

The Great American Coffee Tasting

Presented By: Katie Kwan

JUNE 2024





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Project Overview

On October 21st, Cometeer Coffee hosted The Great American Coffee Tasting, a livestreamed event to taste 4 of their coffees. Participants received Cometeer coffee, parpared them alongside the livestream, and submitted their tasting notes via a web survey.

Cometeer produces concentrated coffee, flash freezes them in capsules, and ships them to consumers.

To visualize and analyze the results of the tasting, I developed an R Shiny App.

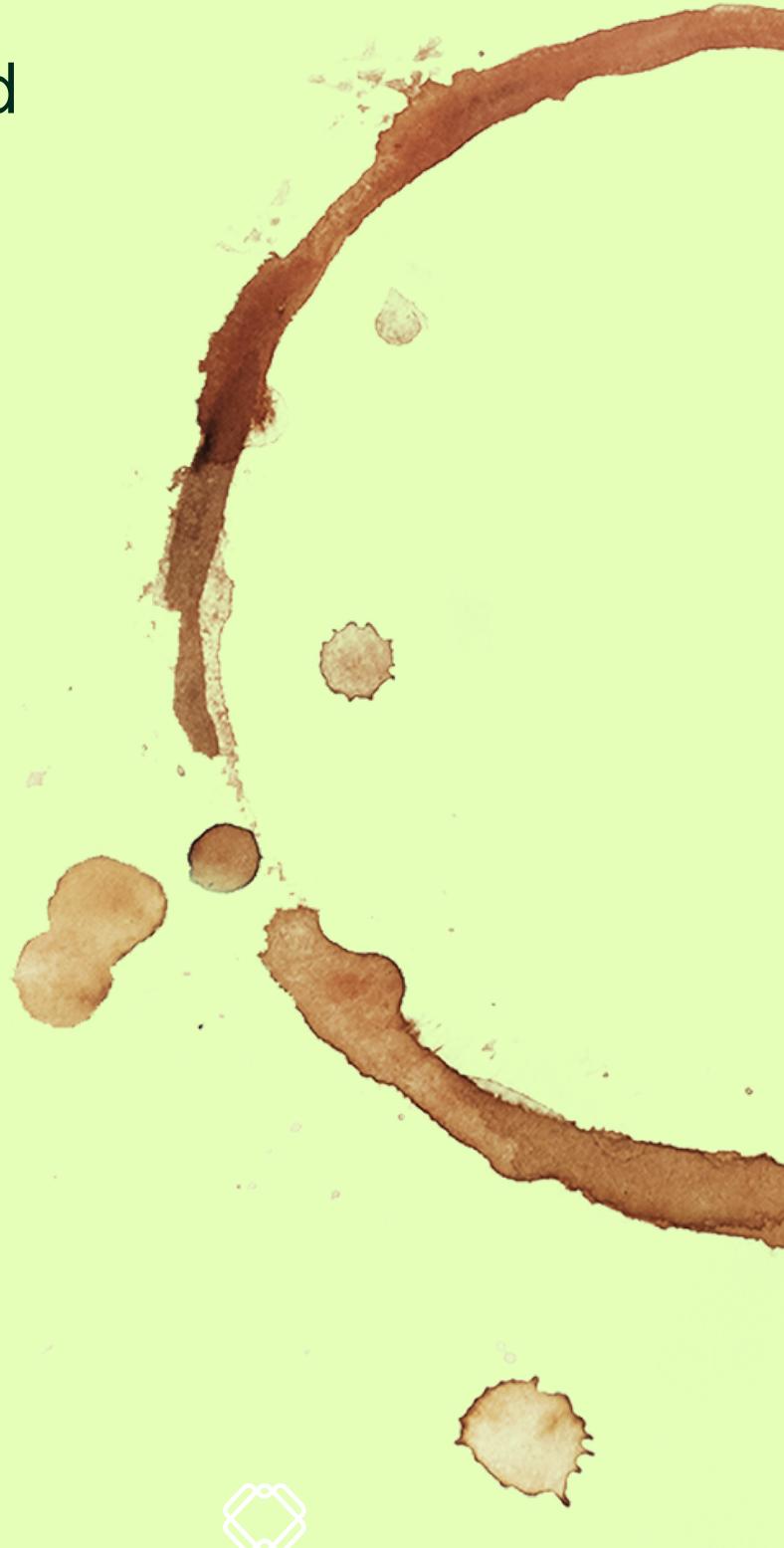
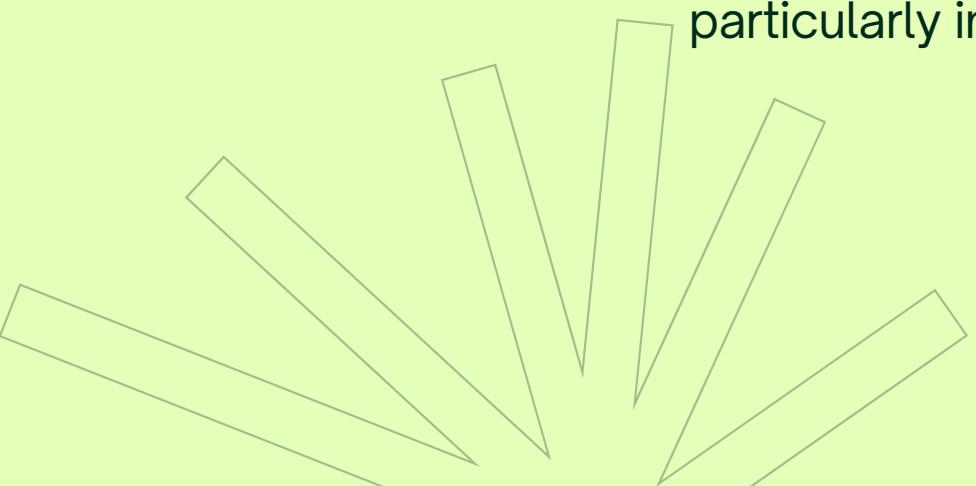
Project Goals

- Identify consumer segments for possible conversion to Cometeer coffee
- Identify opportunities to bring added value to customers.

Shiny App Objectives

- Visualize participant characteristics
- Chart consumer coffee habits
- Understand Cometeer coffee performance, particularly in head to head comparisons

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Shiny App Demo

Cometeer's Great Coffee Tasting. **THE RESULTS!!**

On September 21st, [Cometeer Coffee](#) and world champion barista, James Hoffmann, hosted The Great American Coffee Tasting, a livestream coffee tasting of four of Cometeer's coffees. Participants were mailed these coffees, and tasted alongside the livestream. They filled out a [survey](#) of their individual tasting notes.

Cometeer produces and ships flash frozen brewed coffee concentrate.

[More information on the event.](#)

What: The Great American Coffee Taste Test!

When: September 21st, 2023

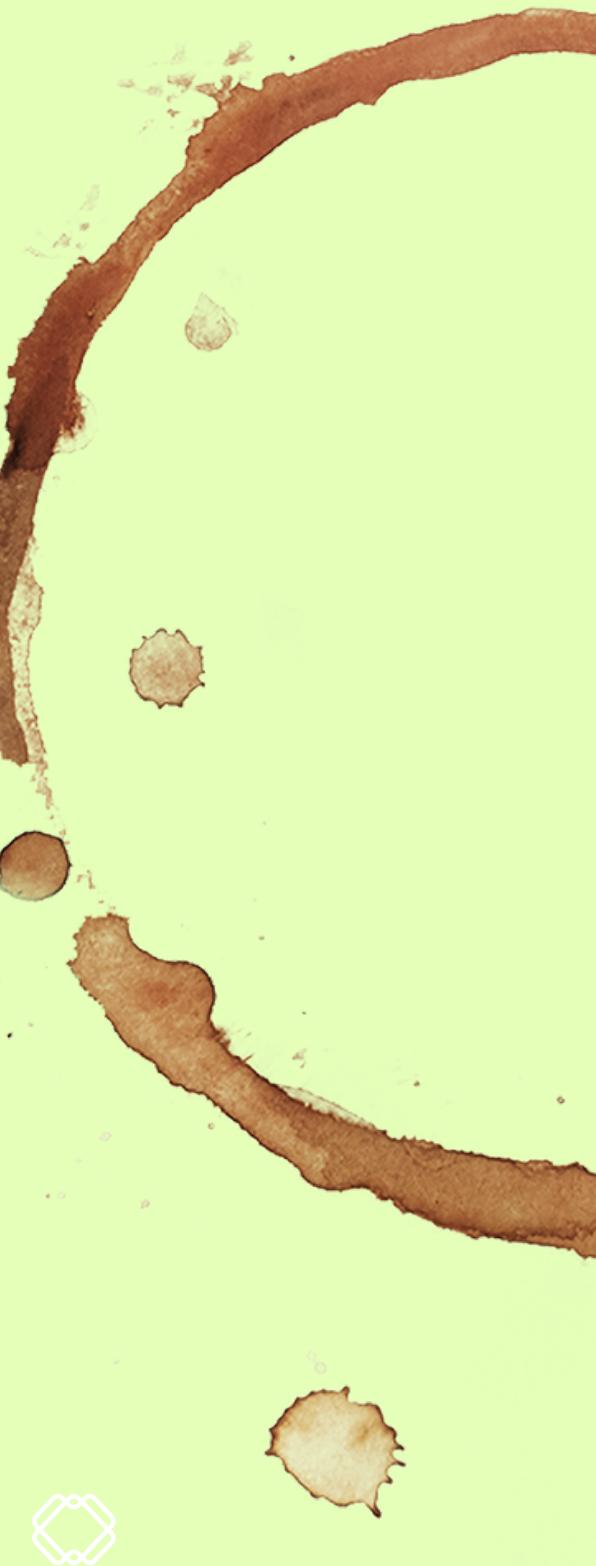
Where: Live Stream

[Event Link with Full Livestream](#)

This Shiny App was created to showcase the tasting results in small sips. This was done independently of Cometeer but I'm excited to share my results for all to see. Enjoy!



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Participants at a glance

3789

Participants

5%

Currently brew Cometeer
Coffee

92%

Currently brew coffee at
home, 63% pour over

27%

Favorite coffee is pour over

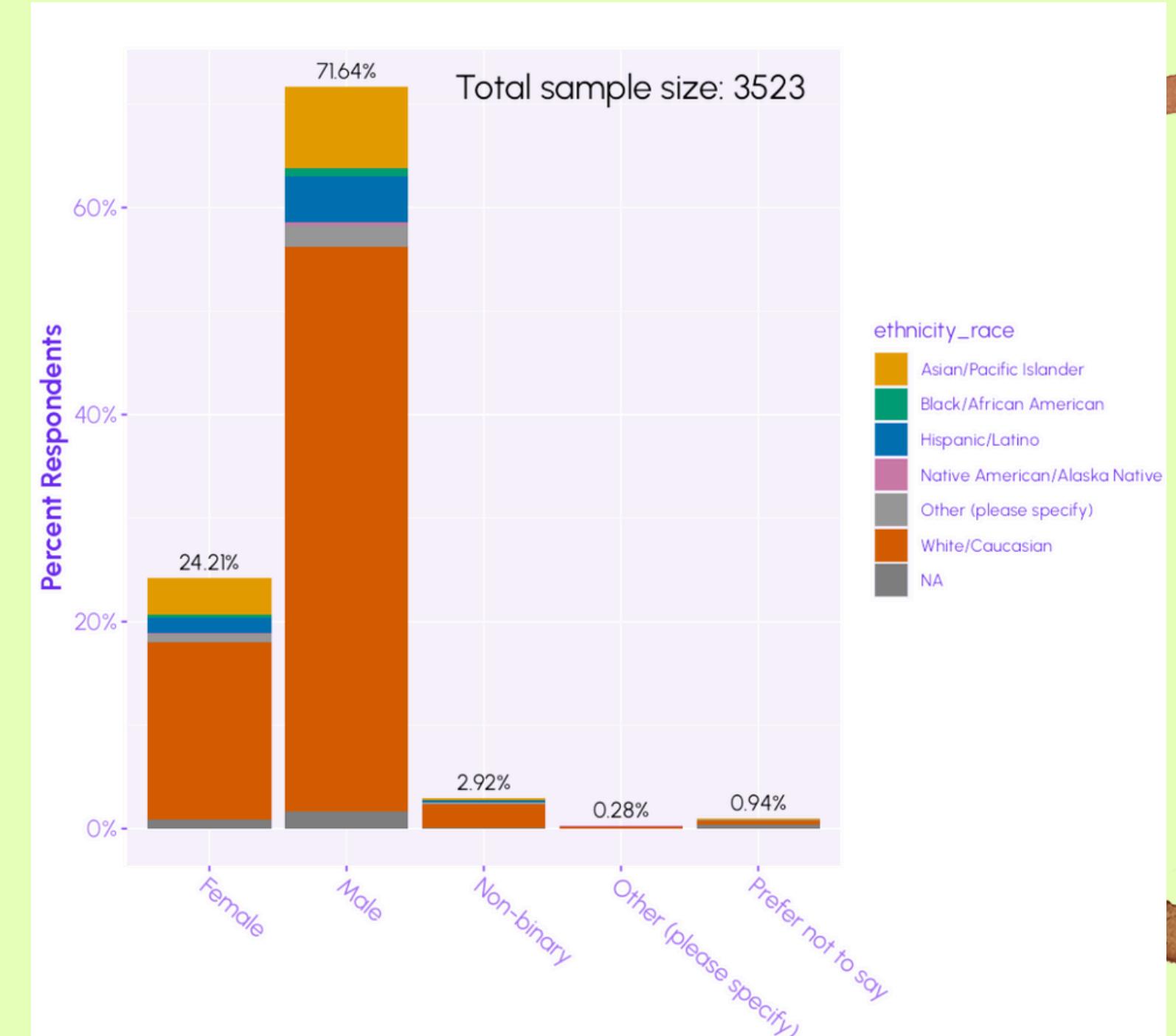
92%

Currently brew coffee at
home

Largest participant segment was white males

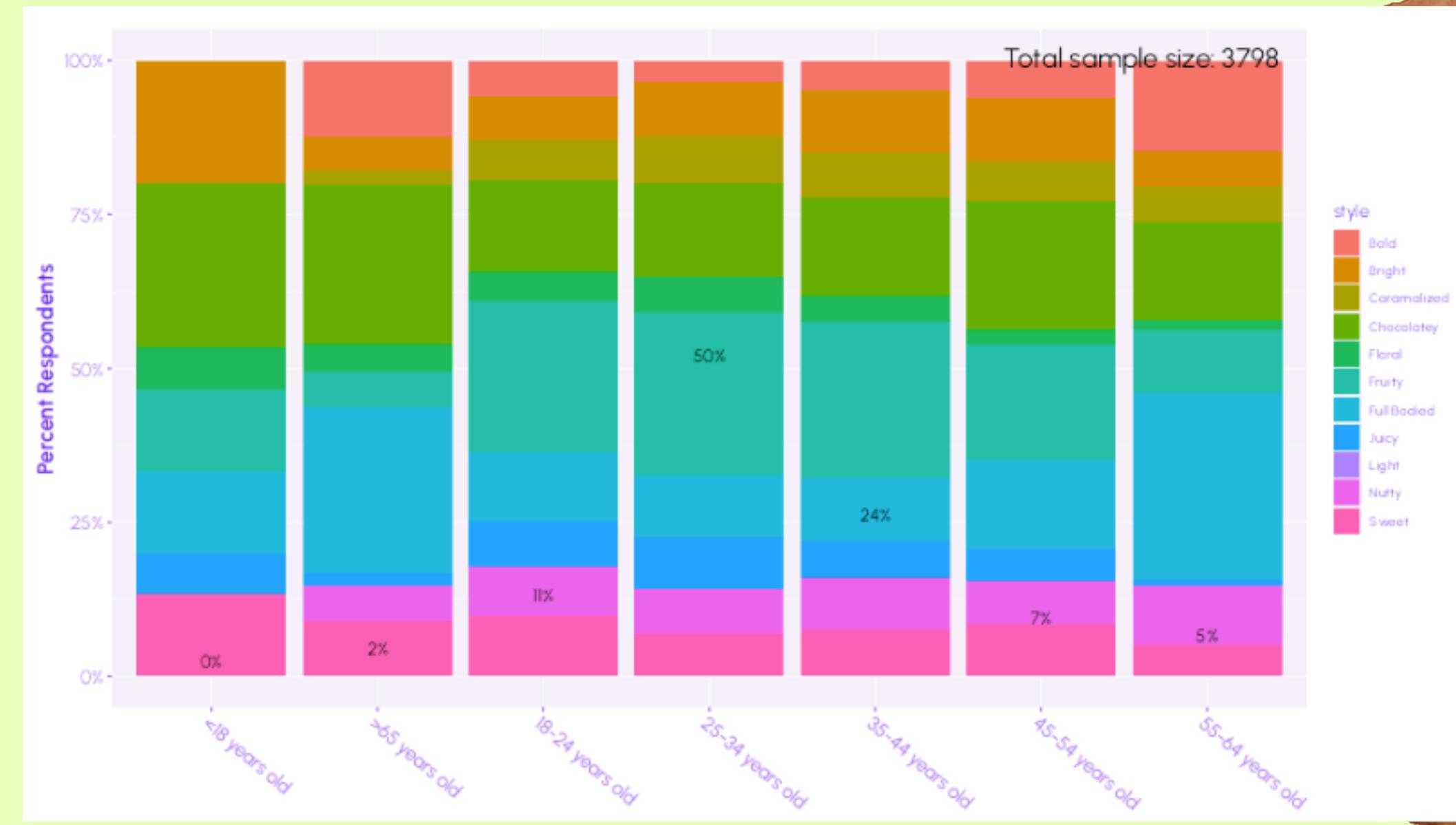
71% male (70% 25-44yo)

24 % female (70% 25-44yo)



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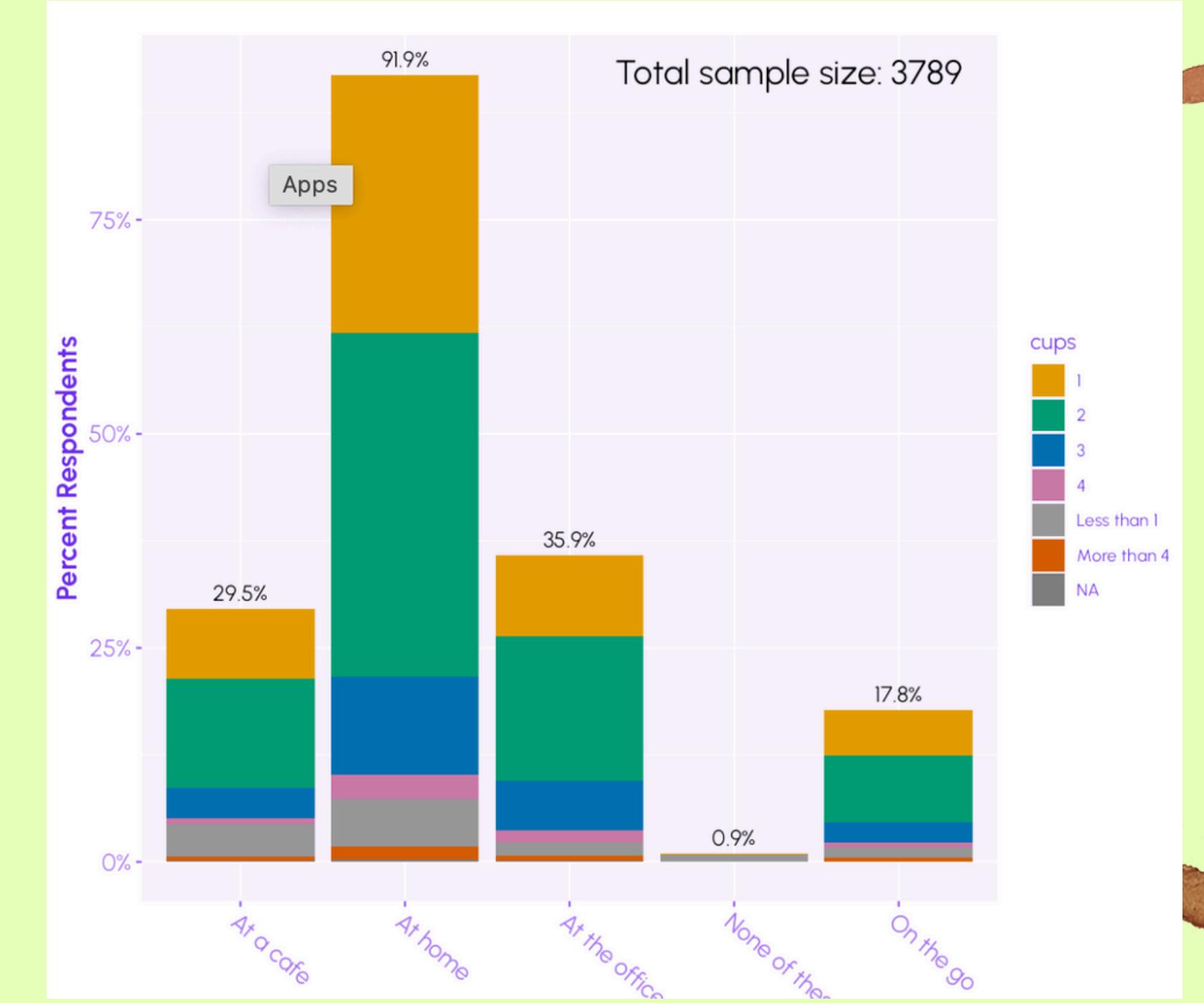
Participants
coffee style
preferences
can be
segmented to
over 45 and
under 45 yo.



Majority of coffee is brewed at home.

92% of brew coffee at home.

75% of whom drink 1-2 cups
of coffee a day.



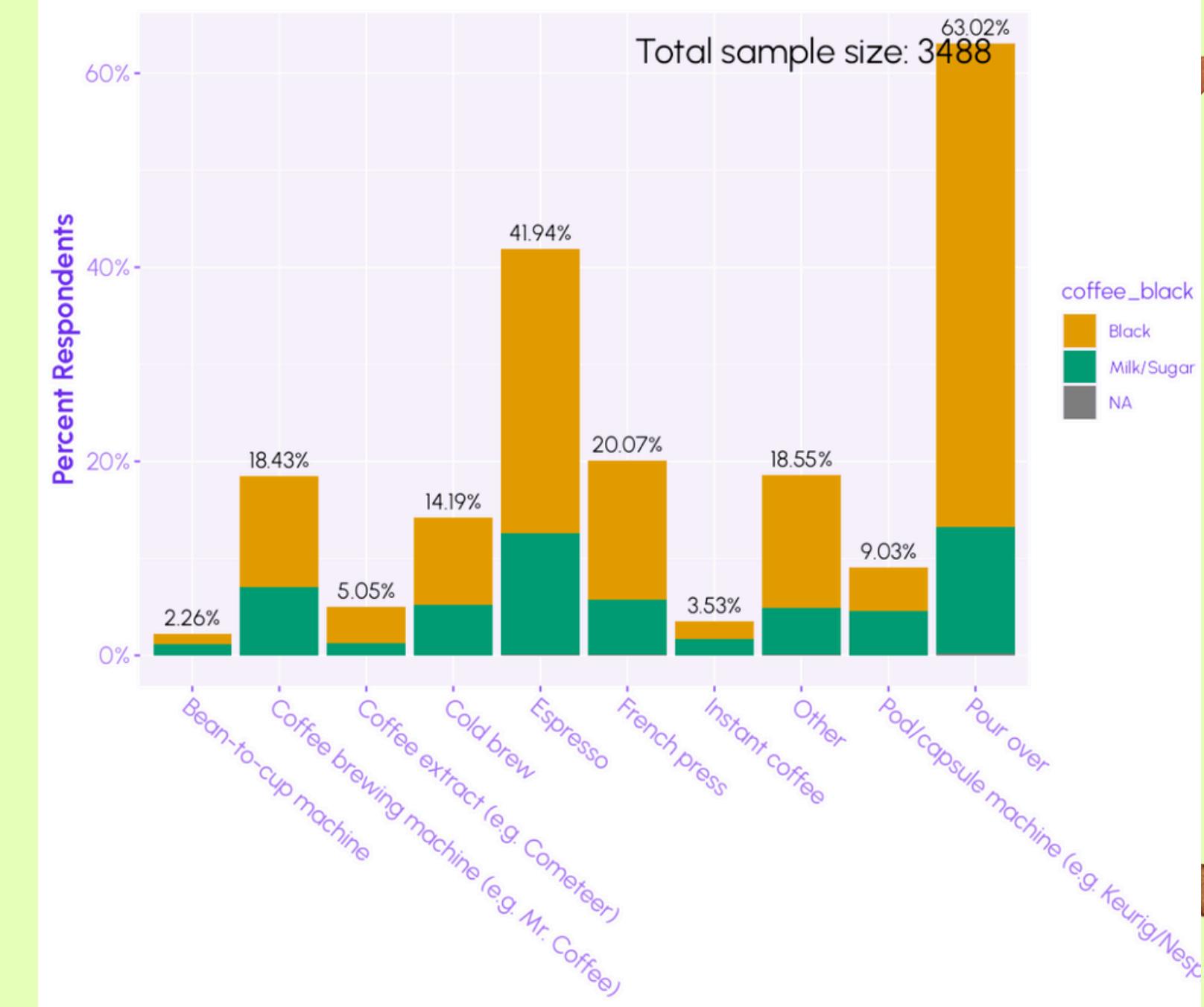
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Pour over is the most common brewing method.

75% who take pour over, take it black.

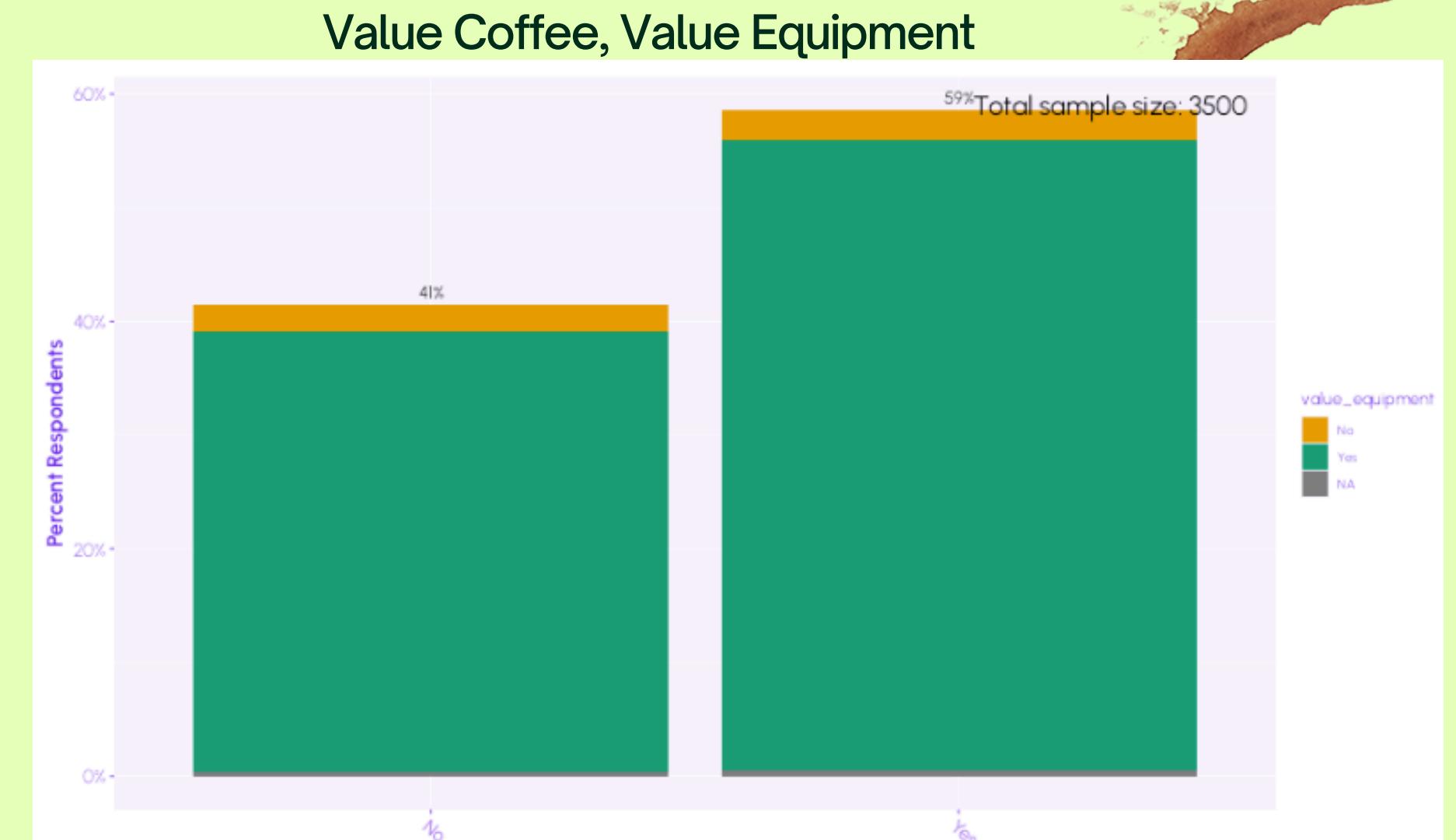
Those who use convenience brewing methods, add milk or sugar to their coffee at a higher percentage.

Brewing Types vs Coffee Preferences



Respondents see more value in brewed vs purchased coffee.

90% feel like they are getting good value out of their brew equipment; 59% from purchased coffee.



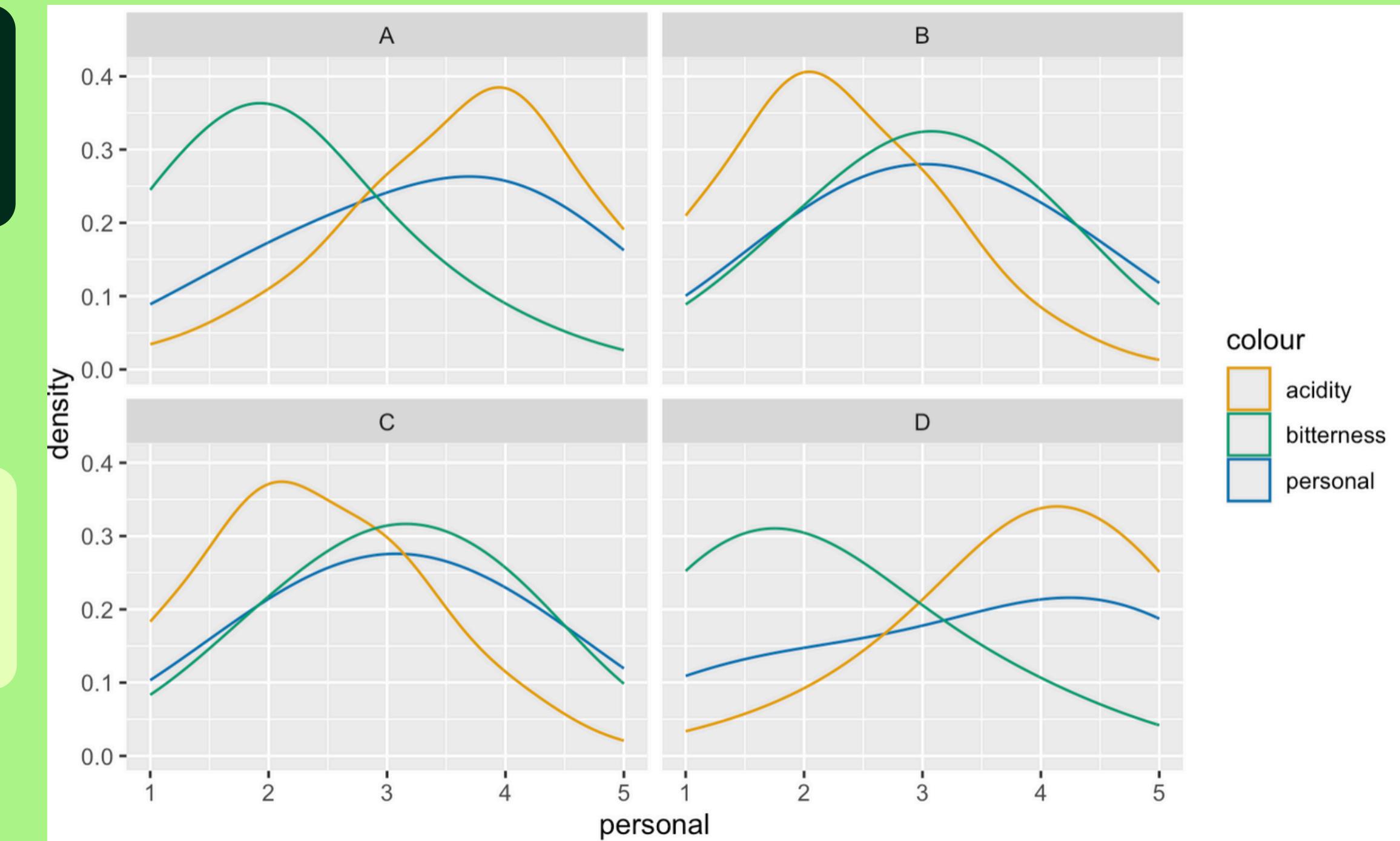
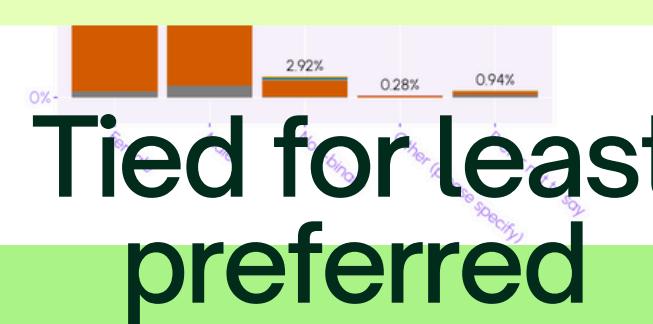
Tasting at a glance

D

Most preferred

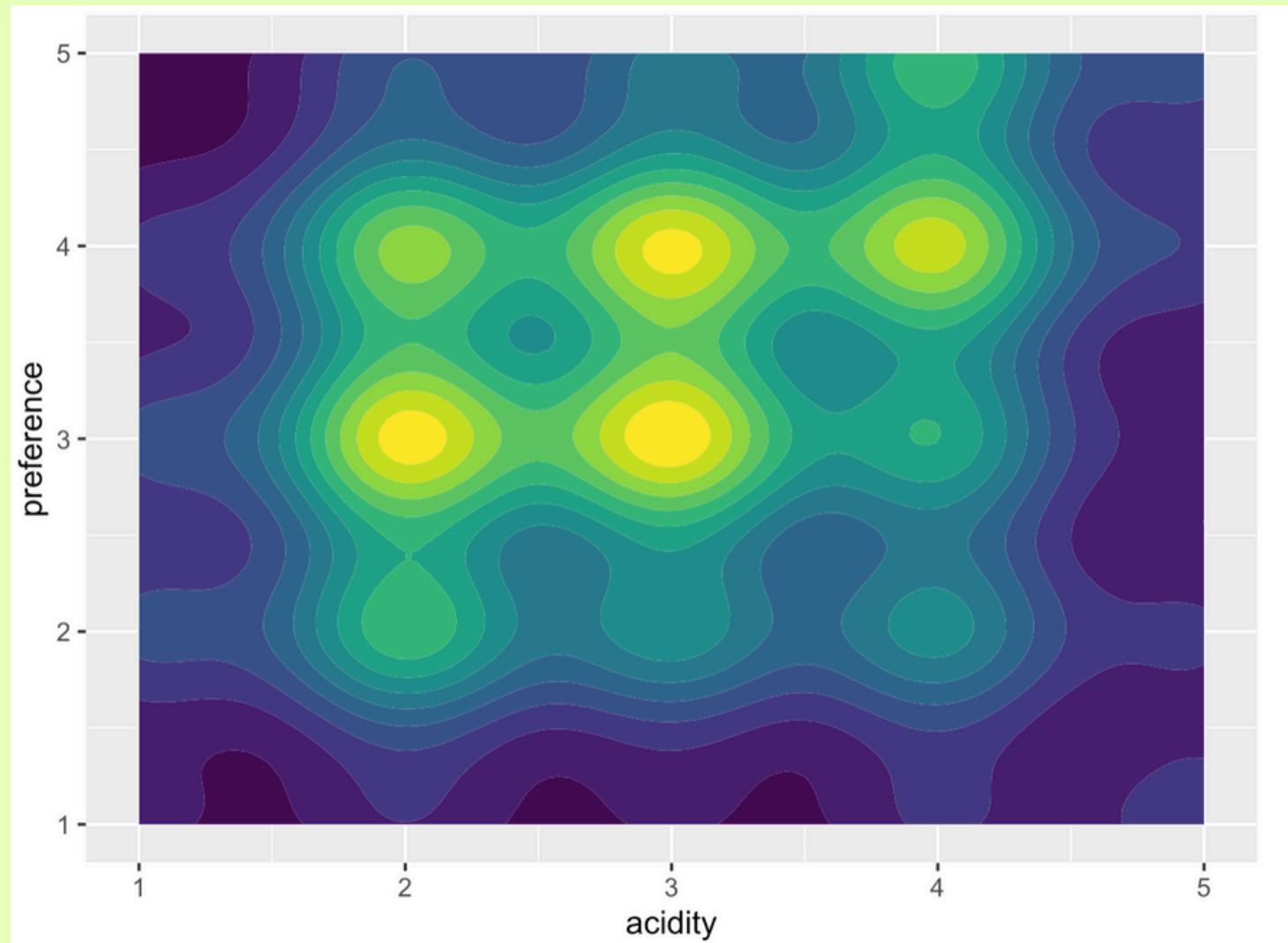


B & C

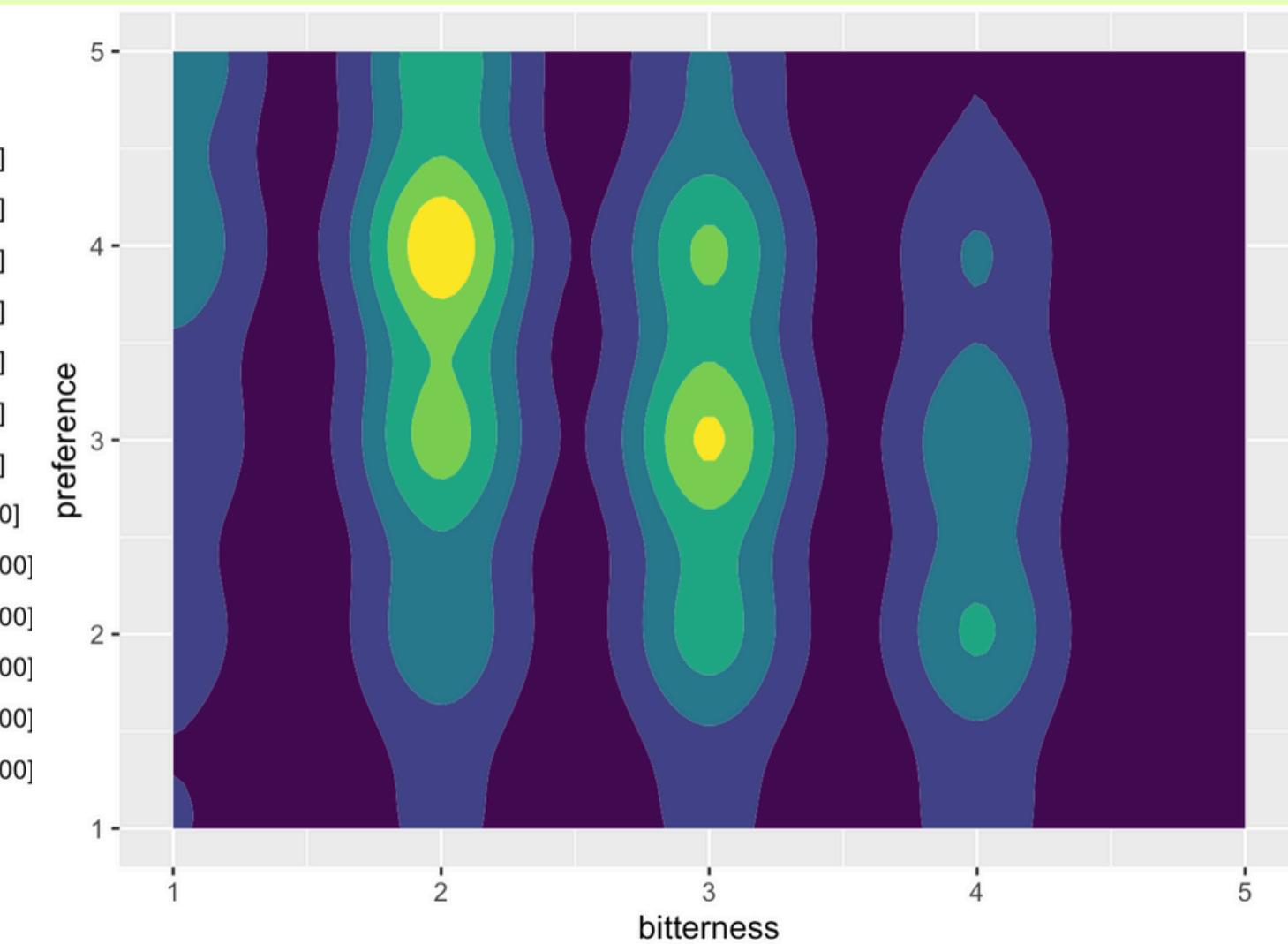


Coffee's with acidity between 3-4 and bitterness of 2 are preferred

Acidity vs. Preference, all coffees



Bitterness vs. Preference, all coffees



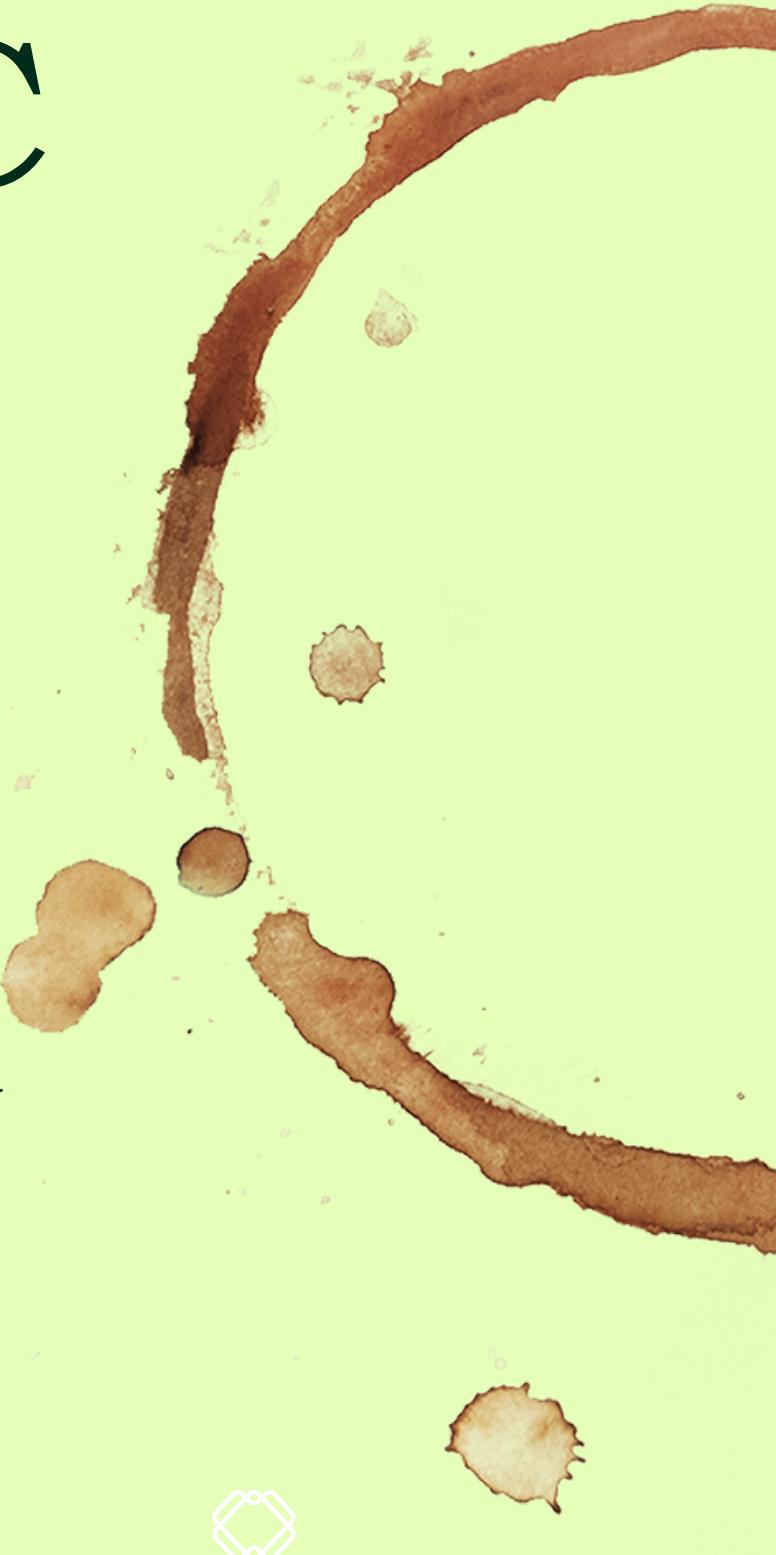
Pearson's correlation for bitterness and preference = .07

Pearson's correlation for bitterness and preference = .25

There is no significant difference btw Coffee B and C preference. Their means and variance are statistically the same.

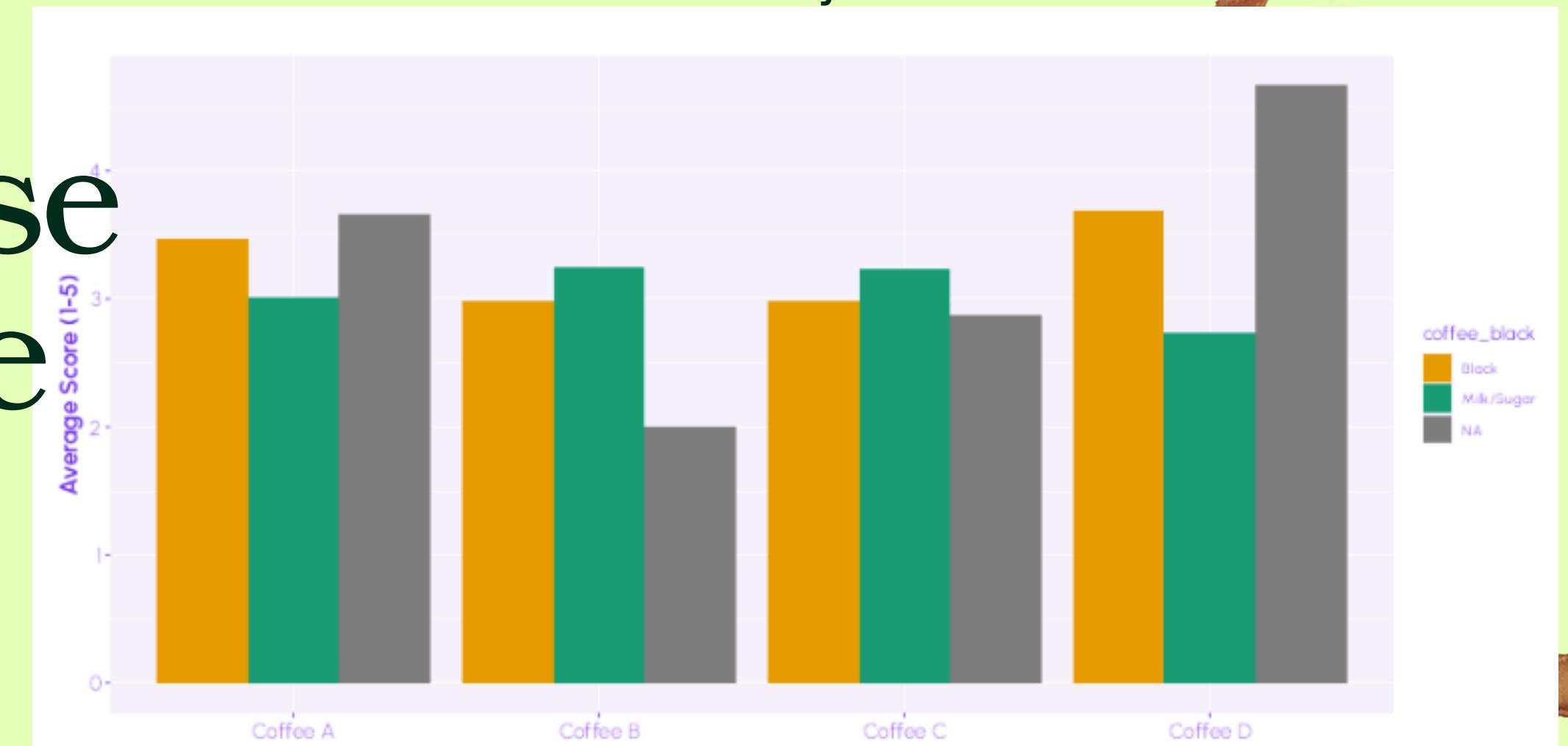
2 Sample T Test confirms Null Hypothesis that there is no difference btw samples. (p val = .9)

F Test confirms Null Hypothesis that there is no difference between variances. (p val = .41)

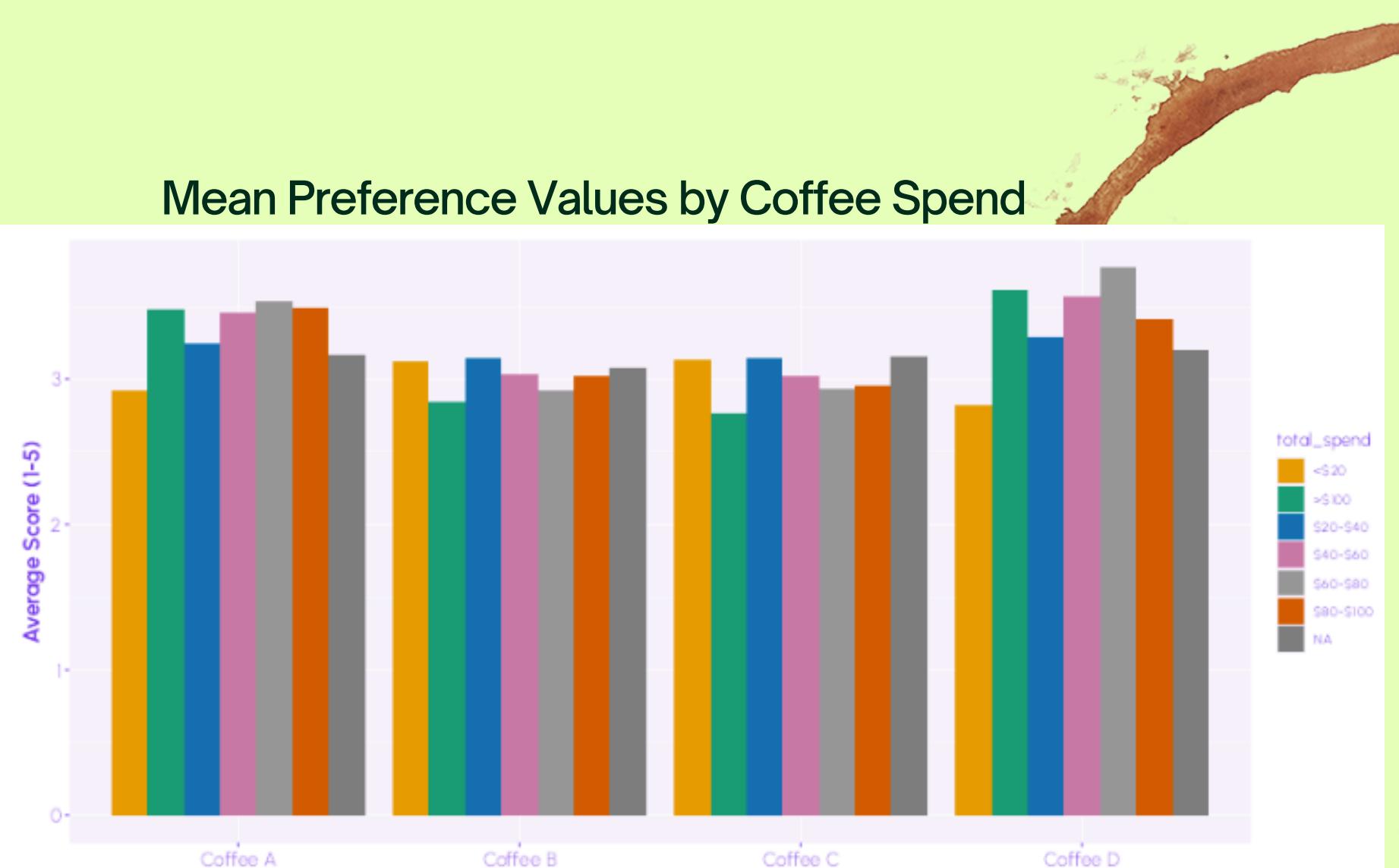


Those who prefer their coffee black prefer A and D inverse to those who take coffee with milk or sugar.

Mean Preference Values by Coffee Preferences

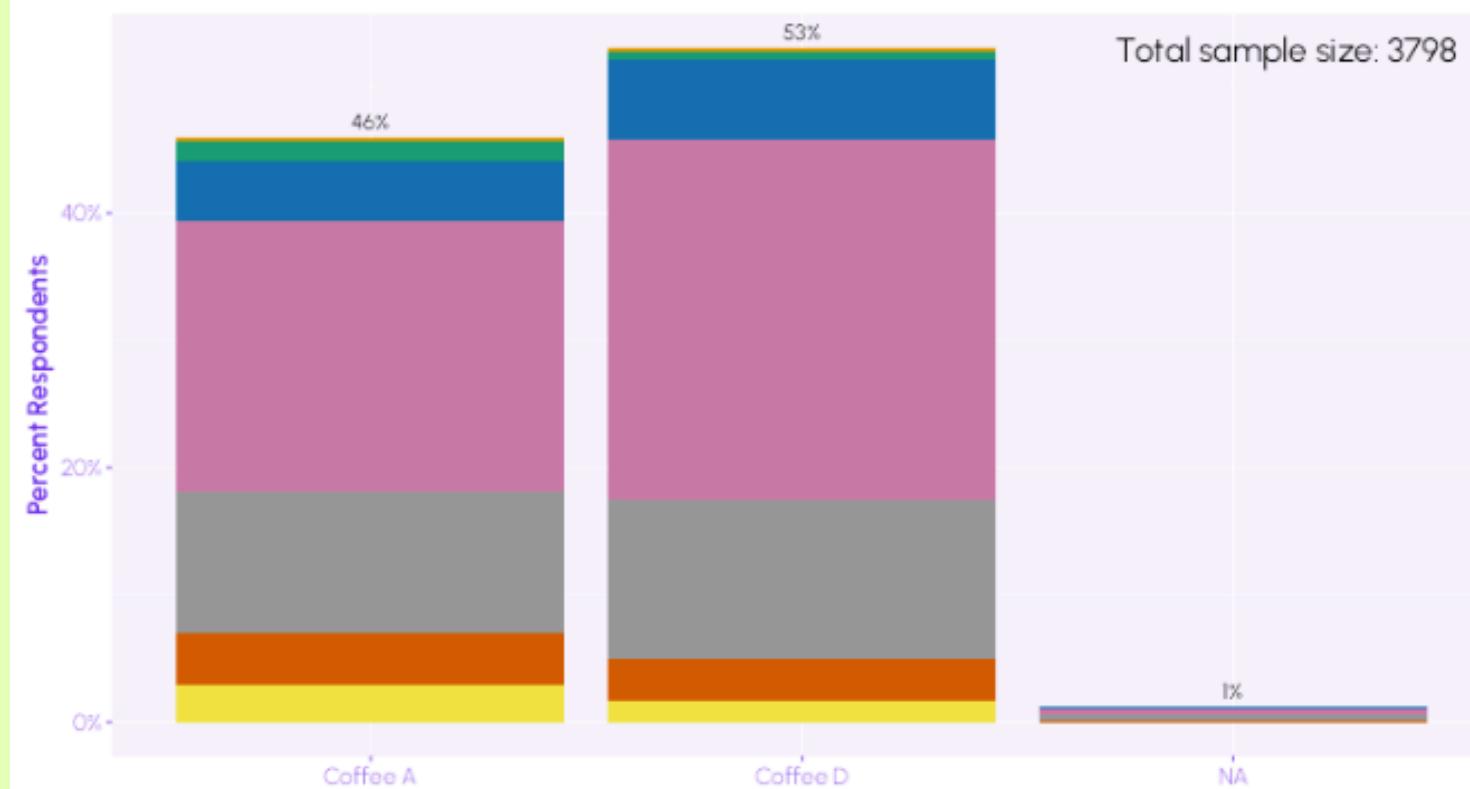


Those who spend more than \$100/month on coffee prefer A and D, inverse to those who spend less than \$20.

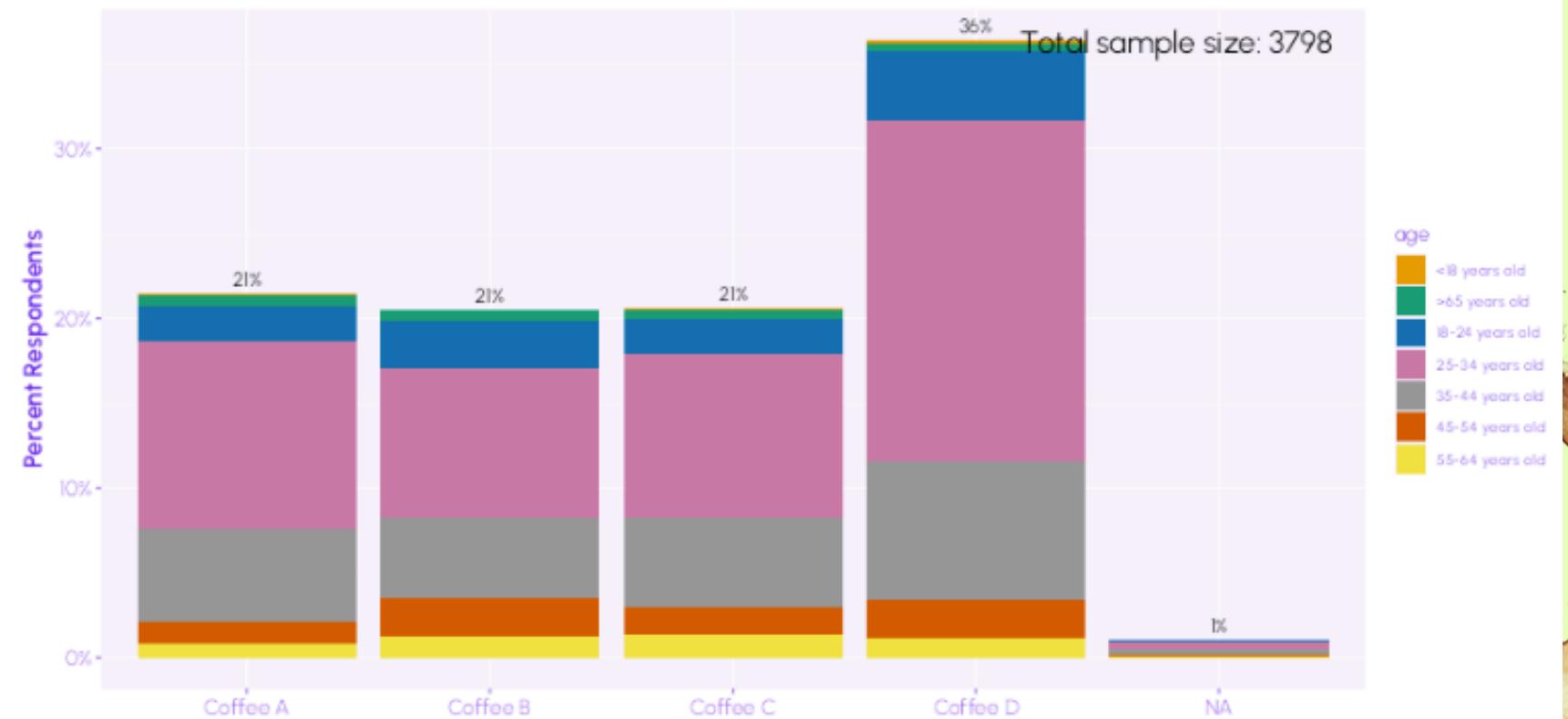


When compared head to head, D is preferred by 7% more participants than A. But across all, D is preferred over A by 15% more participants

Q: Which do you prefer, A, or D?



Q: Which do you prefer overall?



There is no significant difference btw Coffee B and C preference

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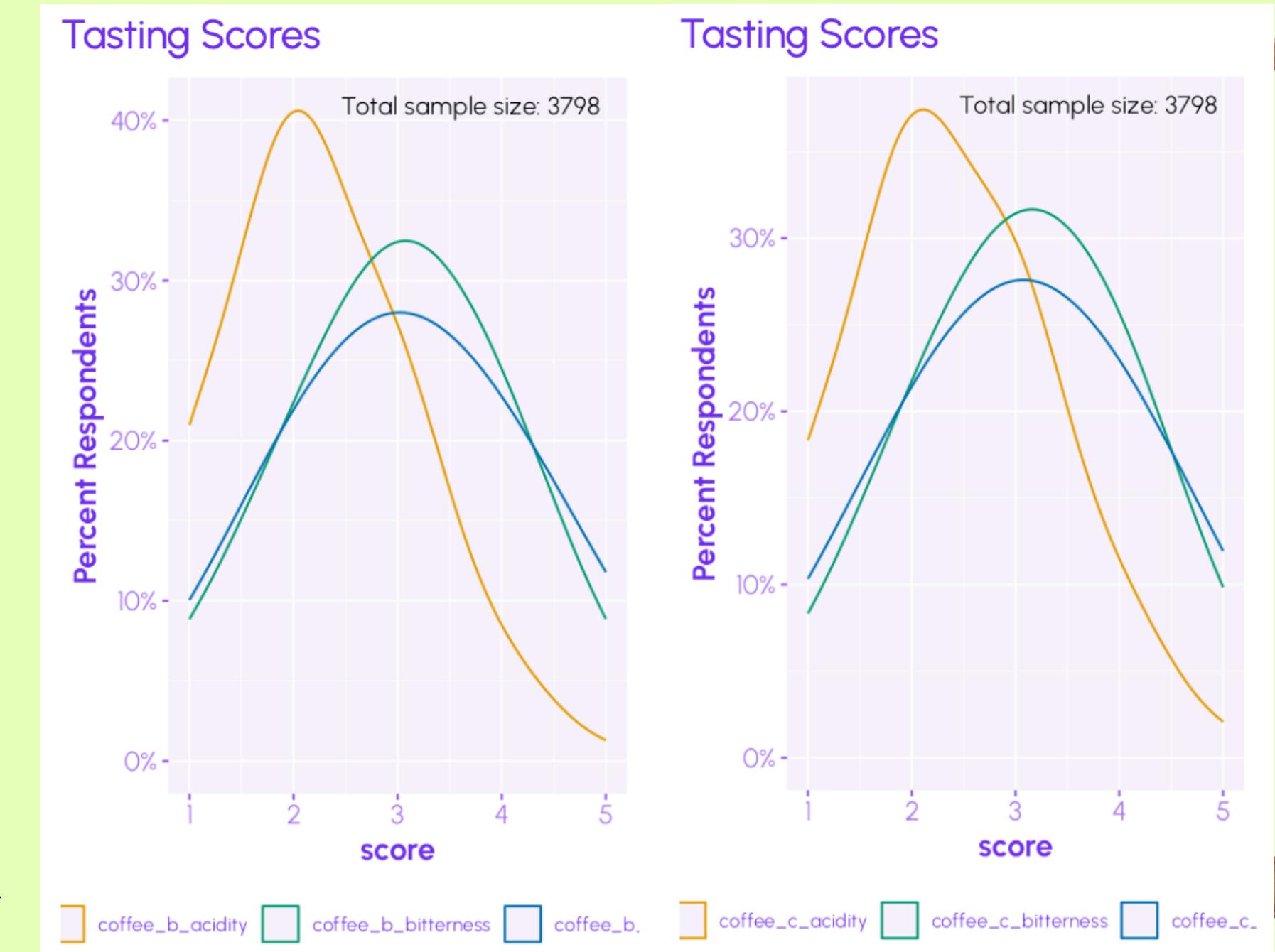
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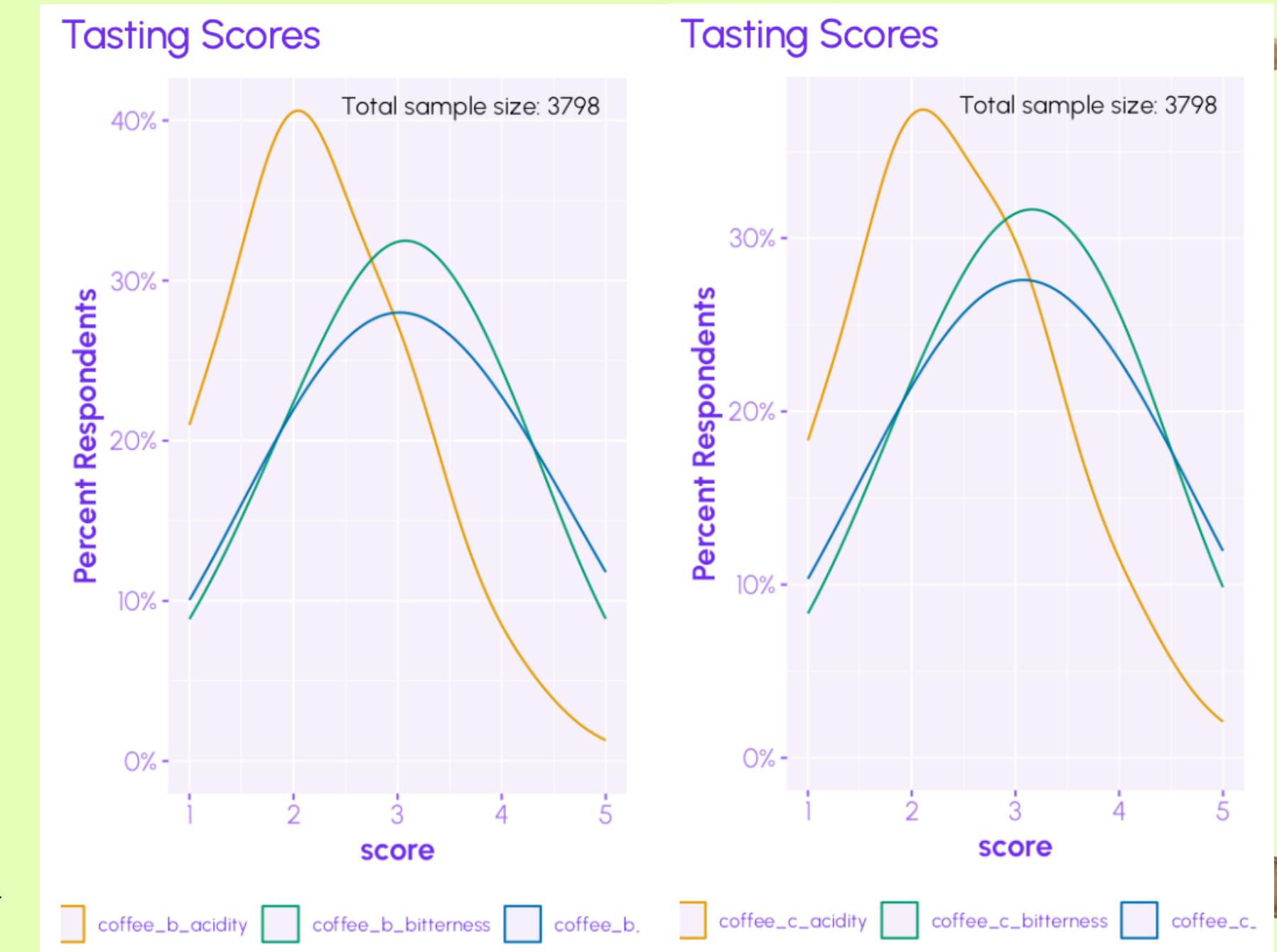
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There is no significant difference btw Coffee B and C preference

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F Test confirms Null Hypothesis that there is no difference between variances. (p val = .41)



PURCHASE

17%

55%

46%

Purchase on the go

Local Cafe

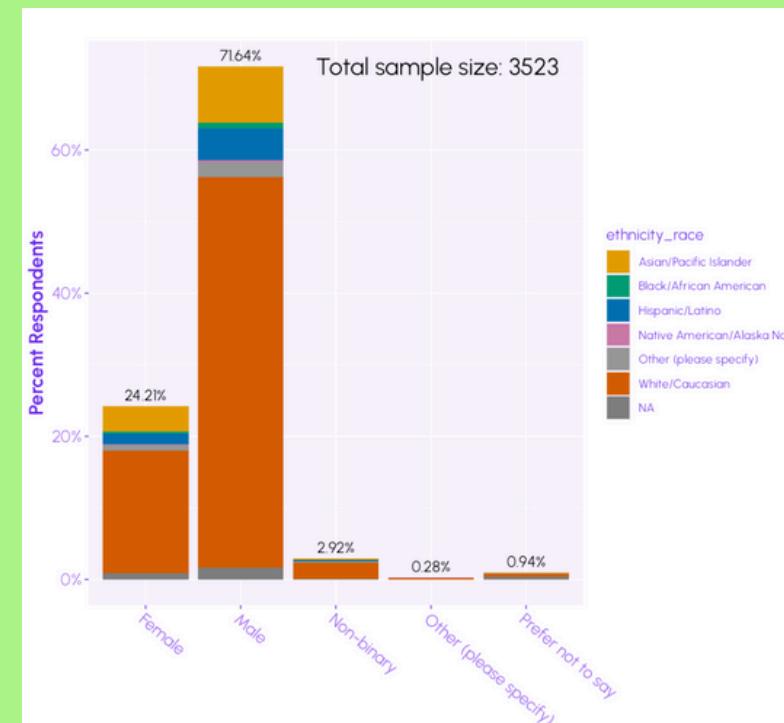
Dunkin

46%

61%

National Chain

Specialty Coffee Shop



WHO

3789

Participants

50%

25-34 years old

24%

35-44 years old

71%

Male, 75% white

24.2%

Female, 74% white

Key Participant Characteristics

5%

Participants currently
brew Cometeer
Coffee

95%

Result # 2
Briefly explain the statistic.

WHO

3789

Participants

50%

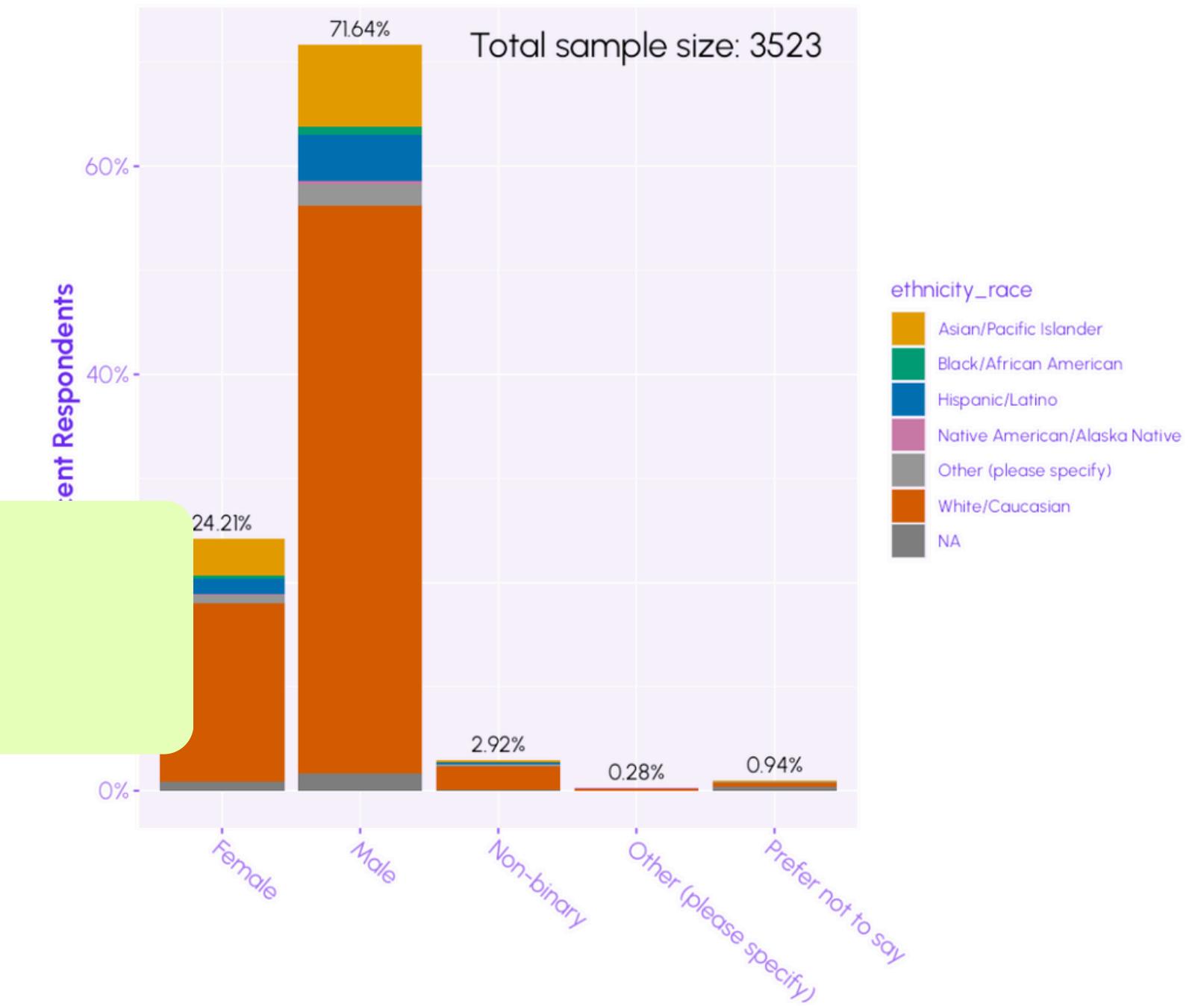
25-34 years old

71%

24 2%

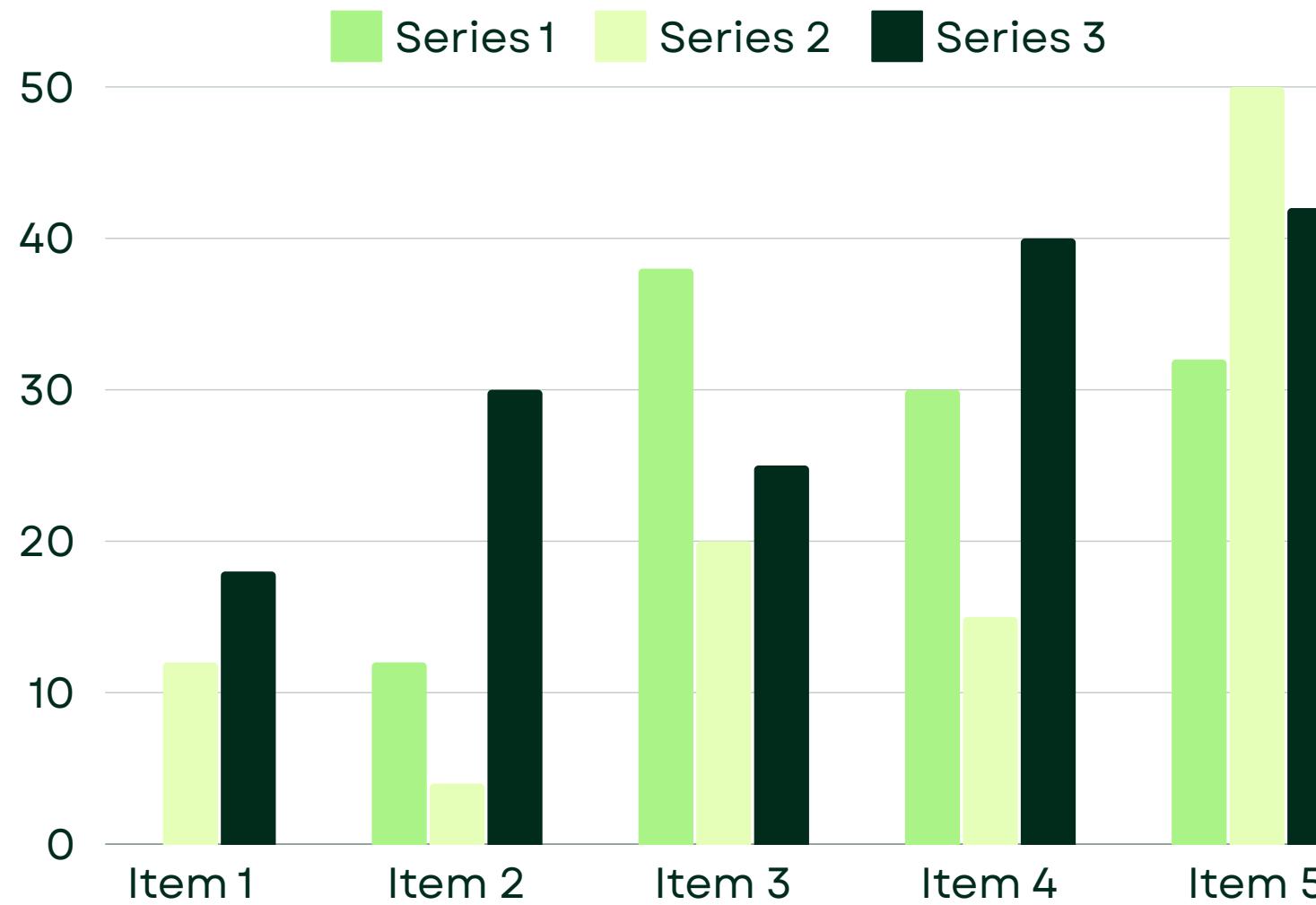
Target/Result # 4

Briefly explain the graph/chart.



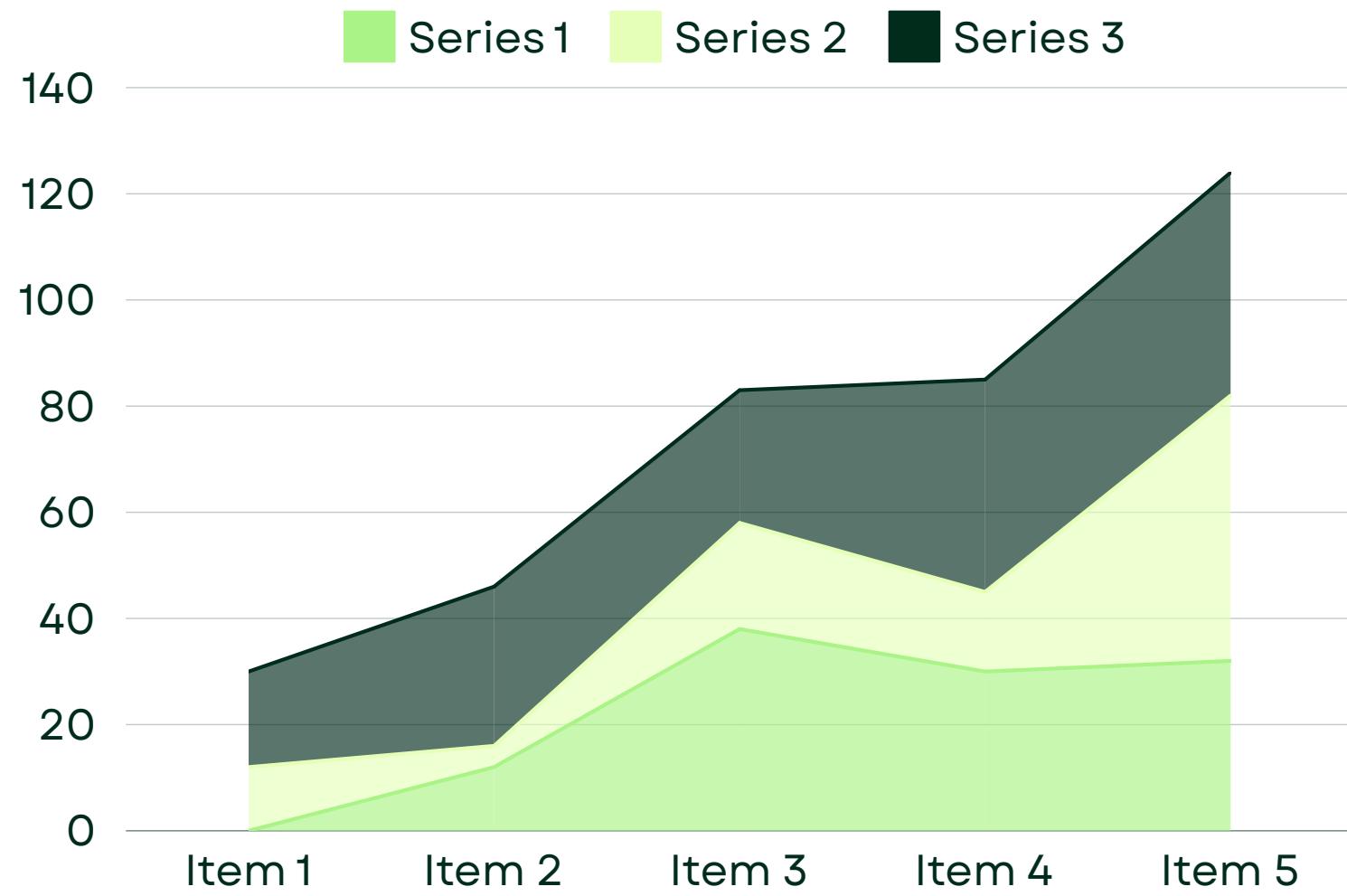
Target/Result # 3

Briefly explain the graph/chart.



Target/Result # 4

Briefly explain the graph/chart.





Project Retro

Recognize wins and identify areas the team can improve in for the next project.

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What We Can Improve

List your team's misses during the duration of the project.

Tip: Right-click on the background of the slide, or on the thumbnail below, for the option to expand this page into a whiteboard for more space!

Idea 1

Press "S" to create
sticky notes.

Press "S" to create
sticky notes.

Press "S" to create
sticky notes.



Idea 2

Press "S" to create
sticky notes.

Press "S" to create
sticky notes.

Press "S" to create
sticky notes.



Moving Forward

Summarize the team's points for improvement and immediate action items.

Points for Improvement	Immediate Action Items	Key Person In Charge
Write here	Write here	Add team member
		Add team member

Customize this table! Just **right-click** on any cell to see all the available table functions.

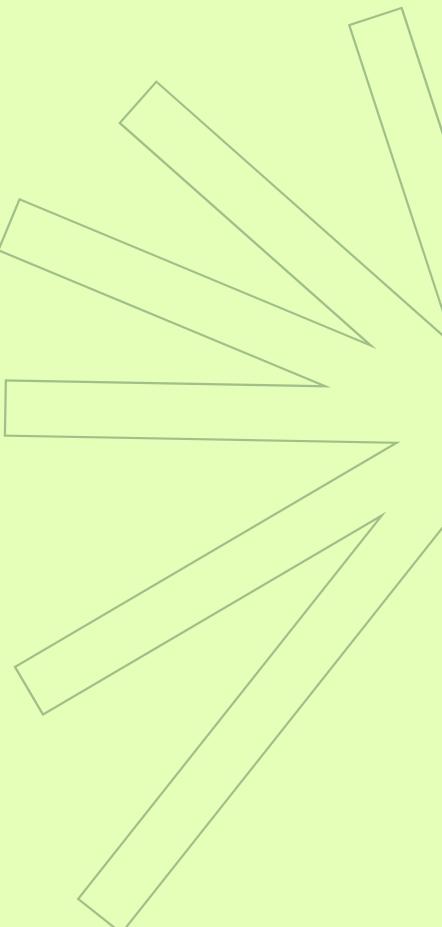
To merge, **highlight first** two or more cells, then click "**Merge Cells**" to organize your table according to your needs!

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Thank you for participating!

Good work, team. Here's to more improved practices for our projects in the future.



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Collaborate on a Whiteboard

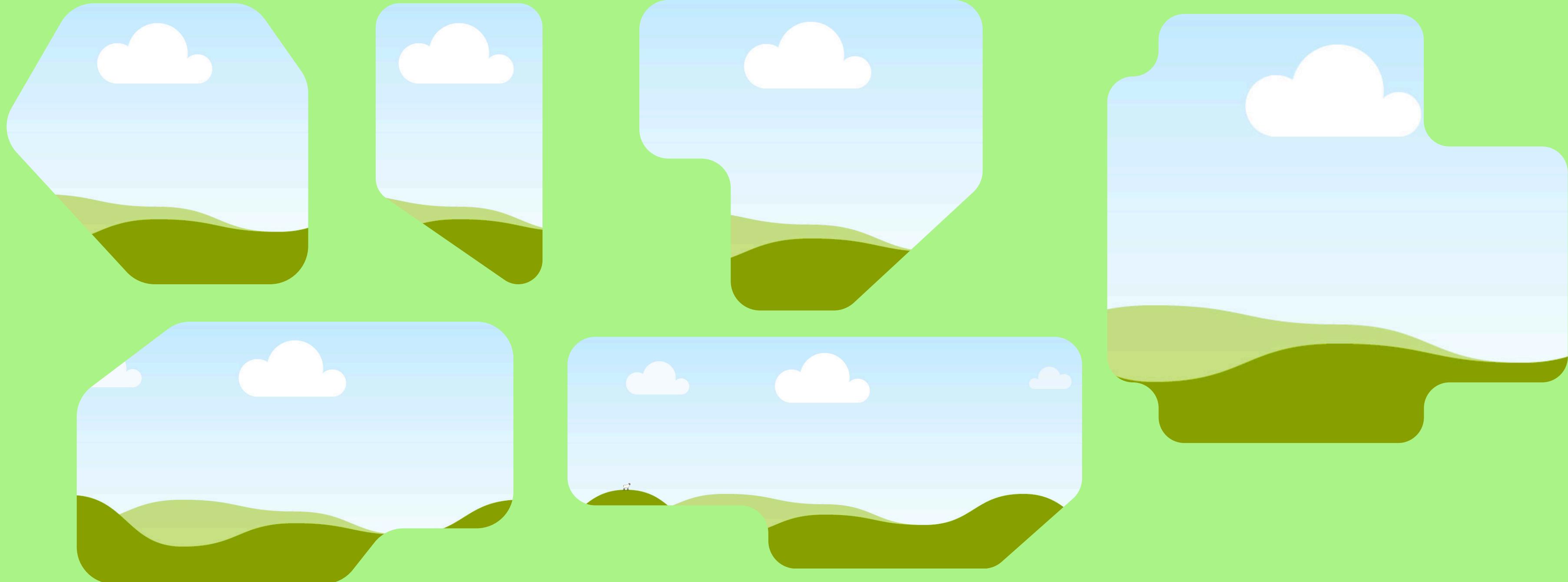
Tip: Collaboration makes teamwork easier! Click "Share" and invite your teammates to fill this up. Use this page for bulletins, brainstorms, and other fun team ideas.

Right-click on the **background** of the slide, or on the **thumbnail** below, for the option to **expand** this page into a **whiteboard** for more space!



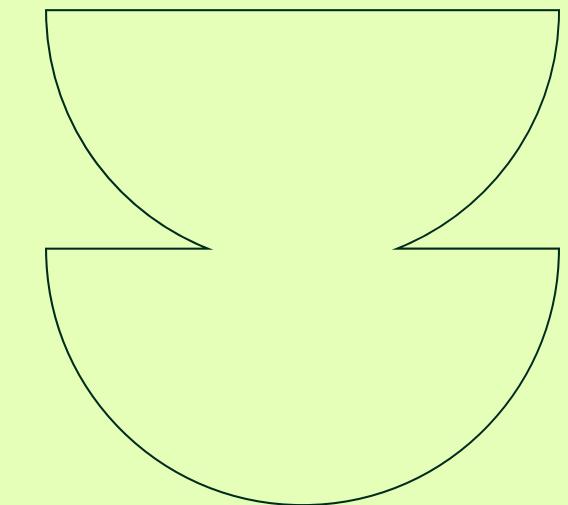
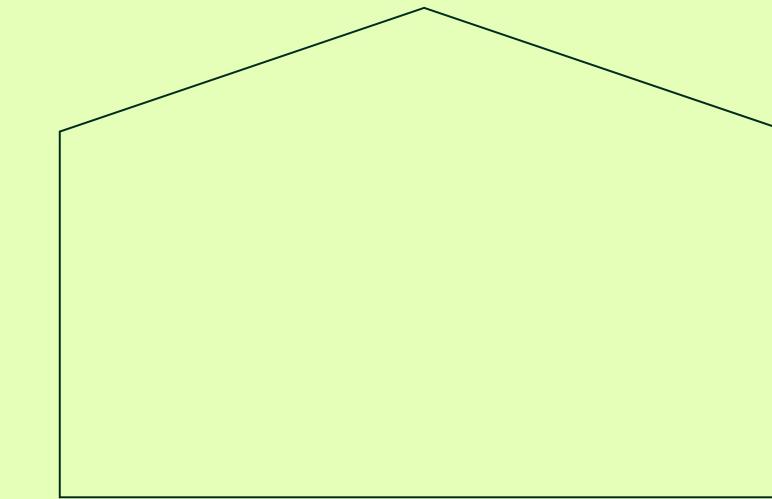
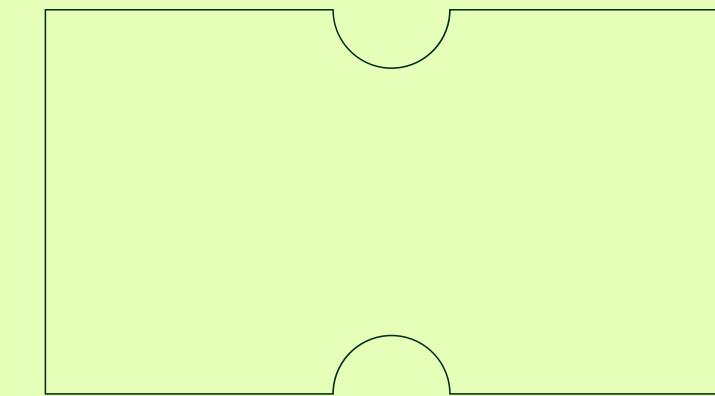
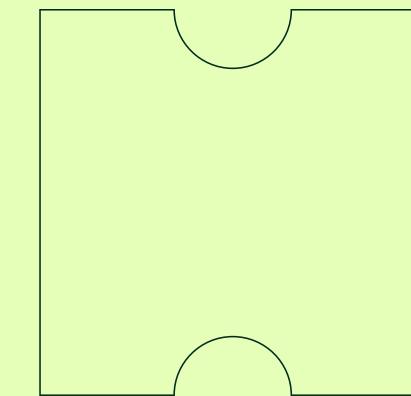
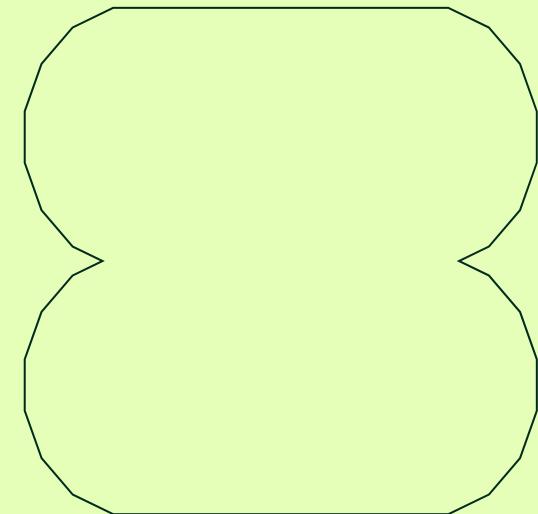
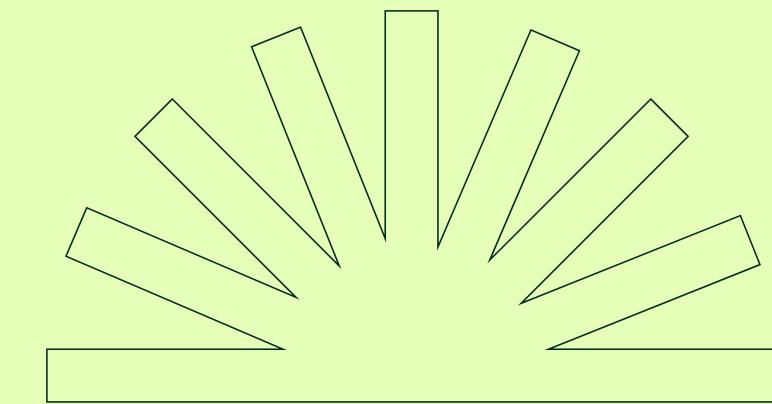
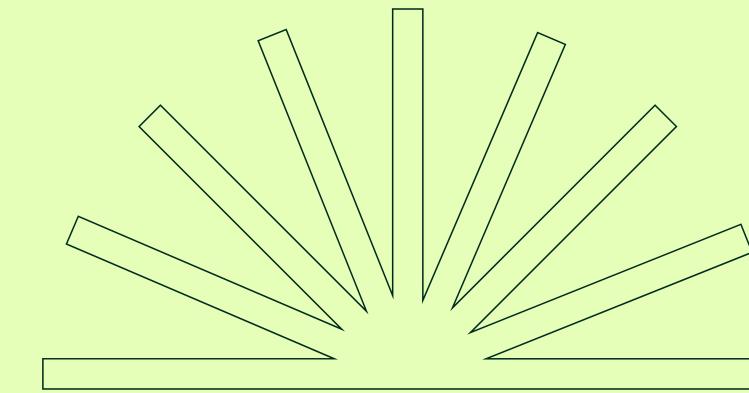
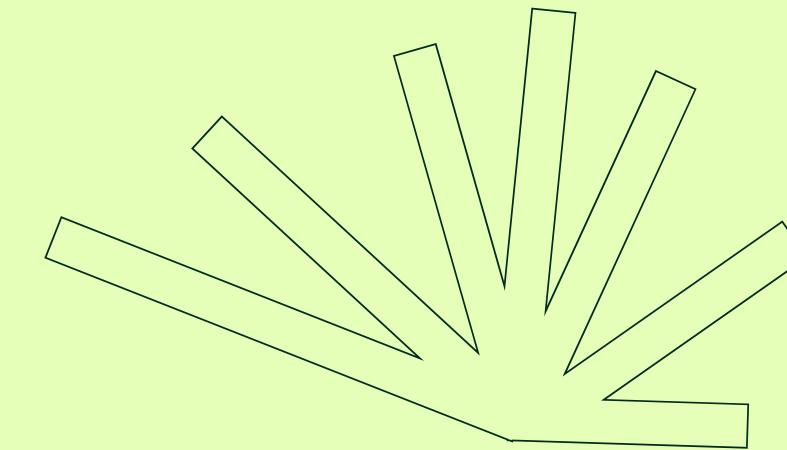
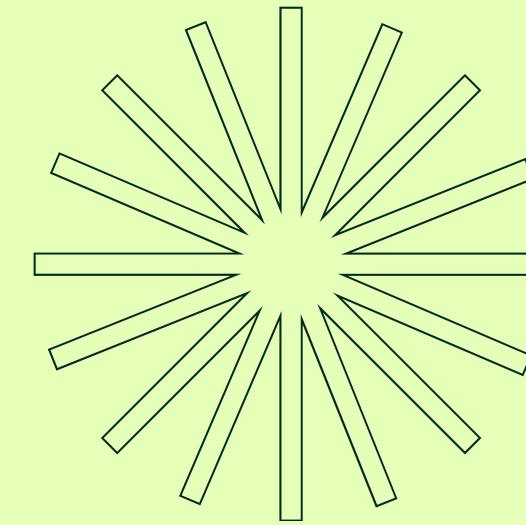
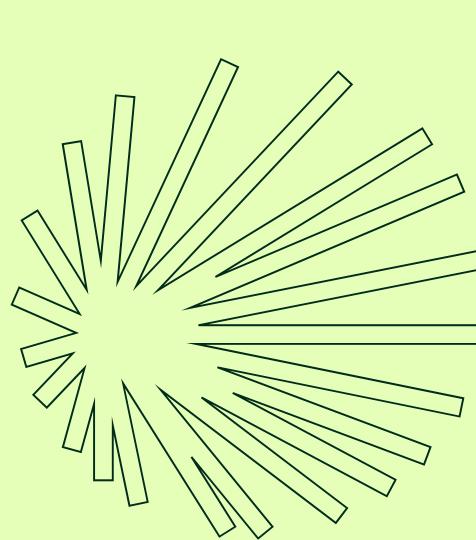
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