

Unlocking the Secrets of American Coffee

Target audience and their coffee habits

Product offerings

Pricing strategy



4043 entries with 111 columns



74.8% have no children



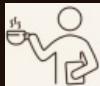
97% of customers likes coffee



75% who likes coffee are from 25-44 age



72% who likes coffee are Males



45% have votes 6-7 as expertise in coffee



70% who likes coffee are doi..

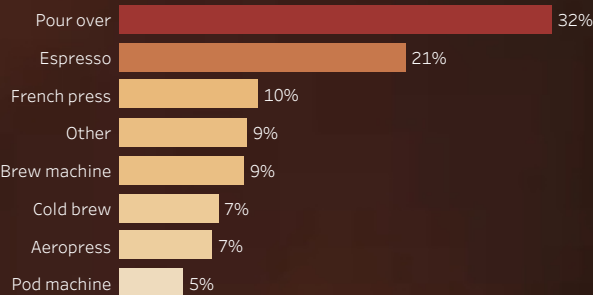


45% (WFH), 30% (WFO), 25% (Hybrid)

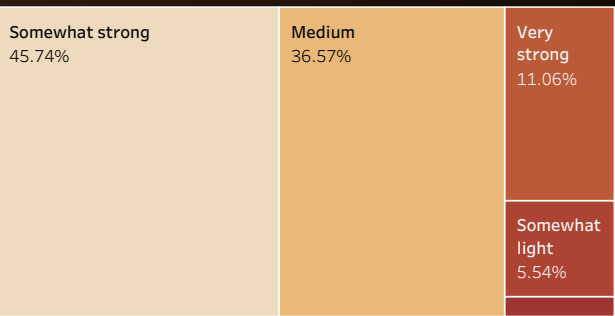


53% are Democrats

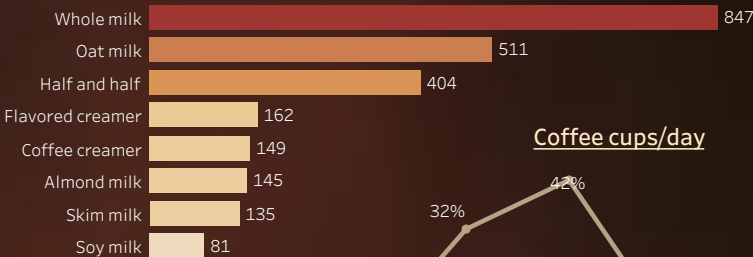
Brewing Method



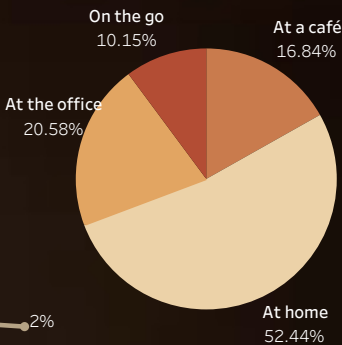
Preferred Strongness in coffee



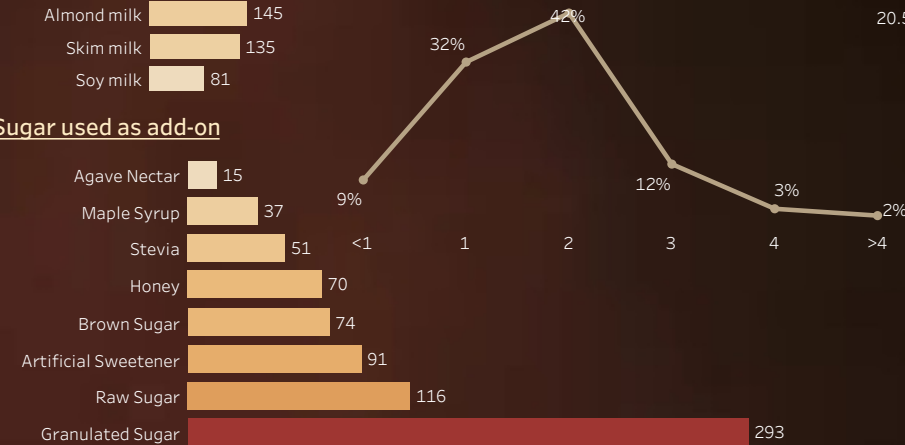
Dairy used as add-on



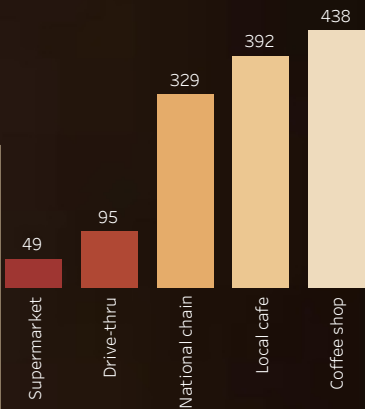
Preferred consuming place



Coffee cups/day



Preferred 'on the go' plave



Target audience (In USA) -

Age (25-44), Education (Bachelors/Masters), Gender (Males), Having no children, Is Democrat, Is White/Caucasian

Preferred practices in coffee -

- 1) Likes coffee which is somewhat strong (more than medium and lower than very strong) and medium.
- 2) Mostly used brewing method is Pour over.
- 3) Out of those who used dairy, whole milk is mostly used.
- 4) Out of those who uses sugar, granulated sugar is mostly used...

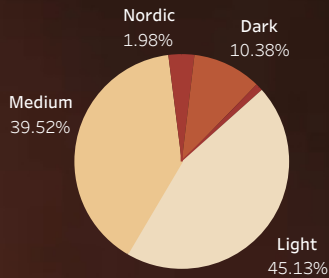
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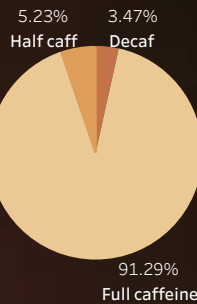
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Preferred roastness beans

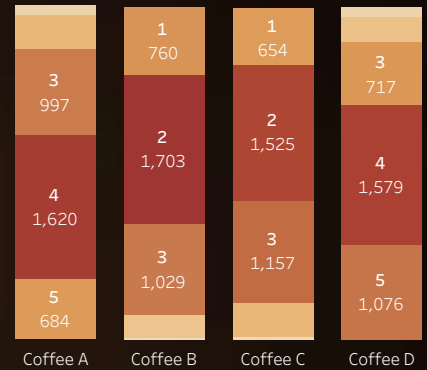


Caffeine level

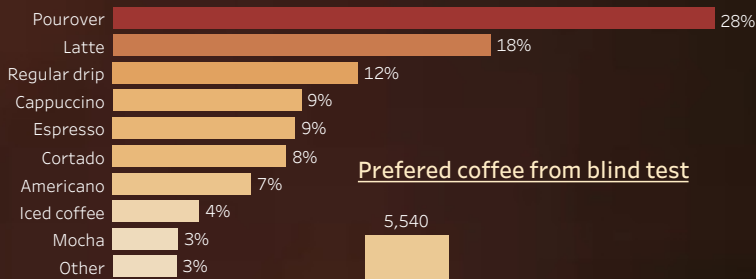


Blind coffee test taste results

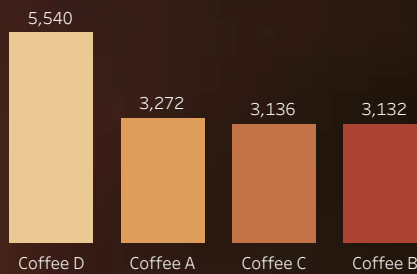
Acidity ratings in each coffee



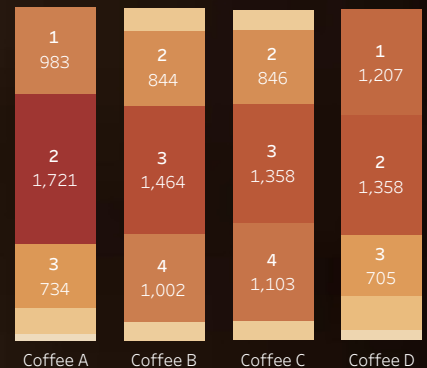
Favourite coffee



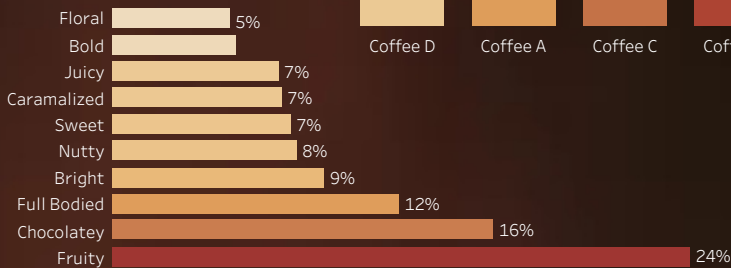
Preferred coffee from blind test



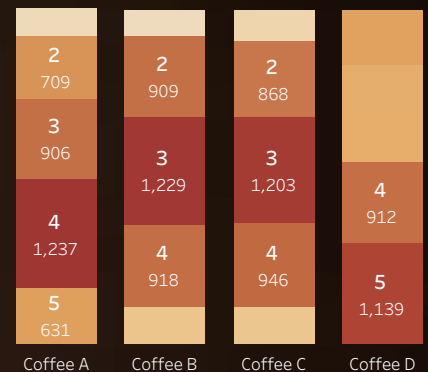
Bitterness ratings in each coffee



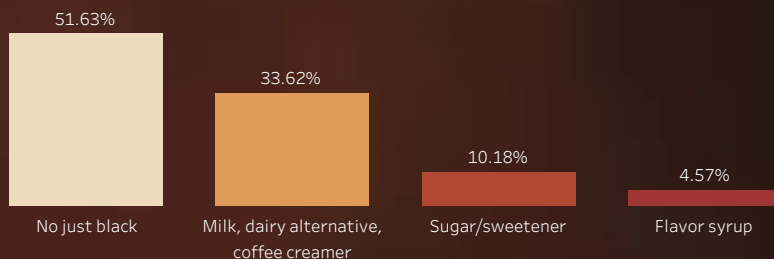
Kind of coffee likeness



Personal preference ratings/coffee



Preferred Add-on type



- 1) Since 91% people like full caffeine, it should be taken care in making menu.
- 2) 85% people like either light and medium roasting in beans.
- 3) 49% uses different add-on in coffee with 33% (out of total) as milk. Otherwise 51% prefer black coffee. Hence black coffee should be the main focus.
- 4) Pour over and Latte should be in focus as they are favourite coffee of 46% customers.
- 5) Fruity and chocolatey coffee is favourite kind of coffee for 40% of people.
- 6) In Blind coffee test, Coffee D become the best choice. It also stands out in acidity and personal preference by gaining maximum 5 ranking. In bitterness, Coffee C won by gaining maximum 4 ranking. Hence, the components used in Coffee D should be used in the potential menu.

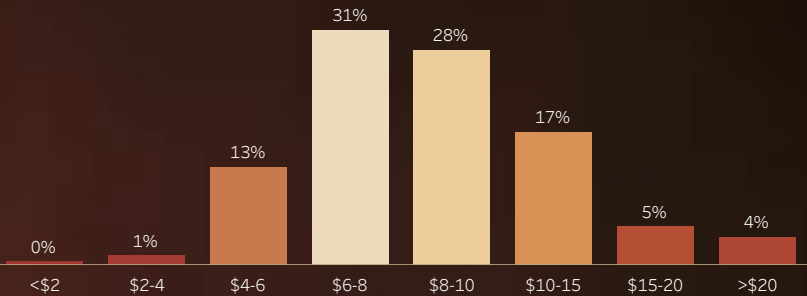
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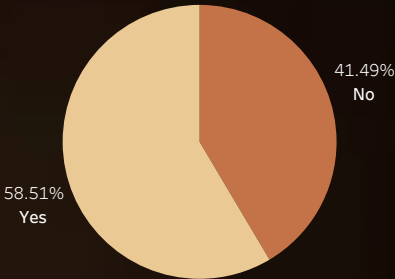
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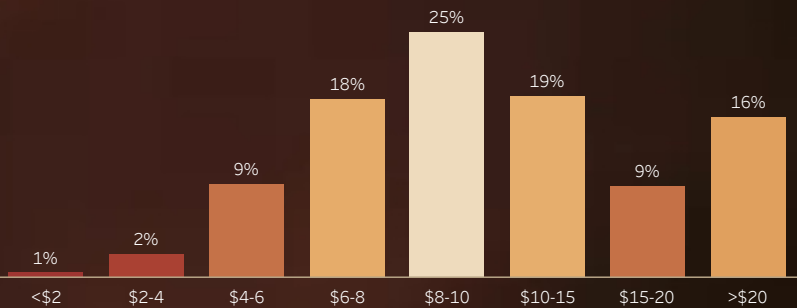
Maximum money spent on a coffee in past



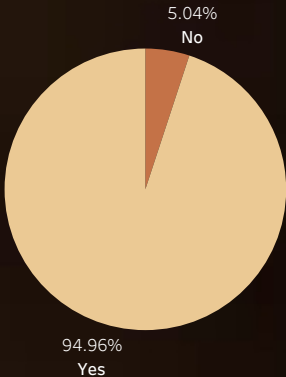
Value for money in cafe?



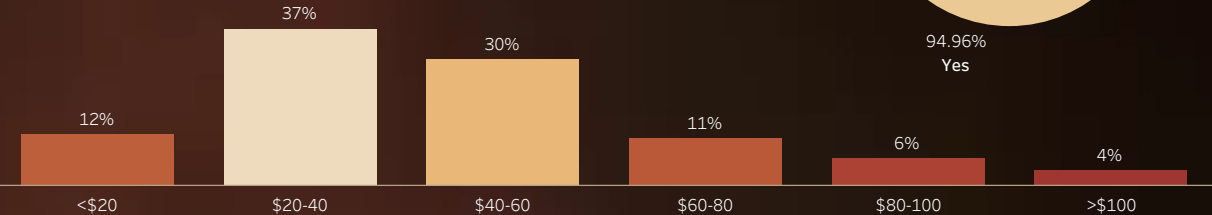
Maximum money willing to spent on a coffee in future



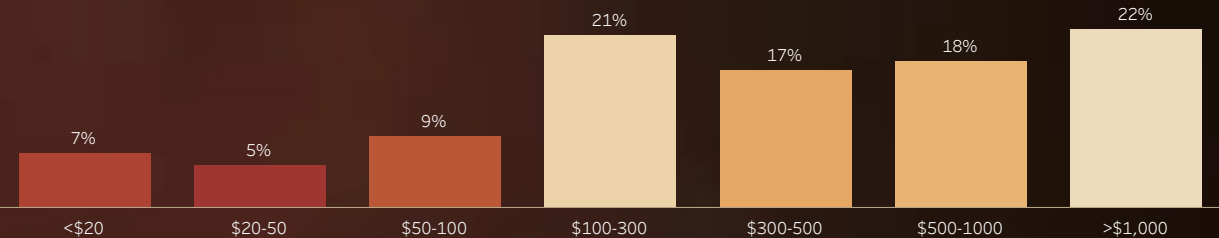
Value for money on equipments?



Monthly total spend on coffee



Total money spent on coffee equipments



1) Right now approx 60% of people spends \$6-8 maximum on a coffee. But there are 19% people who are willing to pay maximum of \$10-15 and 16% who can pay more than \$20. Hence, coffee prices should be primarily of medium range i.e. \$6-8. There could be some high priced coffees also for occasional consuming.

2) 67% of people spend \$20-60 monthly on coffee. Hence if a person consumes coffee daily, \$0.7-2 is typically spent on a coffee daily.

3) 38% spend \$100-500 and 40% spend \$500-1000 on coffee equipments. And 95% of people are satisfied with their spending on these equipments. It means there are many people who spend very high on coffee equipments. Hence, coffee sachet could also be provided as a complimentary offering.

Also, a cafe would be a good option as 58.5% are satisfied with consuming coffee in a cafe.