

Which Caramel Coffee Concentrate Reigns Supreme?

A DATA-DRIVEN TASTE ANALYSIS USING SQL

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Tools Used: SQL · Canva · Google Sheets · GitHub · Visual Studio Code

Caramel, Cold Brew, and the Competition

As caramel continues to trend across the coffee industry, I set out to determine which brand delivers the most favorable caramel concentrate experience, according to real consumer sentiment.

This project analyzes 90 authentic Amazon reviews of Java House, Javvy, and Starbucks caramel coffee concentrate products using SQL-driven data exploration and manual sentiment tagging.

“YOUNGER CONSUMERS — ESPECIALLY GEN Z AND MILLENNIALS — ARE DRIVING DEMAND FOR READY-TO-DRINK ICED COFFEE PRODUCTS.”

“IN ICED COFFEE FLAVORS, CARAMEL IS GROWING FASTEST.”

— INNOVA MARKET INSIGHTS, 2025

The Contenders

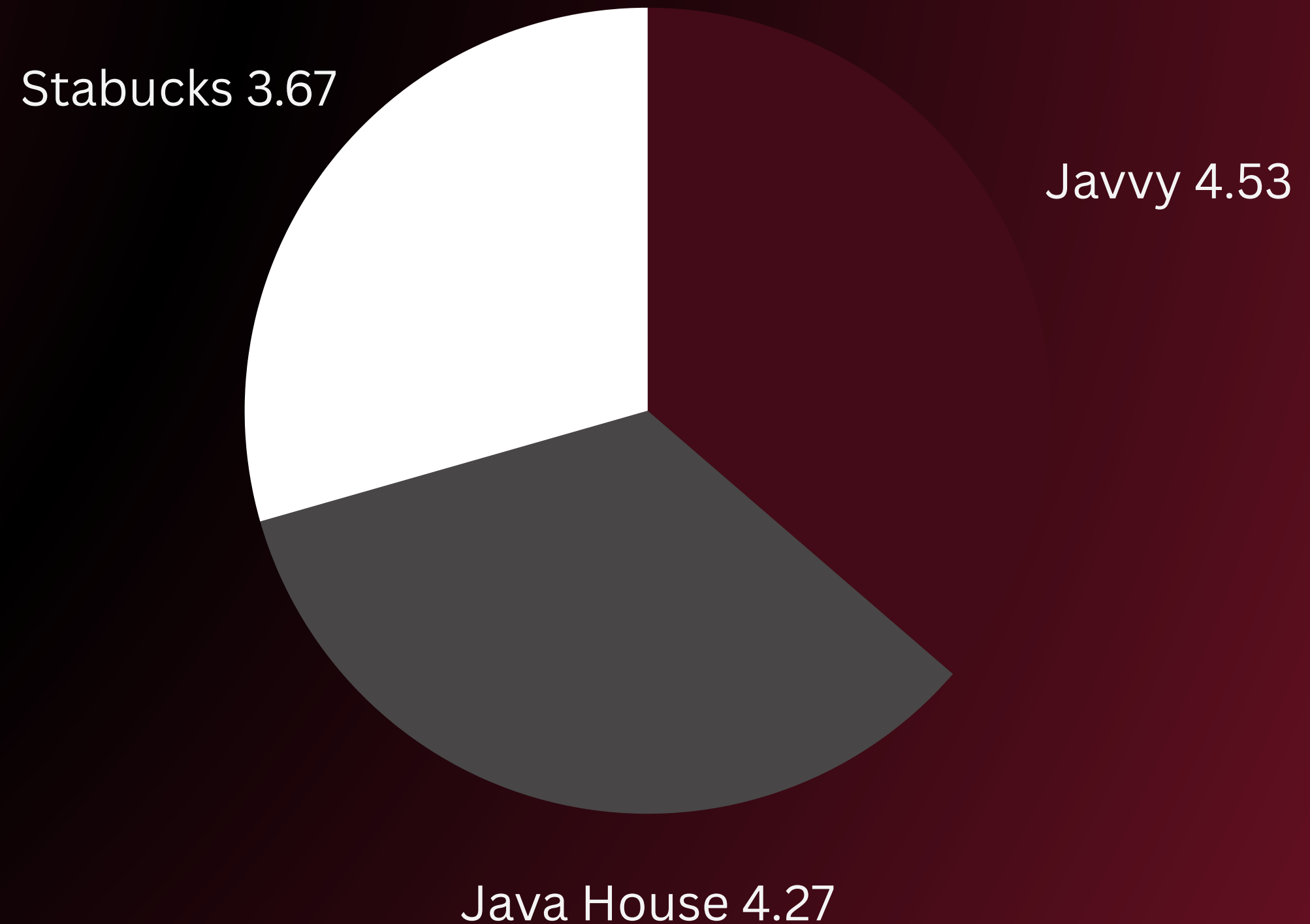
Brand	Product Title	Quote
Jave House	Caramel Cold Brew Pods	“Didn’t like iced coffee until this broke out — delicious, smooth, and no bitterness!”
Javvy	Caramel Coffee Concentrate	“Love this coffee! Mornings never tasted so good!”
Starbucks	Caramel Dolce Cold Brew Coffee Concentrate	“Tastes like I just walked out of Starbucks with a cold caramel latte — spot on!”

How I Collected and Analyzed the Data

- Manually collected 30 Amazon reviews per brand
- Tagged each review with:
 - Brand, product, star rating, date, review text, and sentiment
- Imported the data into a SQL database
- Wrote queries to extract key insights on ratings and trends

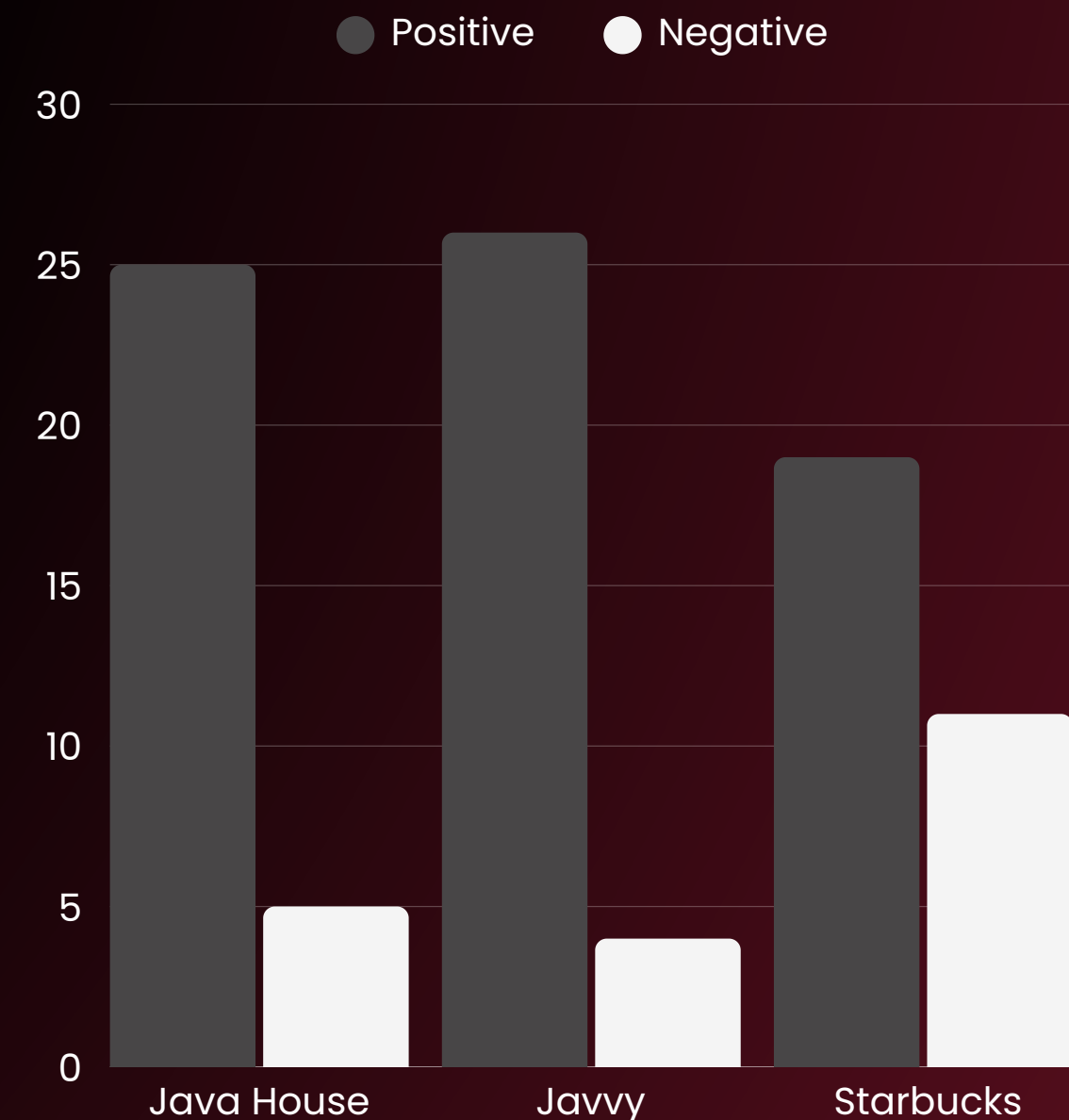
Who's Winning in Stars?

Based on the 30 most recent reviews for each product, Javvy led with an average rating of 4.53, followed by Java House at 4.27, while Starbucks trailed with an average of 3.67



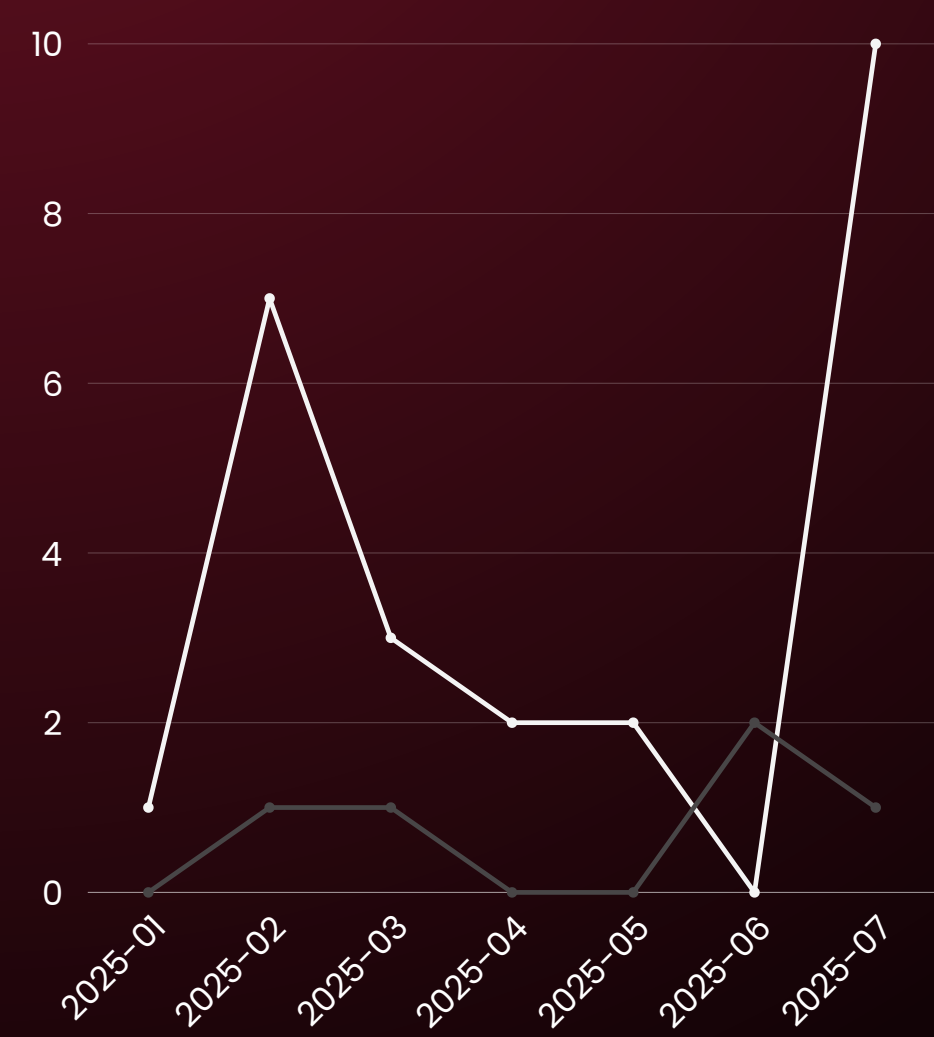
How Do Customers Feel About Each Brand?

- Javvy received the highest percentage of positive reviews at 86.7%, with only 13.3% negative sentiment.
- Java House followed with 83.3% positive reviews and 16.7% negative.
- Starbucks showed a more mixed response, with 63.3% positive and 36.7% negative reviews.



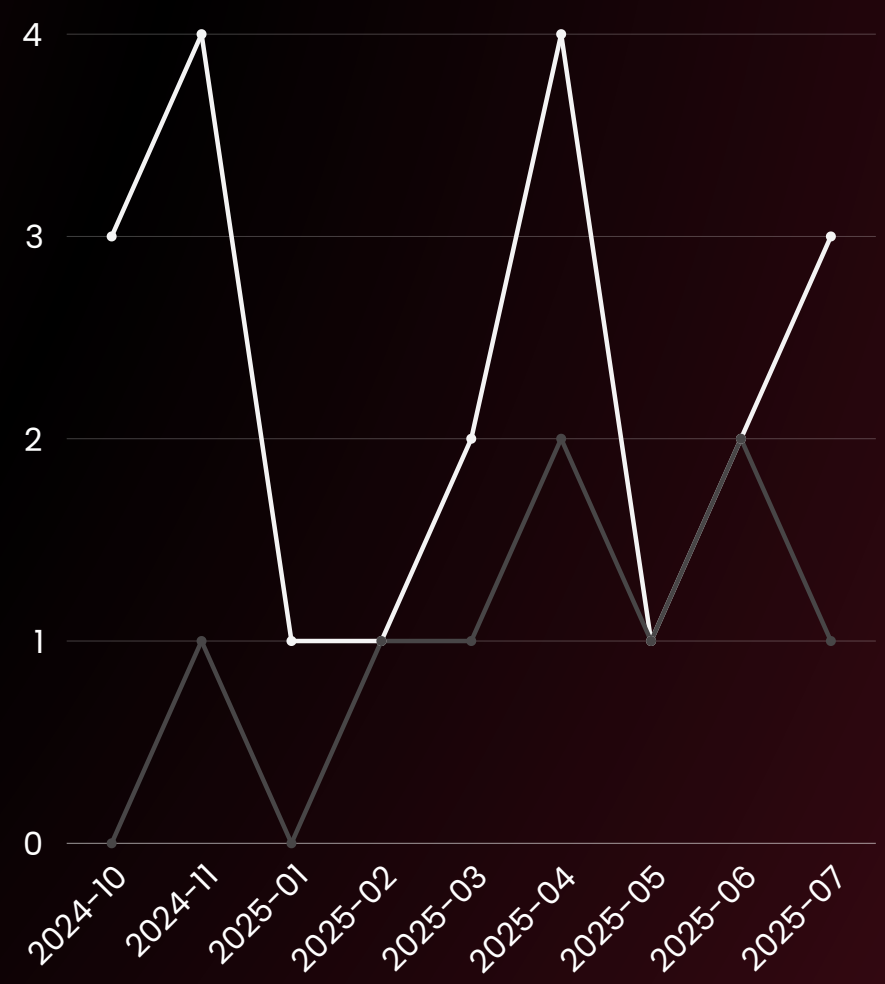
Sentiment Over Time

Java House



- Positive sentiment fluctuated early in the year, peaking in February before dipping in spring.
- After a brief decline in June, Java House experienced a notable surge in positive reviews in July, suggesting a possible turnaround in customer satisfaction.
- Negative reviews remained low overall, with only slight spikes in May and July, indicating generally stable satisfaction.

Starbucks



- Positive reviews for Starbucks were more volatile, with noticeable highs in November and April, but sharp drops in December and May.
- Negative sentiment appeared consistently low, but increased in June narrowing the gap between positive and negative feedback.
- The data suggests Starbucks' customer experience may be more inconsistent, possibly tied to seasonal factors or product quality variation.

Note: Javvy's 30 most recent Amazon reviews were all published in July 2025, which limited the ability to visualize sentiment trends over time. However, within that month, the brand received 26 positive reviews and only 4 negative, indicating a strong concentration of positive sentiment.

Voice of the Customer

Java House

Quick & easy way to make a cold brew ! Great flavor.

Good stuff. Really super convenient and perfect for traveling and camping. Really enjoying these.

I do not care for the taste of these. The convenience and ease of preparation is nice but I will not be buying again.

Javvy

We love Javvy! We drink it every morning. It's so easy to put together and the flavors are just terrific! I tell everyone about Javvy!

We love javvy, cheap, quick and tasty.

Bitter. No taste of caramel.

Starbucks

I tried it with added water, but prefer it undiluted. Fast and easy cold or hot.

Excellent taste! Exactly what I was expecting! 5/5 stars.

Absolutely disgusting. It's tasted nothing like Starbucks and was a waste of money.

Strategic Recommendations

Java House

Highlight product consistency and promote the smooth, low-acid flavor that customers repeatedly praise.

Consider a limited return of the unsweetened version to address loyalist feedback and stand out among sweet-heavy competitors.

Javvy

Leverage the high volume of positive sentiment by scaling digital promotion while the product is trending.

Add clearer mixing instructions on packaging to help reduce confusion and ensure a consistent at-home experience.

Starbucks

Reinforce brand trust through messaging, but invest in quality control to address inconsistency in flavor and dilution.

Explore a product refresh or line extension to maintain a competitive edge as newer brands rise in sentiment.

Thank You ~ Let's Connect

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