To: Mr. Guo, the Luckin Coffee CEO

Beans Supply of Eastern European Coffee Market

Presenter:
Allum Cai, Zhenyu Cheng, Yueqi Fang, Yuping Liao, Runqi Wang
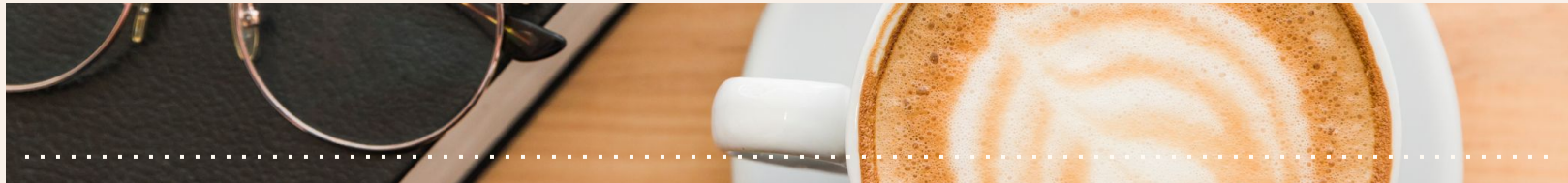
SPS

TABLE OF **CONTENTS**

SPS

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 Easten 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

SPS

Challenges

01 **Popularity**

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

02 **Confounding variables**

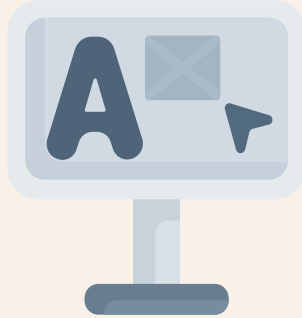Variety, Processing Method, Aftertaste,
Body, Balance, Uniformity, Sweetness

03 **Information bias**

There are only a few suppliers in some
countries

Visualization Summary

★ **Techniques Tools**
- ❑ R
- ❑ Tableau

★ **Graphics We Created**
- ❑ World Map
- ❑ Bar Chart
- ❑ Scatterplot
- ❑ Line Chart
- ❑ Treemap
- ❑ Table

01

Visualization A

Harvested Coffee Beans Distribution around the World

© 2021 Mapbox © OpenStreetMap
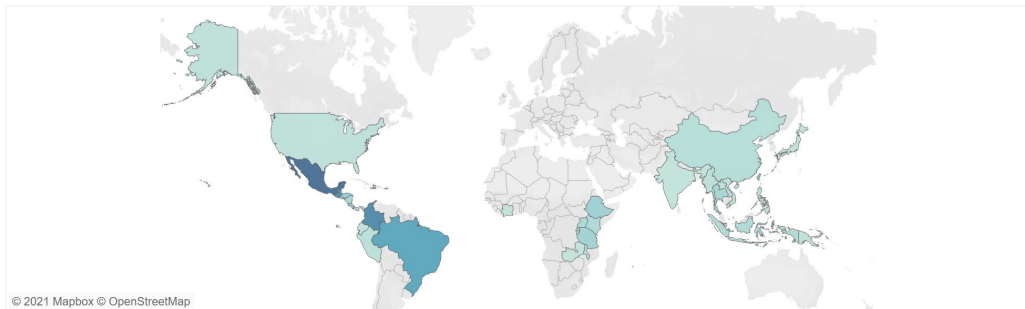
The Distribution of Mean Cupperpoints and Amount for Each Country
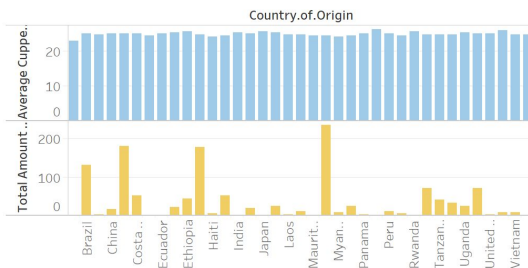
The Distribution of Beans' Cupperpoints and Price

Ideal Coffee Beans Selection due to price perfomance

★ **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

The Distribution of Average Cupperpoints and Beans Amount after Filtering
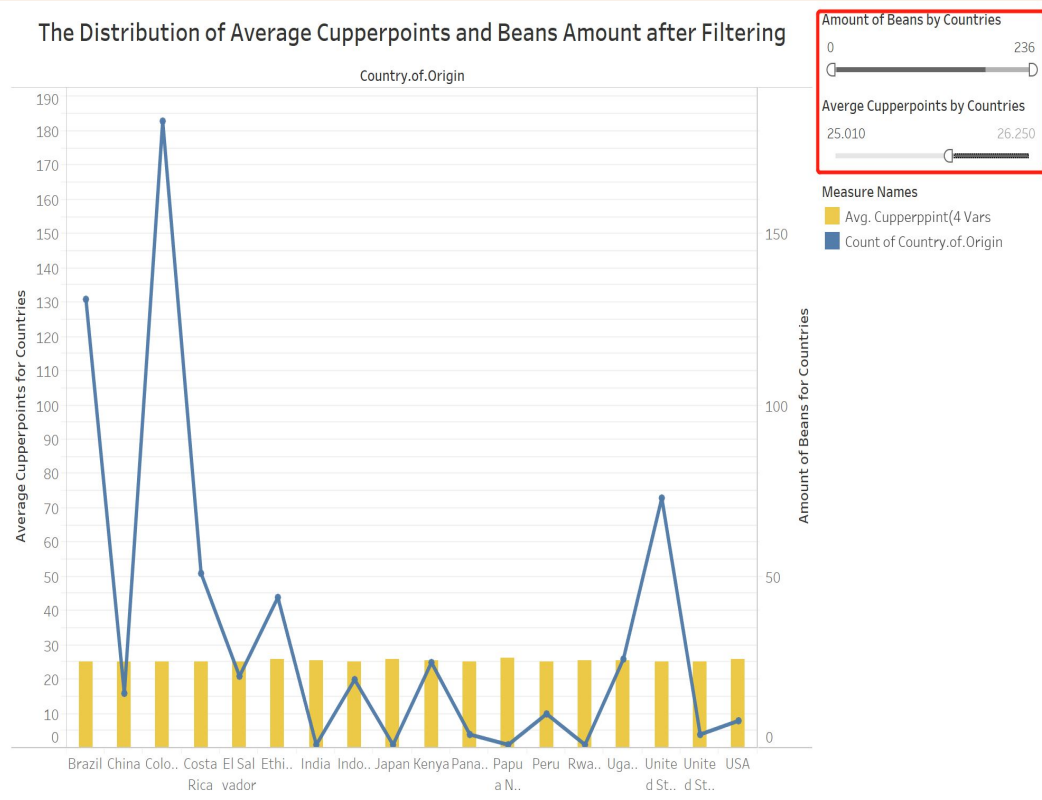
Mean Cupperpoints Vs. Beans Amount

❑ 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

Coffee Beans Collection for Country

- Treemap shows all coffee beans from selected country with ID
  - Saturation: cupperpoints level
- Clicking function applied
  - When clicking the cube, more information about the beans will be displayed in the table

OUR IMPROVEMENT

SPS

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