0.1K
Homemaker	0.1K

💡 **Majority of the consumers (around 67%) are full time worker :preferably target customer**
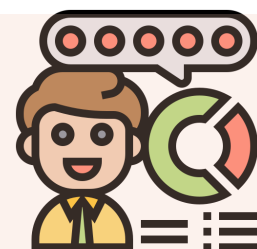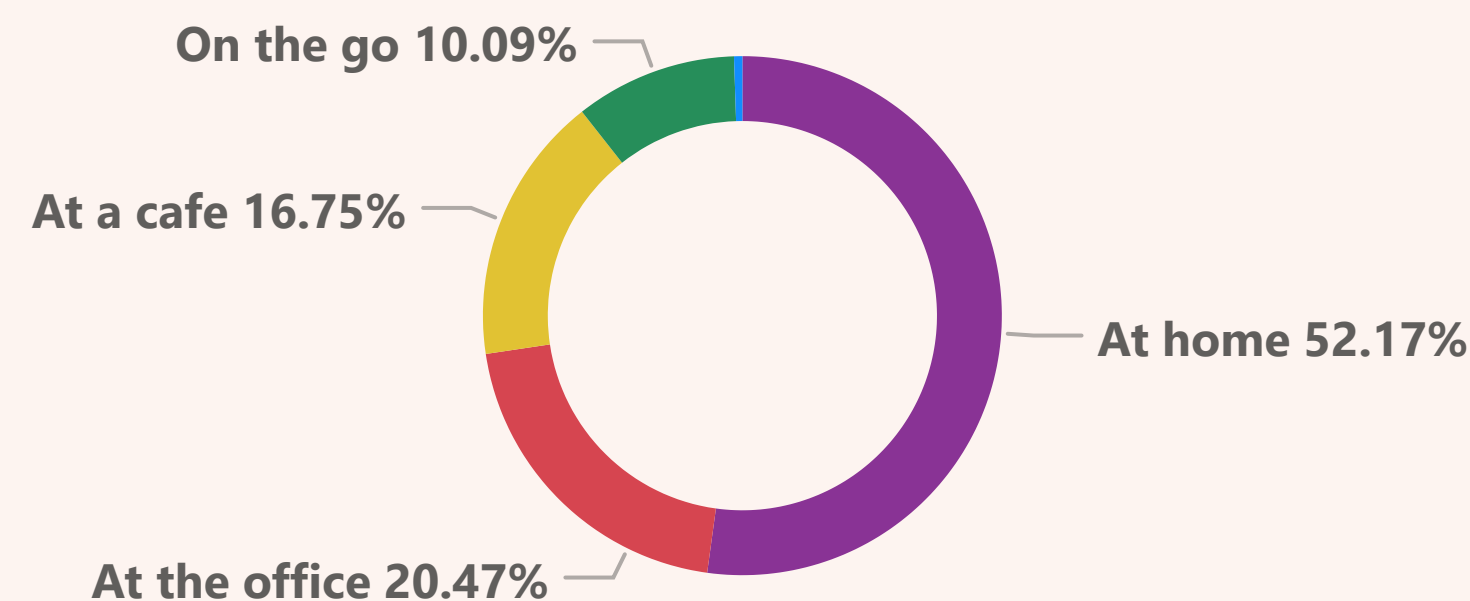
Customer Performance

Typical Coffee Place

- On the go 10.09%
- At a cafe 16.75%
- At home 52.17%
- At the office 20.47%

💡 **Majority of the consumers (around 57%) likes to drink coffee at home**

Coffee Brewing Process at home

Category	Value
Espresso	1.5K
French p...	0.7K
Other	0.7K
Coffee br...	0.7K
Cold brew	0.5K
Pod/caps...	0.3K
Coffee e...	0.2K
Instant c...	0.1K
Bean-to-...	0.1K

💡 **The majority of respondents who drink coffee at home use the espresso brewing method.**
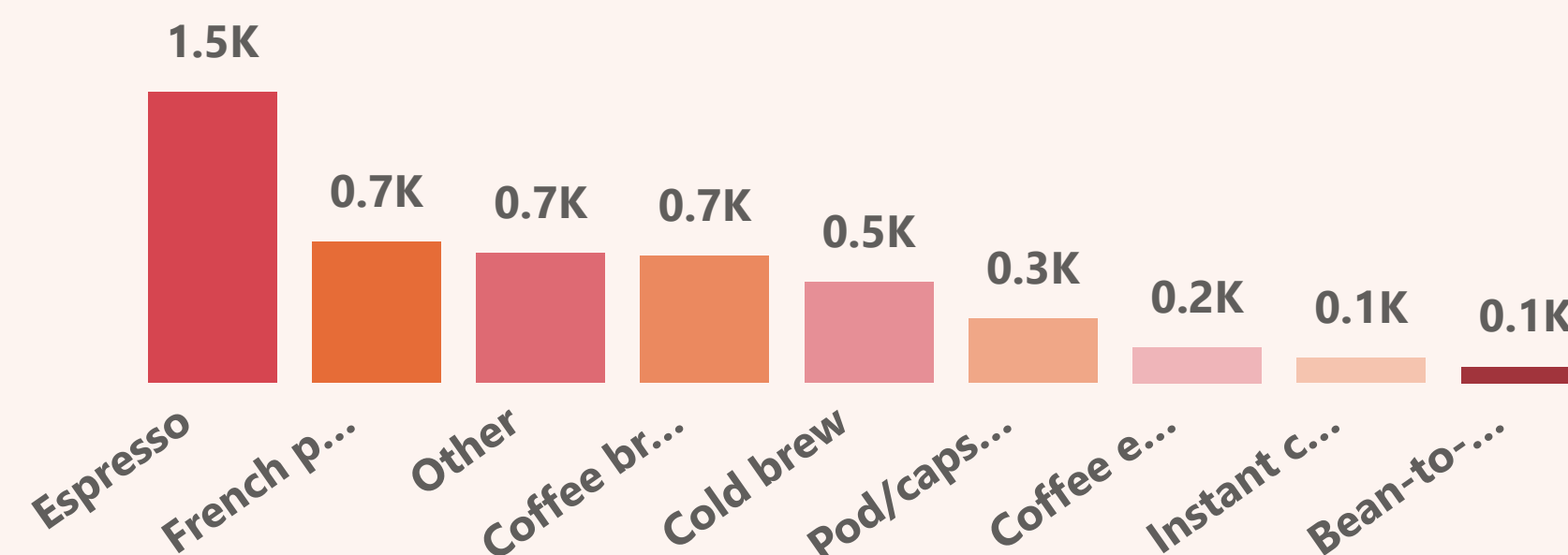
Are you satisfied with the value you're getting from your coffee equipment?

- No 5.04%
- Yes 94.96%

💡 **A positive report about customer equipment satisfaction**

On the go, Typical coffee Purchase Place

- Drive-thru 7.11%
- Specialty coffee shop 32.76%
- National chain 24.61%
- Local cafe 29.32%

💡 **Majority of the consumers (around 57%) likes to drink coffee at home**
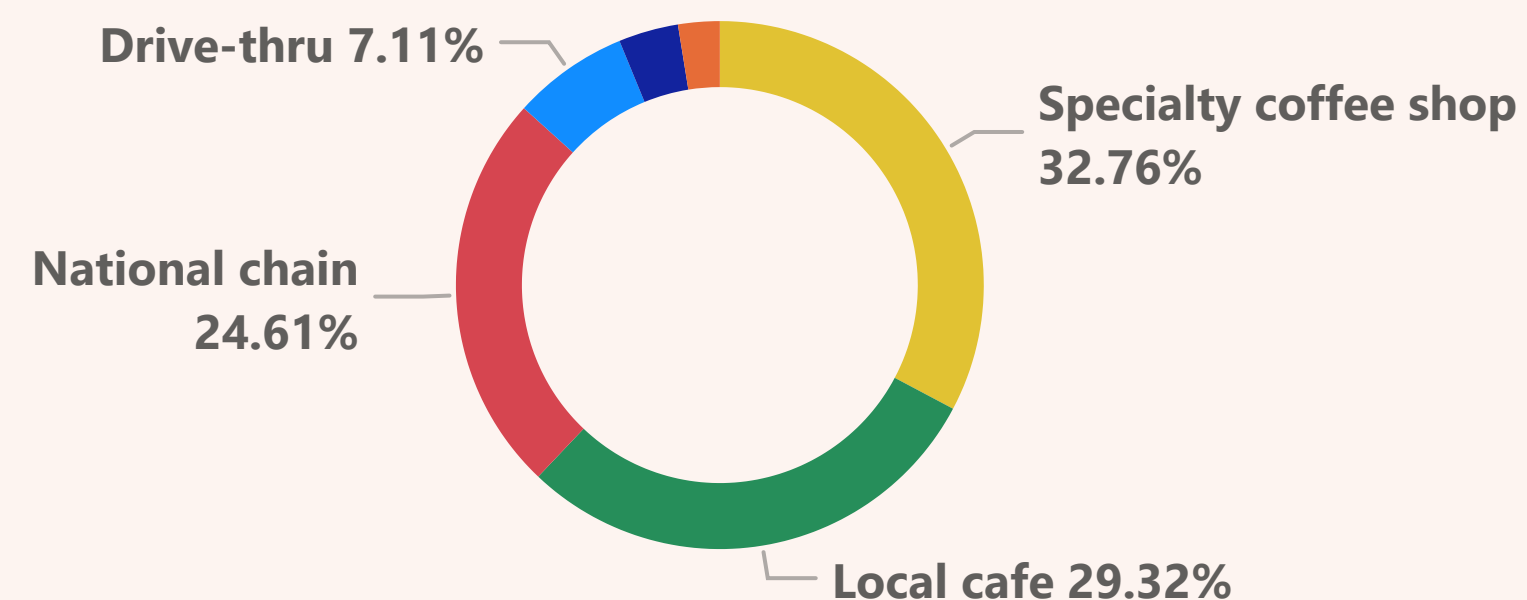
Reason behind drinking coffee

- Makes Me Go To The Bathr... 5.86%
- Tastes Good 42.3%
- Need The Ritual 24.23%
- Need The Caffeine 25.48%

💡 **Respondents mainly drinks coffee as it tastes good**
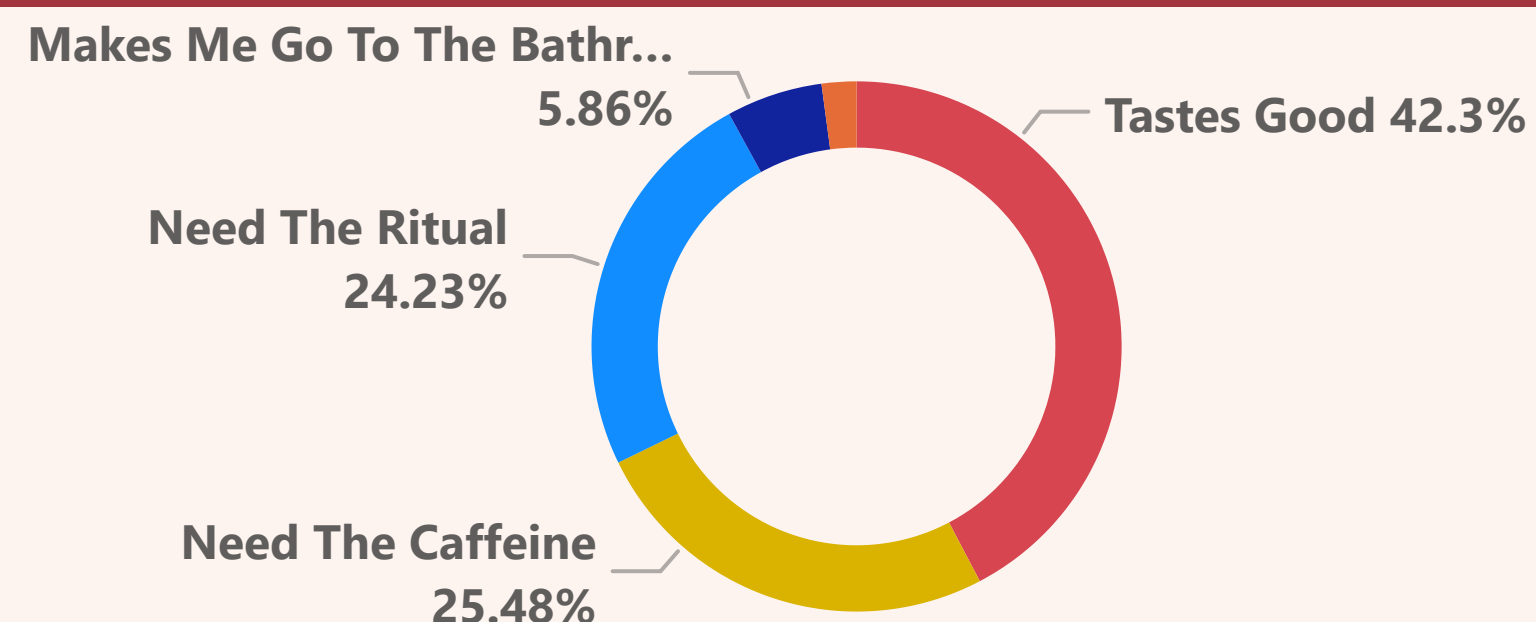
Do you feel like you're getting good value for your money when you buy coffee at a cafe?

- No 41.49%
- Yes 58.51%

💡 **Most consumers feel they are getting good value for money with coffee**

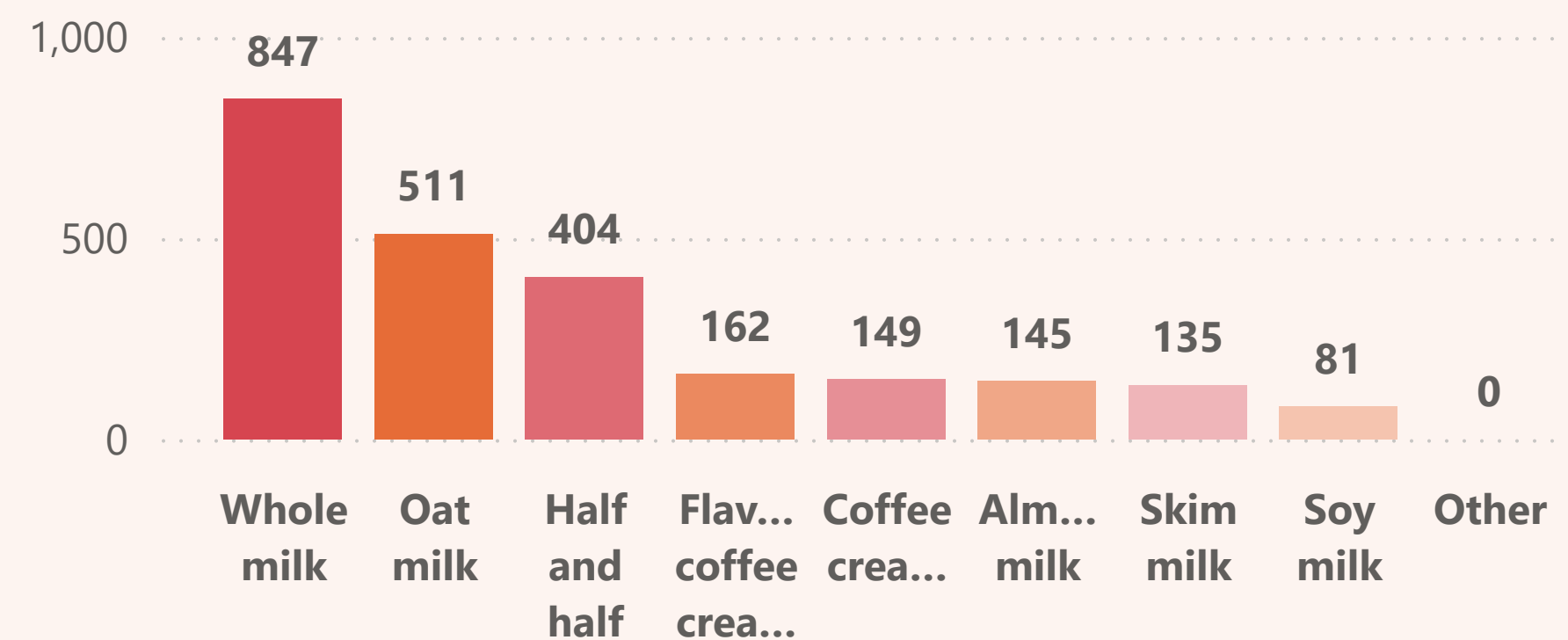# Favourite coffee and add ons

What is your favorite coffee drink?

Drink	Value
Pourover	1084
Latte	680
Regular dr...	442
Cappuccino	341
Espresso	330
Cortado	312
Americano	249
Iced coffee	156
Mocha	118
Other	114
Cold brew	109
Blended d...	45
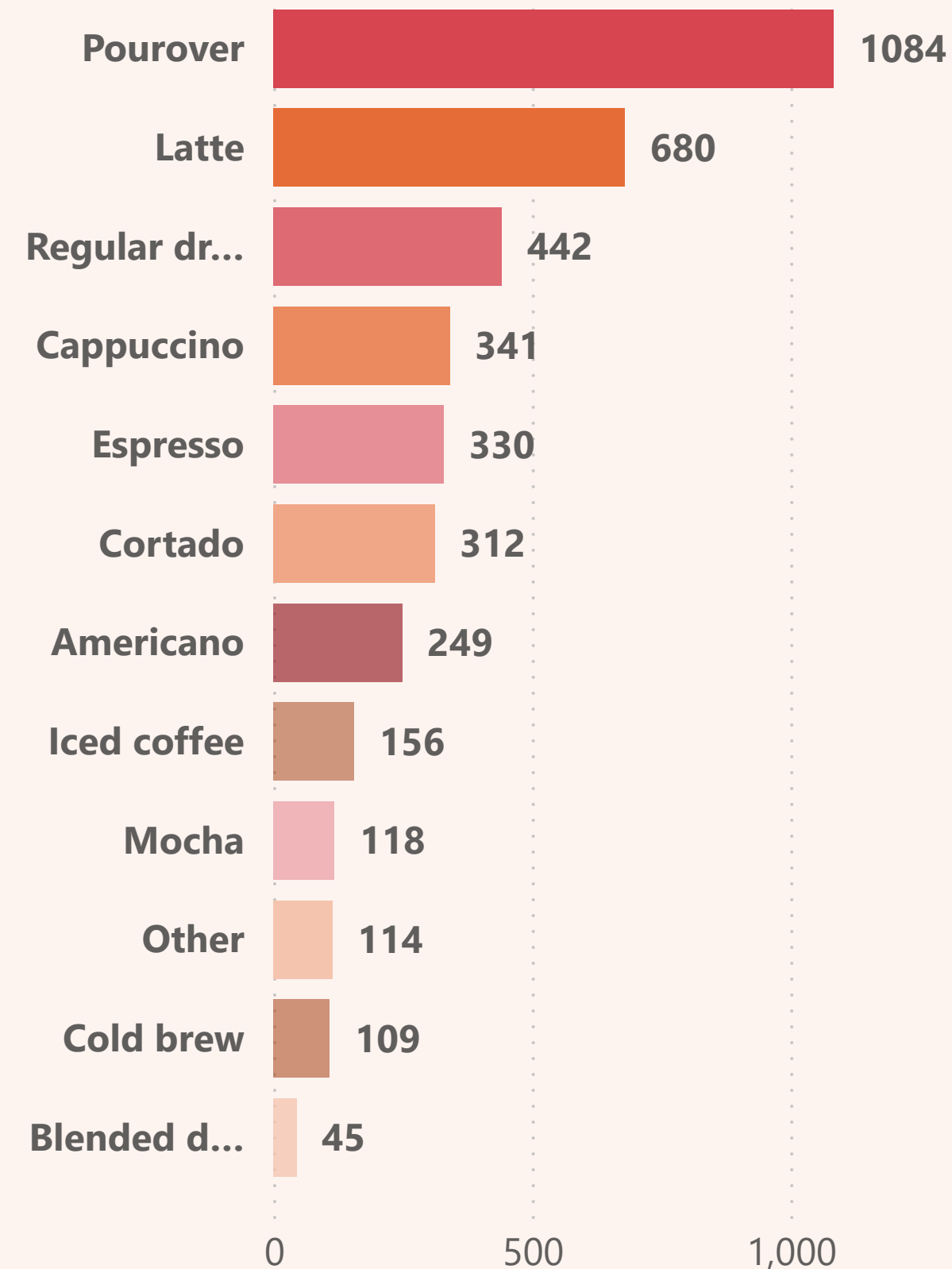
💡 **Customers like pourover brewed type coffee.**

Do you usually add anything to your coffee?

Category	Value
No - just black	2.6K
Milk, dairy alternativ...	1.7K
Sugar or sweetener	0.5K
Flavor syrup	0.2K
Other	0.0K
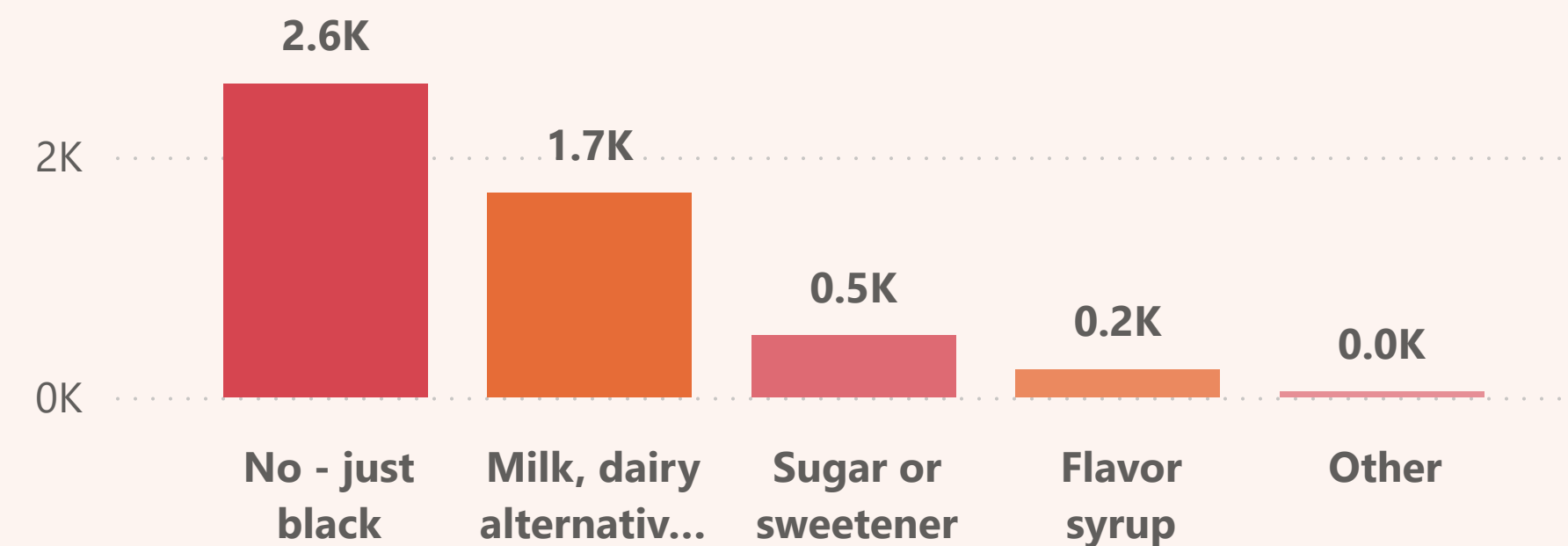
💡 **Majority of them don't like to add anything**

What kind of dairy do you add?

Category	Value
Whole milk	847
Oat milk	511
Half and half	404
Flav... coffee crea...	162
Coffee crea...	149
Alm... milk	145
Skim milk	135
Soy milk	81
Other	0

💡 **Whole milk is the most popular dairy among customers.**

What kind of sugar or sweetener do you add?

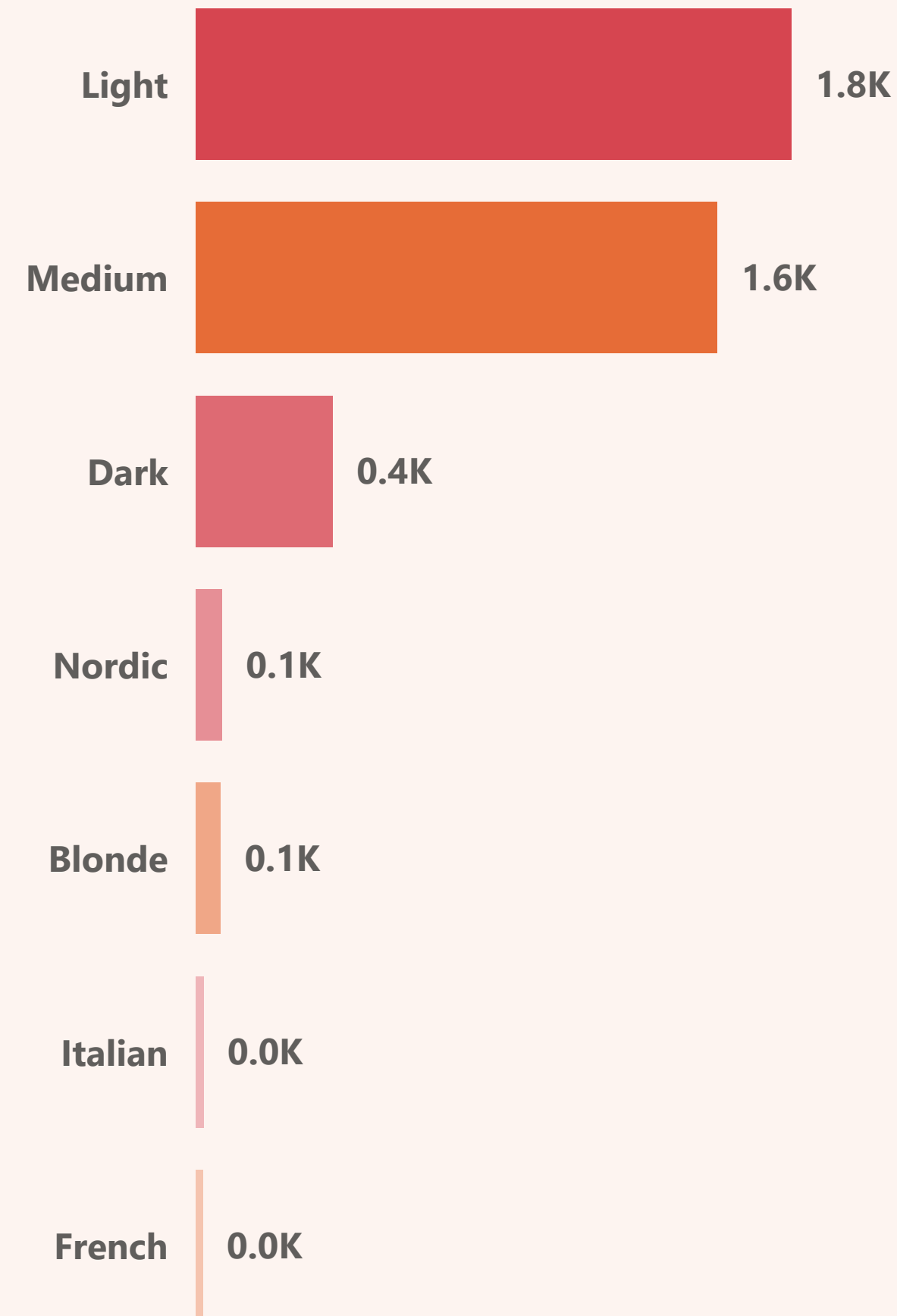| Category	Value
Granulate...	293
Raw Sugar	116
Artificial S...	91
Brown Sug...	74
Honey	70
Stevia	51
Maple Syrup	37
Agave Nec...	15
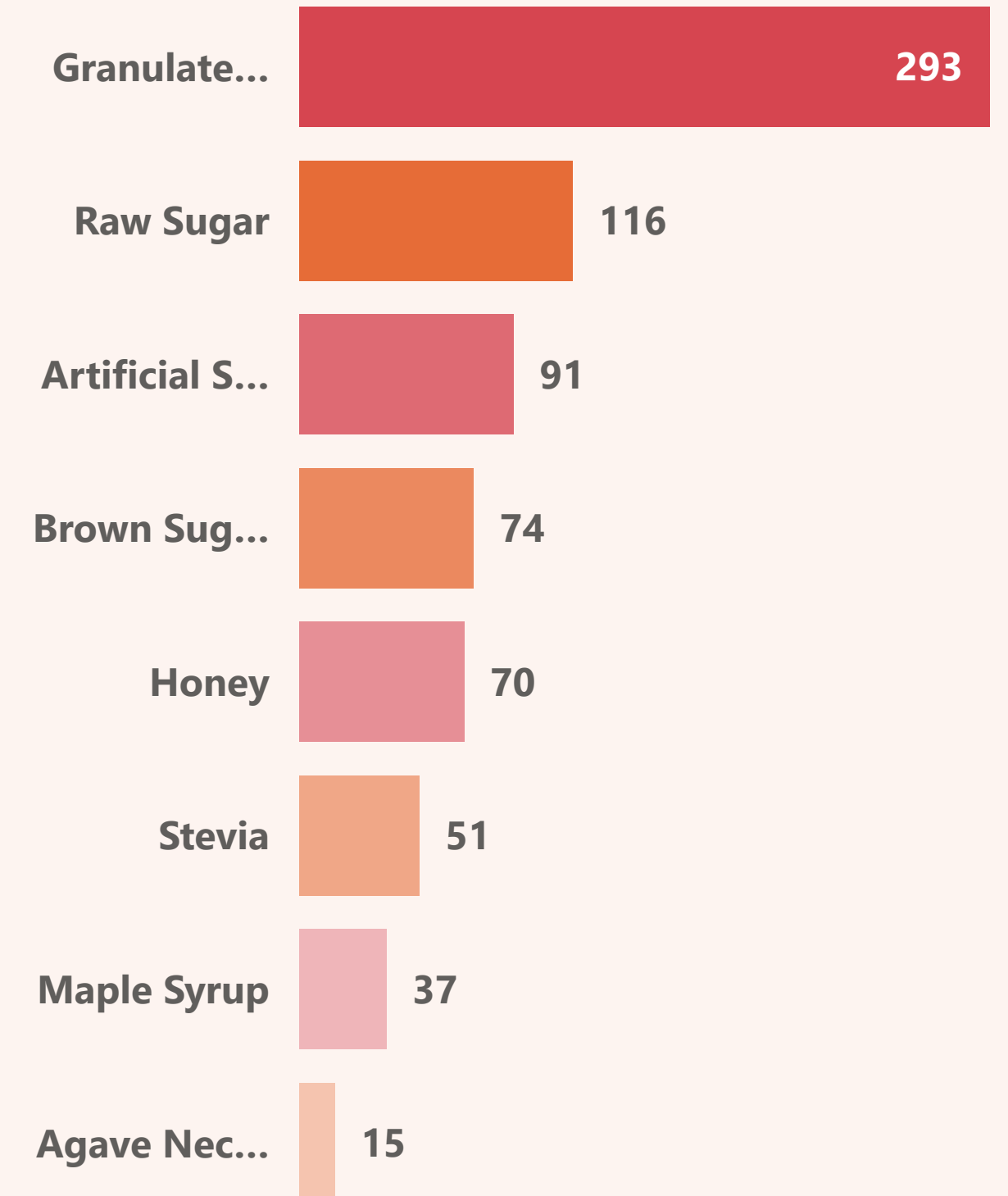
💡 **Granulated sugar is the most popular sugar or sweetener.**

Nature of Coffee

What roast level of coffee do you prefer?

Roast	Value
Light	1.8K
Medium	1.6K
Dark	0.4K
Nordic	0.1K
Blonde	0.1K
Italian	0.0K
French	0.0K

💡 **Light and medium roast are mostly prefered by consumers**
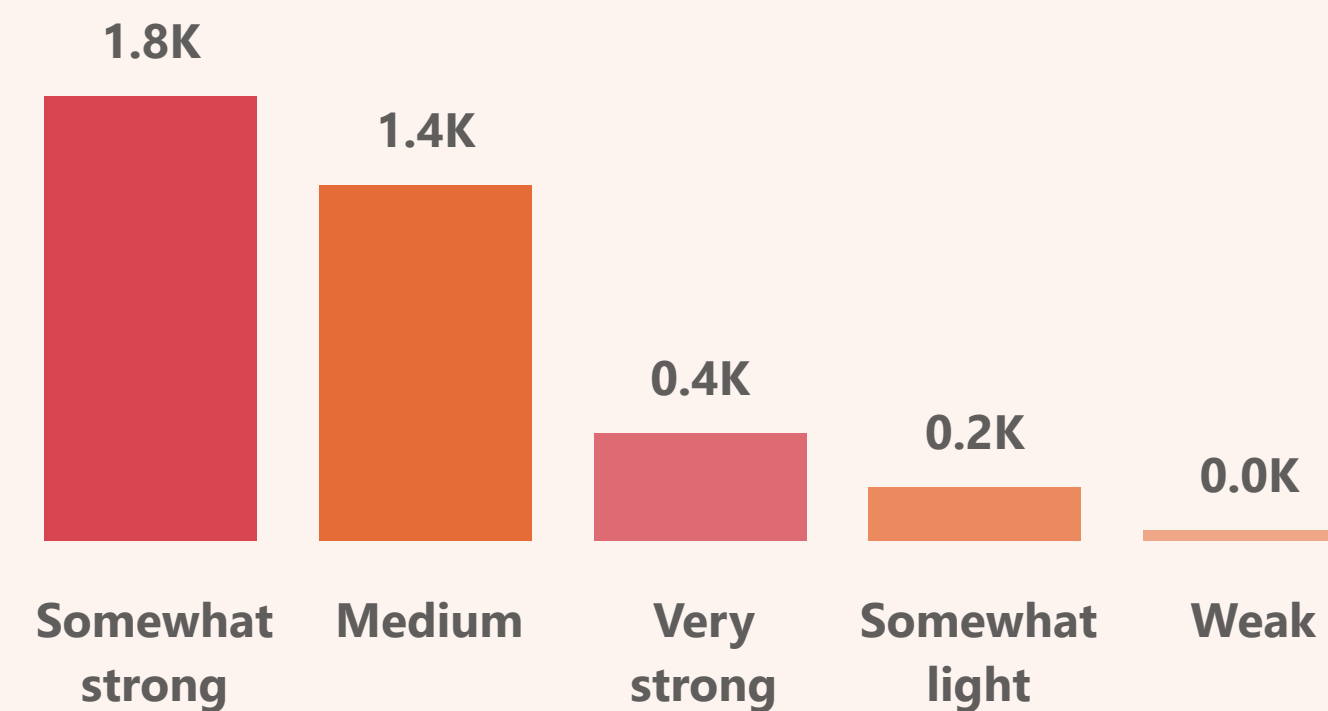
How much caffeine do you like in your coffee?

● Full caffeine ● Half caff ● Decaf

5.23%
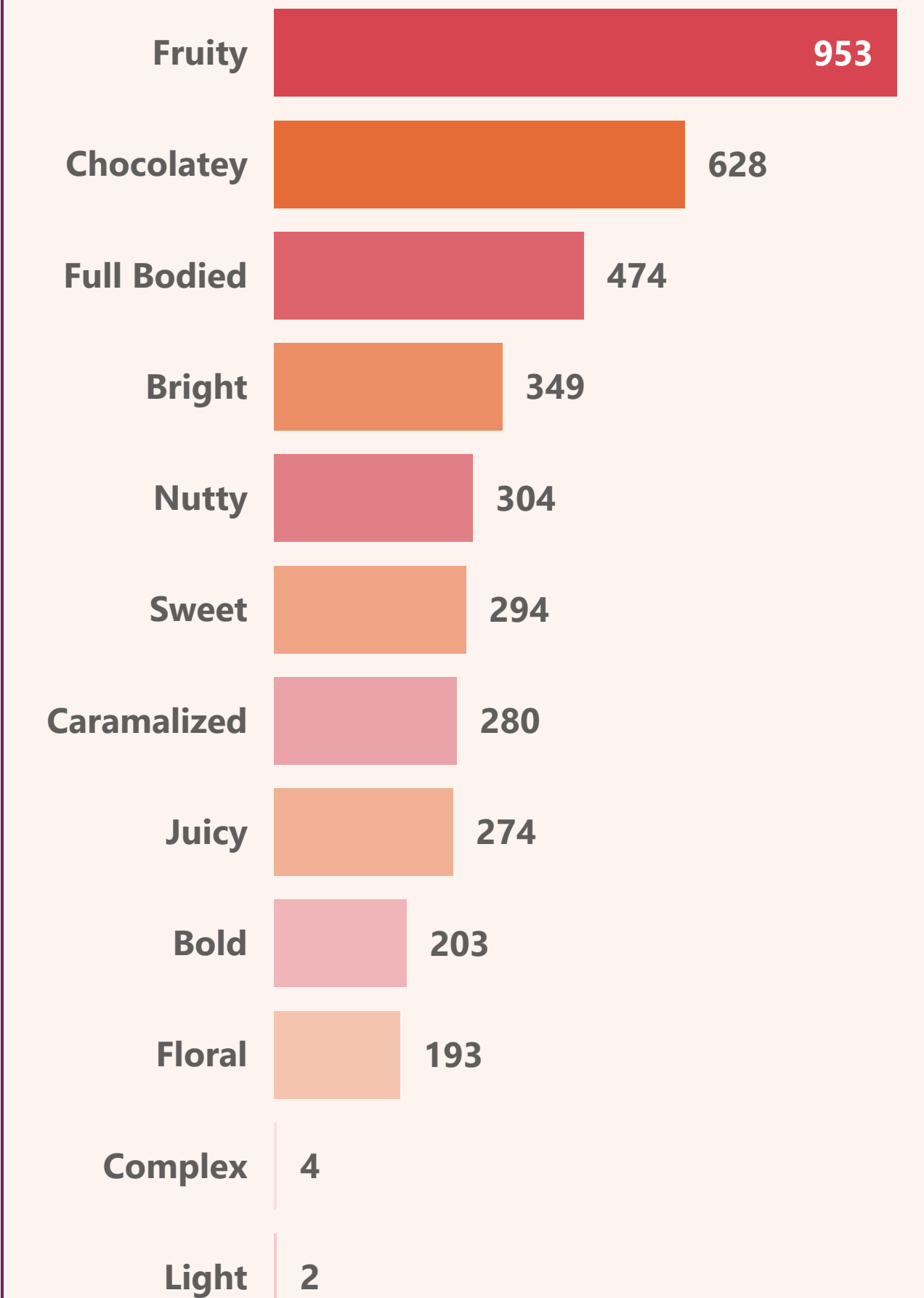
91.29%
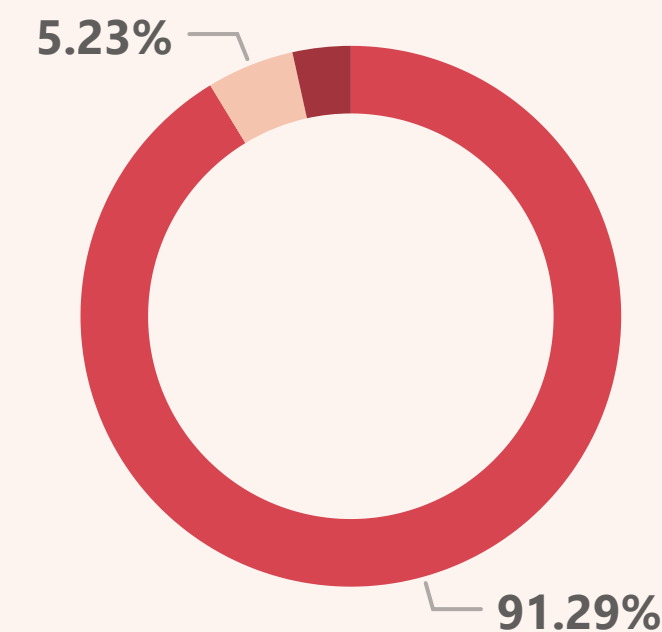
💡 **Customer mostly prefer full caffeine in their coffee**

How strong do you like your coffee?

Strength	Value
Somewhat strong	1.8K
Medium	1.4K
Very strong	0.4K
Somewhat light	0.2K
Weak	0.0K

💡 **Customer mostly prefer strong coffee**

Before today's tasting, what kind of coffee you like?

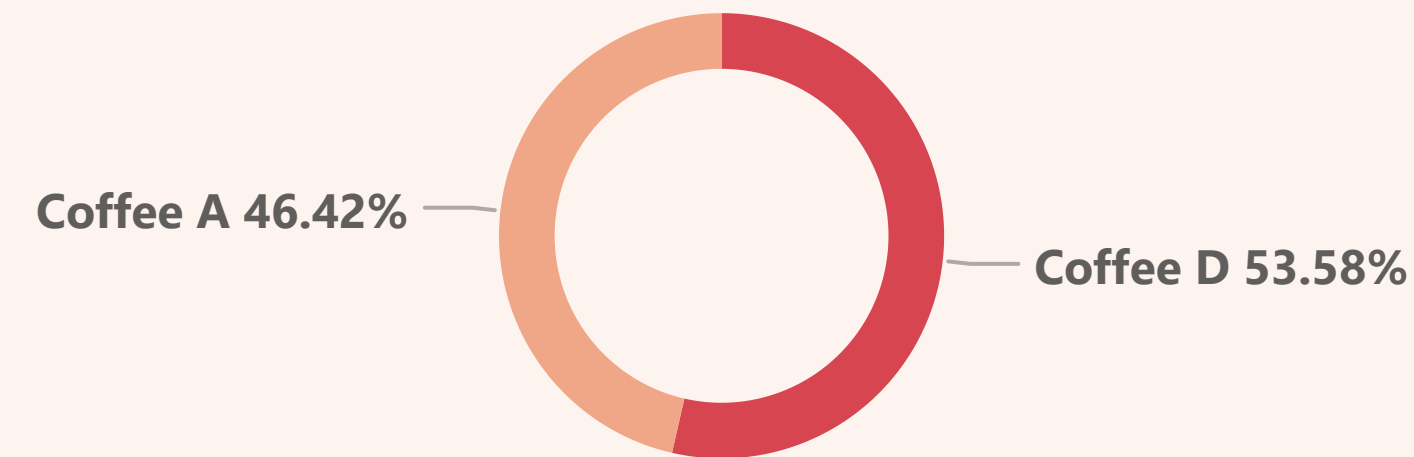| Kind	Value
Fruity	953
Chocolatey	628
Full Bodied	474
Bright	349
Nutty	304
Sweet	294
Caramalized	280
Juicy	274
Bold	203
Floral	193
Complex	4
Light	2

💡 **Fruity is the preferable kind of coffee**

☺ Coffee Taste Rating

Preference For Coffee Variant Between A and D

Coffee A 46.42%

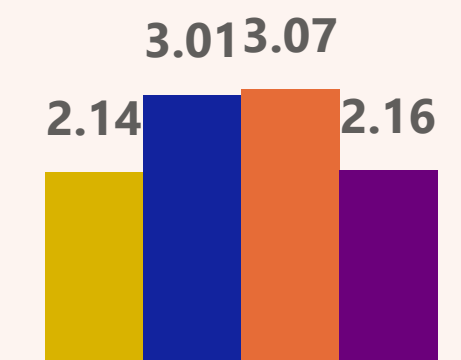Coffee D 53.58%

Preference For Coffee Variant Between A ,B and C

Coffee B 27.36%

Coffee A 44.59%

Coffee C 28.05%
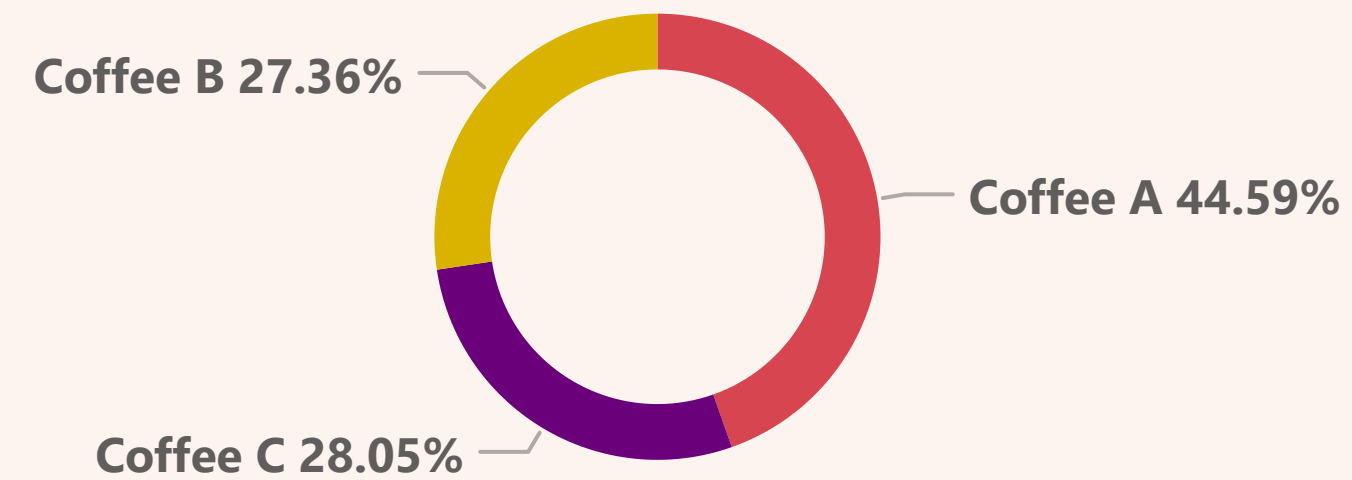
Bitterness

● Coffee A ● Coffee B ● Coffee C ● Coffee D

3.01 3.07

2.14

2.16
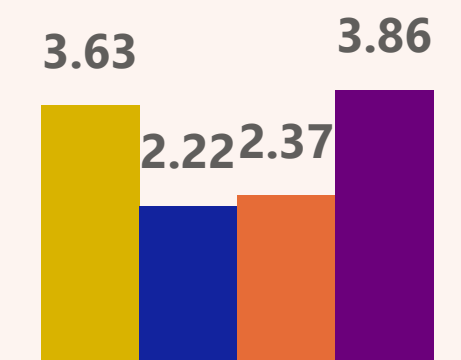
What was your favorite overall coffee?

Coffee B 20.77%

Coffee D 36.74%

Coffee C 20.8%

Coffee A 21.7%
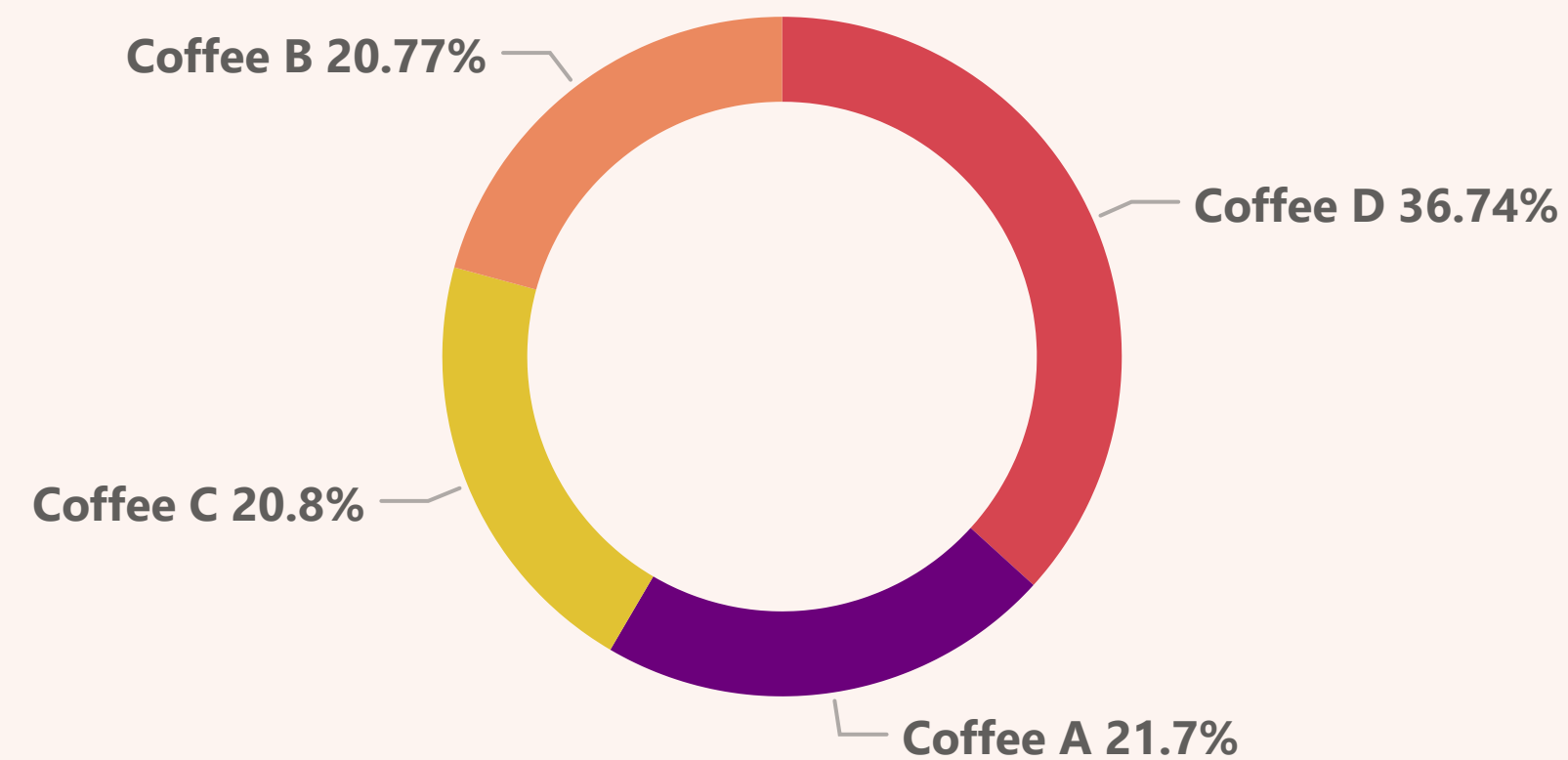
Count of Submission ID by Do you like the taste of coffee?

No 2.89%

Yes 97.11%

Acidity

3.63

3.86

2.22 2.37

Personal Preference

3.31

3.06 3.38

2.22