



To: Mr. Guo, the Luckin Coffee CEO

Beans Supply of Eastern European Coffee Market

Presenter:

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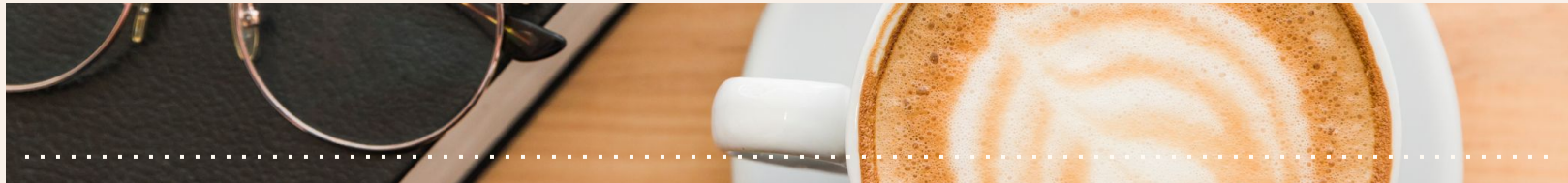
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Overview



★ **Objective:**

- ❑ As there is a potential market, Luckin Coffee can consider entering the Eastern European market.
- ❑ We decided to apply aroma, flavor, and acidity as parameters to find appropriate Arabica beans for our future retail stores.

★ **Questions:**

- ❑ How can Luckin select appropriate raw coffee beans initially based on the taste of Eastern European People?
- ❑ How can Luckin make a cost-effective raw coffee beans option based on the relationship between price and cupperpoint?

Analysis Method

■ New Cupper point

Sum of Aroma, Flavor and
non-Acidity

■ Visualization

Three graphics



Challenges

01

Popularity

Costa, McCafe, Nero
Luckin is not a well-known brand

02

Confounding variables

Variety, Processing Method, Aftertaste,
Body, Balance, Uniformity, Sweetness

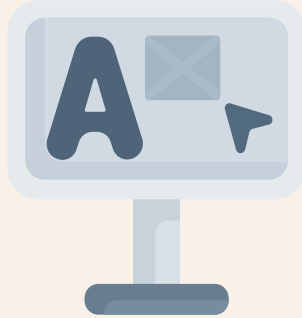
03

Information bias

There are only a few suppliers in some
countries



Visualization Summary



Techniques Tools



R

Tableau

THANKS



Graphics We Created

-  World Map
-  Bar Chart
-  Scatterplot
-  Line Chart
-  Treemap
-  Table

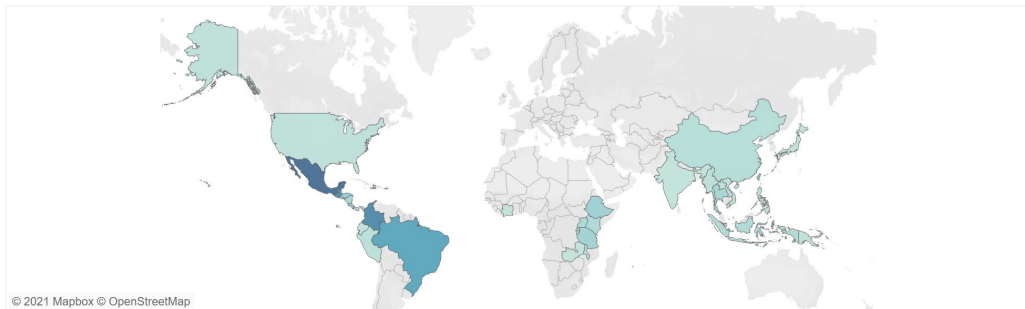




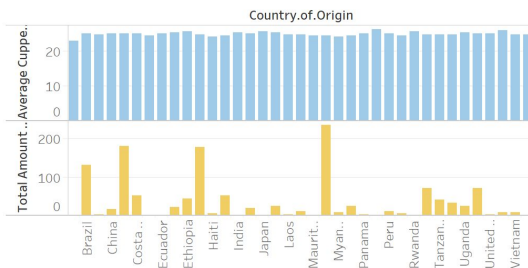
01

Visualization A

Harvested Coffee Beans Distribution around the World



The Distribution of Mean Cupperpoints and Amount for Each Country



The Distribution of Beans' Cupperpoints and Price



★ How to choose the right coffee beans:

- ❑ Count of coffee bean types
 - ❑ Distinguished by saturation on the map
- ❑ Coffee bean prices
 - ❑ Scatterplot
- ❑ Interactions between three graphs
 - ❑ Clicking the countries on the map, the specific information will display in the following bar chart and scatter plot.

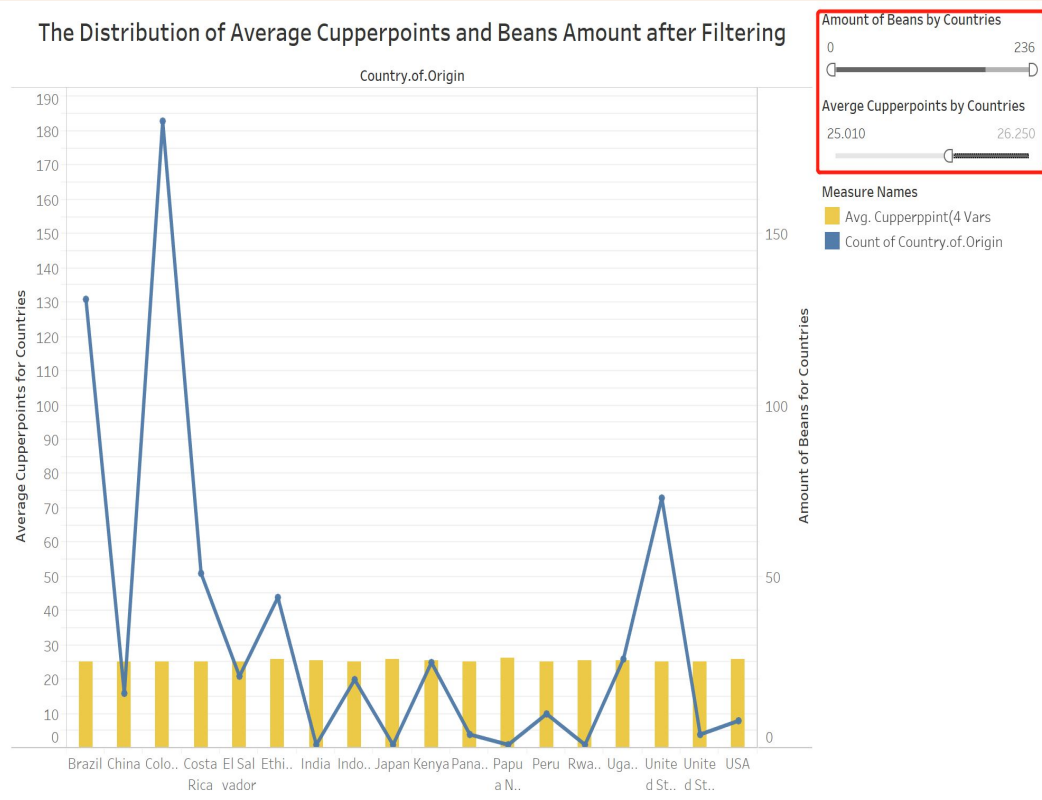


02

Visualization B

THANKS

The Distribution of Average Cupperpoints and Beans Amount after Filtering



Mean Cupperpoints Vs. Beans Amount



Combo chart



Bar chart: Average cupperpoints



Line chart: Amount of beans for each countries



Filtering function applied



Can be used to narrow selection range and find the target coffee beans



03

Visualization C

THANKS

Brazil Coffee Beans Collection

26	103	170	472	435	663	422	687	731	609	684	733		708	671	682	797	810	813
6	157	755	476	482	336	484	567	937	735									
33	189	485	1007	259	703	534	441	941	921	832	1254	840	954	985				
43	113	853	226	315	766	319	638	1064	836	857	653	781	878	881	863	689		
46	188	292	283	351	808	286	636	498	903	964	762							
74	171	507	473	475	988	400	654	848	1095	811	982	1038						
42	252	738	717	562	481	499	707	709	497	871	1076	280						
158	114	219	385	742	262	513	713	757	614	931	608	544	1303	1248				
					297	590	714	780	615	956	819	1073	1225	1274				

Brazil Coffee Beans Information

ID	Farm.Name	Company	Processing...	Color	Variety	Producer	Region	Acidity	Afterta..	Aroma	Flavor
6	Null	Null	Natural / Dry	Bluish-Green	Null	Null	Null	8.500	8.420	8.580	8.420
26	fazenda ka...	nucoffee	Natural / Dry	Green	Bourbon	Ralph Jun...	south of minas	8.000	8.000	8.500	8.500
33	fazenda rec...	nucoffee	Natural / Dry	Green	Bourbon	Homero Tex...	vale da grama	7.750	8.000	8.500	8.170
42	pereira est...	Null	Null	Null	Yellow Bou...	Maria Roge...	sul de minas - carmo de mi...	7.750	7.920	8.170	7.920
43	pereira est...	Null	Null	Null	Yellow Bou...	Maria Roge...	sul de minas - carmo de mi...	7.750	8.000	8.420	7.920
46	fazenda ka...	nucoffee	Semi-wash...	Blue-Green	Bourbon	Ralph Jun...	south of minas	8.000	8.000	8.330	8.000
74	fazenda ser...	nucoffee	Semi-wash...	Blue-Green	Bourbon	Josão Vag...	south of minas	7.670	8.000	8.000	8.000
103	sitão sAto...	nucoffee	Natural / Dry	Green	Mundo Novo	Idalina M. D...	grama valley	7.830	7.830	8.000	8.000
113	fazenda gro...	nucoffee	Natural / Dry	Green	Bourbon	Glaucio Car...	south of minas	7.750	7.750	8.000	7.920
114	sitio claro	nucoffee	Natural / Dry	Green	Catuai	Ricardo Lui...	south of minas	8.000	7.750	8.000	8.000
157	fazenda rec...	nucoffee	Semi-wash...	Green	Bourbon	Homero Tex...	vale da grama	7.750	7.750	8.000	8.000
158	fazenda vis...	nucoffee	Semi-wash...	Blue-Green	Catuai	Geraldo Pai...	mountains of minas gerais	7.750	7.500	8.500	8.000
170	Null	Null	Null	Null	Null	mm	mm	7.750	7.880	7.810	7.810
171	Null	Null	Null	Null	Null	Null	test	7.750	7.750	8.170	7.670
188	santa alina	Null	Null	Null	Yellow Bou...	Lucia Maria	vale da grama	7.750	7.500	8.170	8.000

Colombia Coffee Beans Collection

1008	98	108	194	550	223	398	154	267	350	269	372							
439	111	199	268	553	248	399	217	414	362	275	376							
632	163	325	515	777	253	436	307	753	458	378	384	323						
85	185	429	877	949	271	572	340	233	522	410	523	502						
312	423	298	90	1102	313	198	392	276	524	468	156	514	724					
95	440	434	137	212	397	250	480	302	528	470	305	551	785					
93	623	236	229	734	525	326	516	329	604	146	306	571	1056	603				
174	648	245	300	794	536	345	1131	344	151	352	366	665	479	1037				
200	1296	308	338	48	568	437	1172	346	201	357	367	672	593	599	851	1179		
86	107	152	438	175	355	147	184	348	264	364	427	705	629	756	704	1060		

Colombia Coffee Beans Information

ID	Farm.Name	Company	Processing.Me...	Color	Variety	Producer	Region	Acidity	Afterta..	Aroma	Flavor
397	various	exportadora de cafe c...	Washed / Wet	Null	Caturra	various	huila	7.5800	7.7500	7.7500	7.5000



- ★ **Coffee Beans Collection for Country**
- ❑ Treemap shows all coffee beans from selected country with ID
 - ❑ Saturation: copperpoints level
- ❑ Clicking function applied
 - ❑ When clicking the cube, more information about the beans will be displayed in the table

OUR IMPROVEMENT



Other variables

There are some confounding variables like color and processing method can be added into coffee beans selection consideration



Formula

Calculation from a desired formula can help us find the most suitable coffee beans, advanced regression analysis is encouraged

RESOURCES

- *How Europeans take their coffee*. olivemagazine. (2021, August 13). Retrieved November 18, 2021, from <https://www.olivemagazine.com/guides/how-to/how-europeans-take-their-coffee/>.
- *The Eastern European market potential for coffee*. CBI. (n.d.). Retrieved November 20, 2021, from <https://www.cbi.eu/market-information/coffee/eastern-europe/market-potential>

THANKS



APPENDIX

Member Name	Contribution Score
Cai, Allum	10
Cheng, Zhenyu	10
Fang, Yueqi	10
Liao, Yuping	10
Wang, Runqi	10