

Coffee



Who is the ideal customer? and what would be the ideal location for our new coffee shop?

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How is Coffee A,B,C,D rated? and what would be the ideal coffee bean for our coffee menu?

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Want to know the demographic groups participated in Blind Coffee test? and what can we infer from this?

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How are our competitors pricing their coffee and what is their menu startegy?

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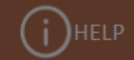
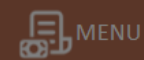
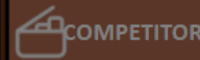
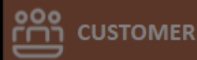
How are we curating menu for our coffee shop and what is the pricing strategy we propose?

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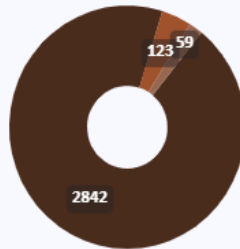
| Great American Coffee

| Shraddha Shetty

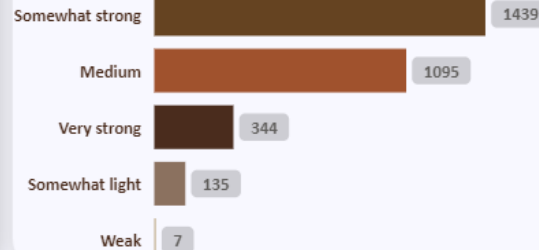


Reviewers Favourite Caffeine Level

- Full caffeine
- Half caff
- Decaf

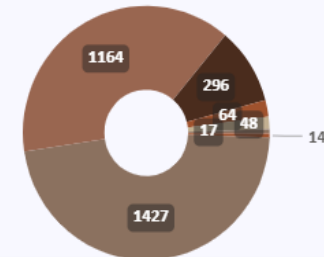


Reviewers Favourite Strong Level



Reviewers Favourite Coffee Roasting

- Light
- Medium
- Dark
- Nordic
- Blonde
- French
- Italian



Acidity Rating of Coffee A, B, C, D

- Acidity Rating
- 1
- 2
- 3
- 4
- 5



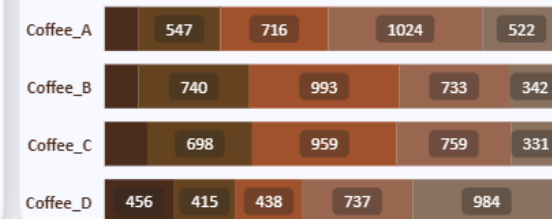
Bitterness Rating of Coffee A,B,C,D

- Bitterness Rating
- 1
- 2
- 3
- 4
- 5



Preference Rating of Coffee A,B,C,D

- Preference_Rating
- 1
- 2
- 3
- 4
- 5



- Highest rated **Acidity**: Coffee_D(22.3%more of Coffee_A) & **Bitterness**: Coffee_D & Coffee_C
- Highest rated **Roasting Type**: Light(47%), Coffee Level: Full caffeine(93.98%), **Strong Level**: Somewhat strong(47.64%)
- Highest rated Coffee Bean Preferences - D (26.69%) followed closely by A(25.93%) , B(23.79%) lastly C(23.58%)

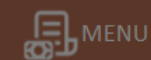
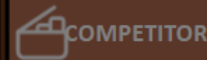
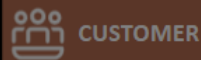
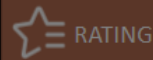
Information About Coffee A,B,C,D

- Coffee A: Kenyan washed coffee, lightly roasted
- Coffee B: Medium roasted coffee
- Coffee C: Dark roasted coffee
- Coffee D: Columbian strongly fermented coffee

Ideal Coffee Bean: showcase all these with customer so they can make informed decisions aligned with their preferences

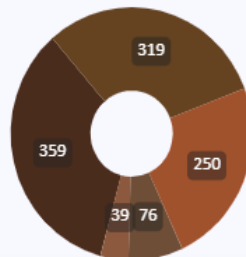
Coffee D: Light roast, desired caffeine level, acidity, bitterness, & strong flavor profile. Coffee A: Light roast, rated 2nd in preference, known for acidity. Coffee B: Medium roast, rated 3rd in preference, 2nd in roast level. Coffee C: Dark roast, desired bitterness.

Competitor Analysis is done using Maven Coffee Shop Sales dataset. 25% out of 4042 GreatAmericanCoffee total respondents are Tea lovers. Note: Only coffee lovers were considered



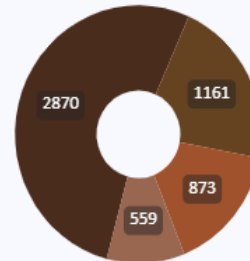
Reviewers Favourite Coffee Spot

- Specialty_Coffee_Shop
- Coffee_Local_Cafe
- Coffee_National_Chain
- Drive_through
- Coffee_Deli



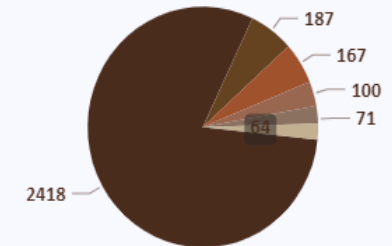
Reviewers Coffee Location

- ATHOME
- OFFICE
- ATCAFE
- ONTHEGO



Reviewers Employment Status

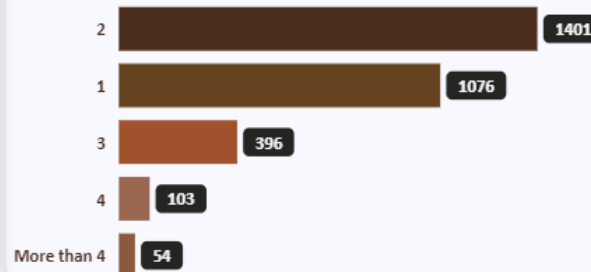
- Employed full-time
- Student
- Employed part-time
- Unemployed
- Retired
- Homemaker



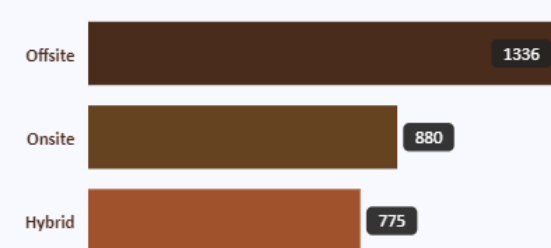
Reviewers Reason for Drinking Coffee



Reviewers Coffee per Day



Sum of TotalReviewers by location

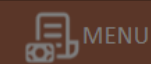
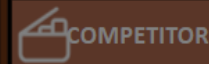
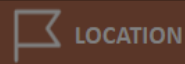


- Among **70%** of Coffee lovers reported being **Employed full-time** as their highest employment status and they prefer to have their coffee **ATCAFE**, particularly their favorite spot, **Coffee_Deli**
- While the most favored location for coffee consumption for Coffee lovers is **ATHOME** with **52%**.

- The highest-rated favorite coffee spot among respondents is the **Specialty_Coffee_Shop** with **34%**, Maximum Coffee lovers work location is **Offsite** with **44%**
- Highest-rated reason for drinking coffee with **42%** is that **It_tastes_good**. Additionally, the highest-rated number of coffees consumed per day with **46%** is **2**

1. **Ideal Customer:** Preferred location to drink coffee **Out of home**(47%),drinks **>1 Coffee per day**(64%), reason for Coffee either **Need Caffeine** & **Tastes Good**(68.60%)
2. **Ideal Location:** Near major **office hotspots**(55%) & diversify holdings in **Specialty Coffee Shop**, **Local Coffee Shop** & **National Coffee Chain**(88.97%).

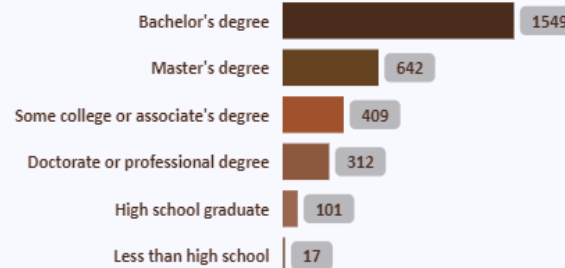
Competitor Analysis is done using **Maven Coffee Shop Sales dataset**. **25%** out of **4042 GreatAmericanCoffee** total respondents **are Tea lovers**. **Note: Only coffee lovers were considered**



Reviewers Gender Group



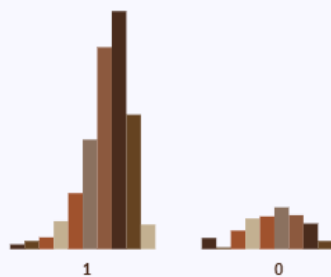
Reviewers Education Qualification



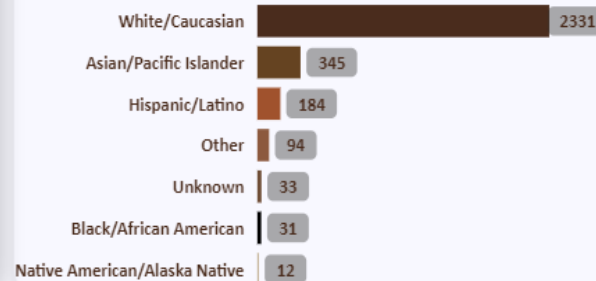
Reviewers Age Group



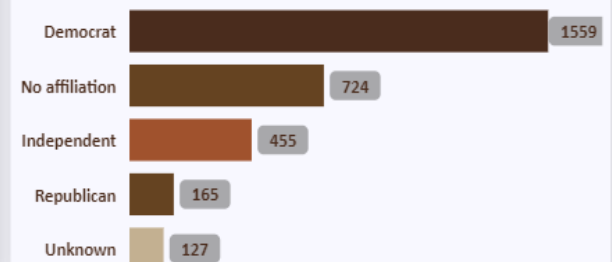
Expert Rating wrt Coffee Origin Knowledge



Reviewers Ethnicity Group



Reviewers Political Affiliation

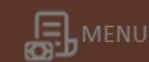
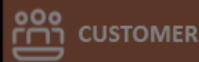
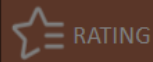


- The reviewer data is predominantly **Male** comprising **73%** and **51%** of respondents hold a **Bachelor's degree**
- Among coffee lovers, **80%** are aware of their **coffee origin**. Within this group, **87%** rated themselves as **coffee experts** (≥ 5), while rest **13%** rated less showing modesty.

- The dominant ethnic group is **White/Caucasian** representing **76%** of respondents. Additionally, **51%** fall into the age group of **25-34** and **38%** as **Democrat**
- Additionally out of **20%** **lack knowledge of their coffee origin**, **10%** still rated themselves as **coffee experts**.

1. **Ideal Coffee Shop Environment:** We aim for inclusivity by avoiding targeting specific demographics based on age, ethnicity, gender, politics, or education. **Community Coffee Event** to foster connections & sense of belonging
2. **Limited holistic view of preferences among other demographic groups:** do gather reviews from customers

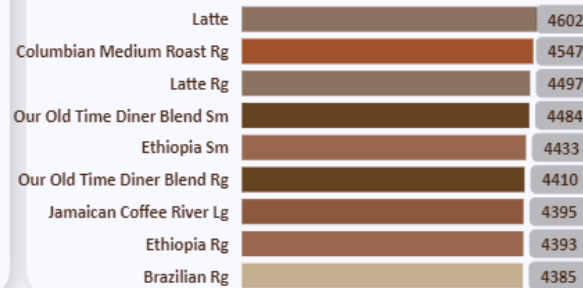
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Product Type - Sold units



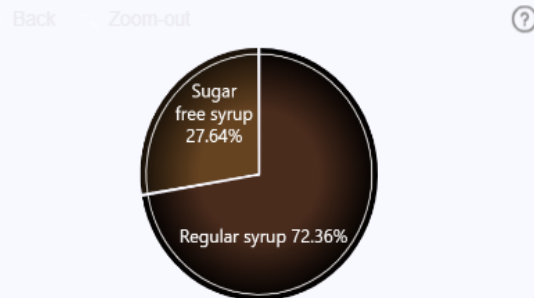
Coffee Menu - Sold Units



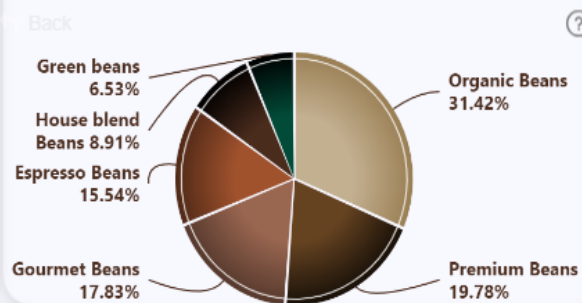
Coffee Beans - Sold Units wrt Price & Quality



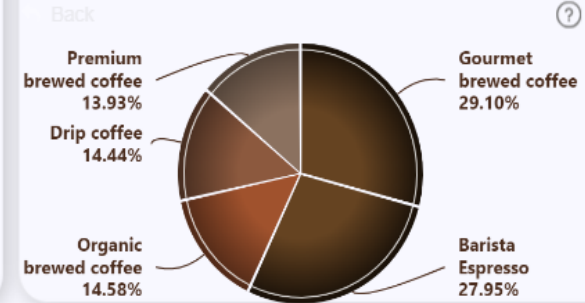
Coffee - Sweetners additives



Coffee Beans - Types Offered



Coffee Menu - Types Offered



- Highest sold **Coffee type** from competitor menu - Latte
- Highest Sold **Product Type** from competitor menu - Gourmet brewed coffee(29.10%)
- Highest Sold **Add-On** from competitor menu - Regular Sugar Syrup(72.36%)

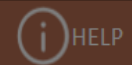
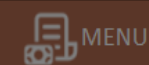
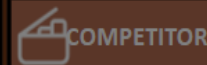
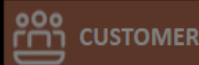
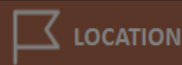
- Highest sold **Coffee Bean** from competitor menu - Organic Beans(31.42%).

Note: total units sold do not decrease with higher prices for better quality. **Lower Manhattan** had more sales by setting comparatively lesser price and better quality

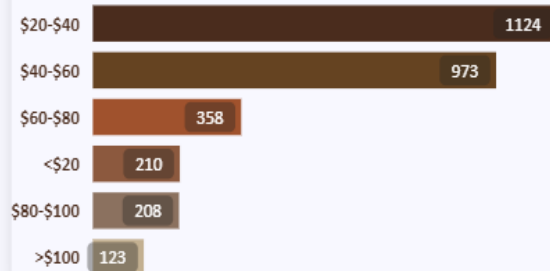
Coffee shop strategy from competitor:

1. Implement a set menu with customizable options offering a variety of coffee beans
2. Set competing prices wrt competitors for products based on quality, quantity, and variety.

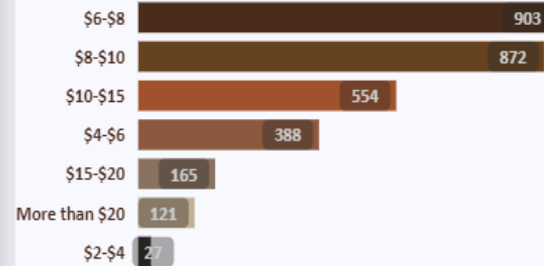
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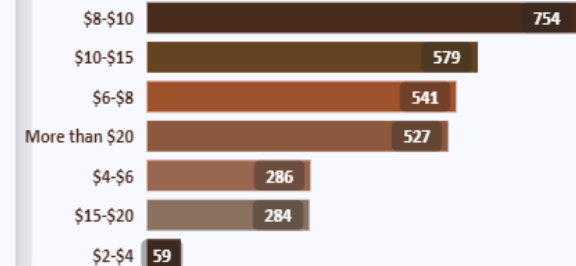
Reviewers Monthly Coffee Expense



Expense on Purchase of High-End Coffee

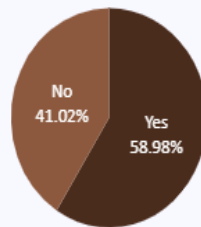


Reviewers Satisfactory Coffee Price



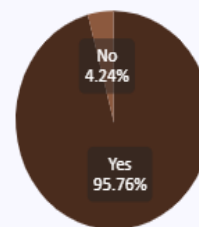
Coffee's Value for Money

cost_satisfaction ● Yes ● No

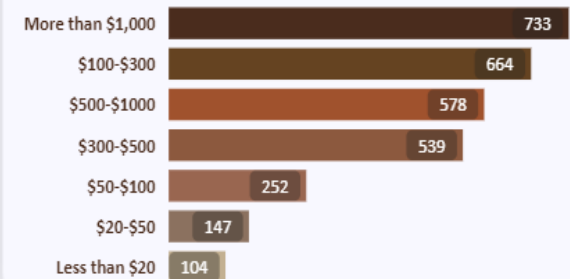


Machine's Value for Money

satisfied ● Yes ● No



Reviewers Coffee Machine Expense



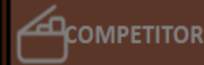
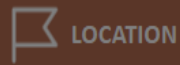
- Most rated reviewers Monthly Coffee Expense: \$20-\$40
- Most rated reviewers Expenditure on High-End Coffee Purchases: \$6-\$8
- Most rated reviewers Satisfaction with Coffee Pricing: \$8-\$10

- 58.98% of reviewers are satisfied with their coffee expenses, while 95.76% satisfied with their machine expenses
- Most rated reviewers Coffee Machine Expenditure: More than \$1,000

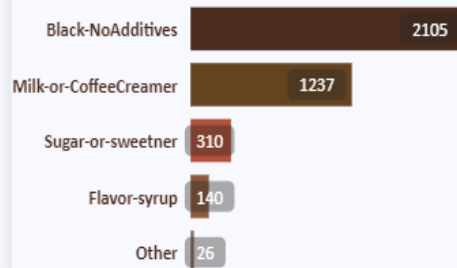
Coffee Pricing Strategy:

1. Offer coffee monthly budget options from \$20-\$40
2. Provide premium coffee within \$6-\$8, and ensure the majority falls within \$8-\$10
3. Set competing prices wrt competitors for products based on quality, quantity, and variety.

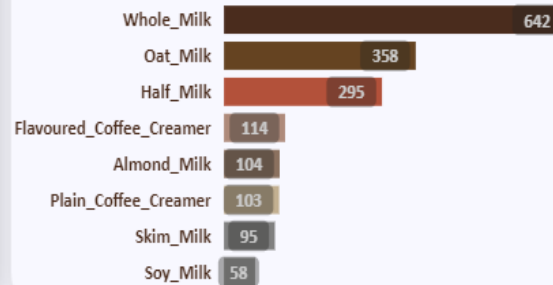
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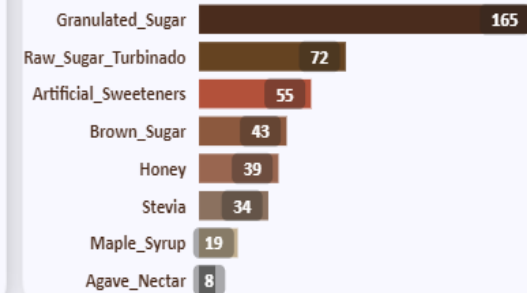
Reviewers Favourite Add On



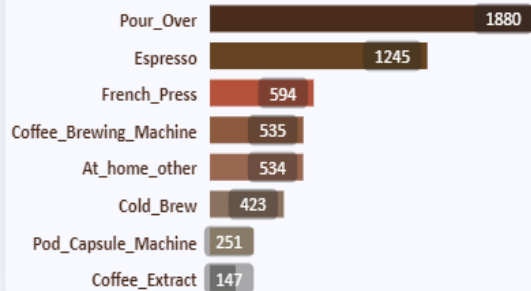
Reviewers Favourite Dairy AddOns



Reviewers Favourite Sweetner AddOn



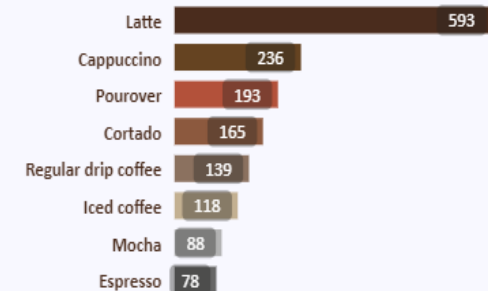
Reviewers Favourite Brewing Method



Competitor Coffee Menu - Min Selling Price



Reviewers Favourite Coffee Drink



- Most rated reviewers Favourite AddOn: Black-NoAdditives
- Most rated reviewers Favourite Dairy AddOn: Whole_Milk
- Most rated reviewers Favourite Sweetner AddOn: Granulated_Sugar

- Most rated reviewers Favourite Coffe Drink: Latte
- Most rated reviewers Favourite Brewing method: Pour_Over
- Competitor Coffee Menu Price Ranges: \$2.00 to \$4.50

Coffee Menu Strategy:

1. Offer a wide variety of coffee options, including favorites from reviews and competitors menus.
2. Provide premium coffee at prices aligned with competitors pricing strategies, considering factors like quality, quantity, and variety.

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HOME



RATING



LOCATION



CUSTOMER



COMPETITOR



COSTING



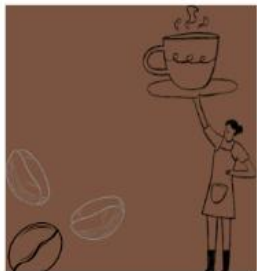
MENU



HELP



HELP CENTER



Check out the training video given in following for help. If you need further assistance email me at

shraddhashetty082@gmail.com



Overview

Learn about the data that makes this report

WATCH HERE



Navigation

Learn how to navigate through this report

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How To Use

Learn how to use this report

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