

# The Great American Coffee Taste Test



- . **Target audience:** What type of customer should we target, and what are their preferences?
- . **Product offering:** What types of coffee beans and drinks should we offer?
- . **Pricing strategy:** How can we align prices with customer value perception?

Demographics

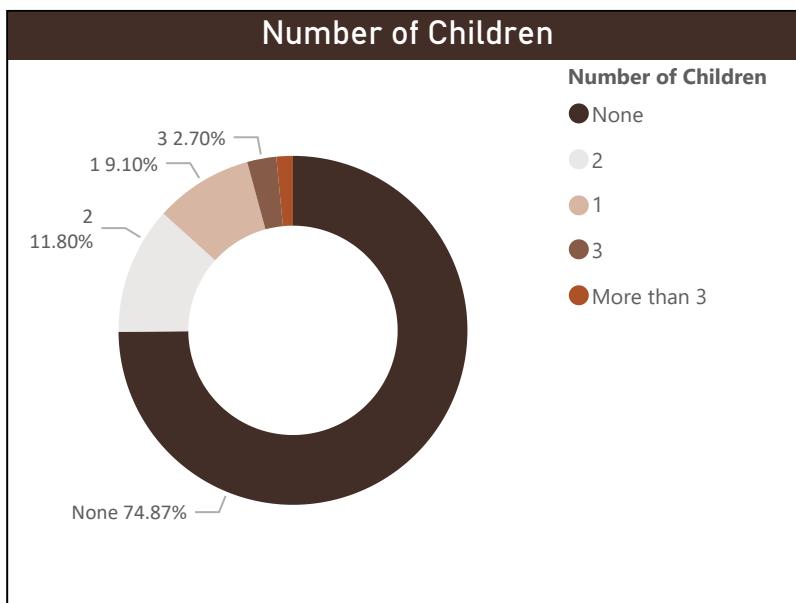
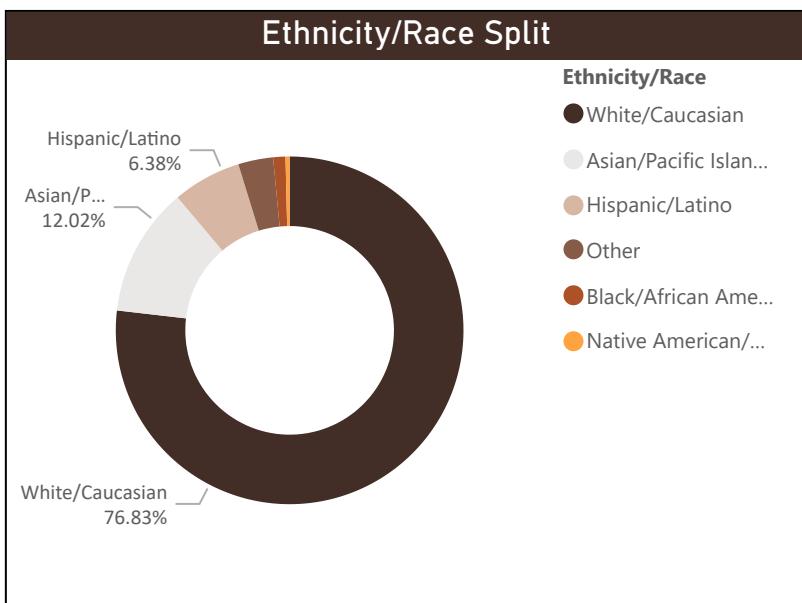
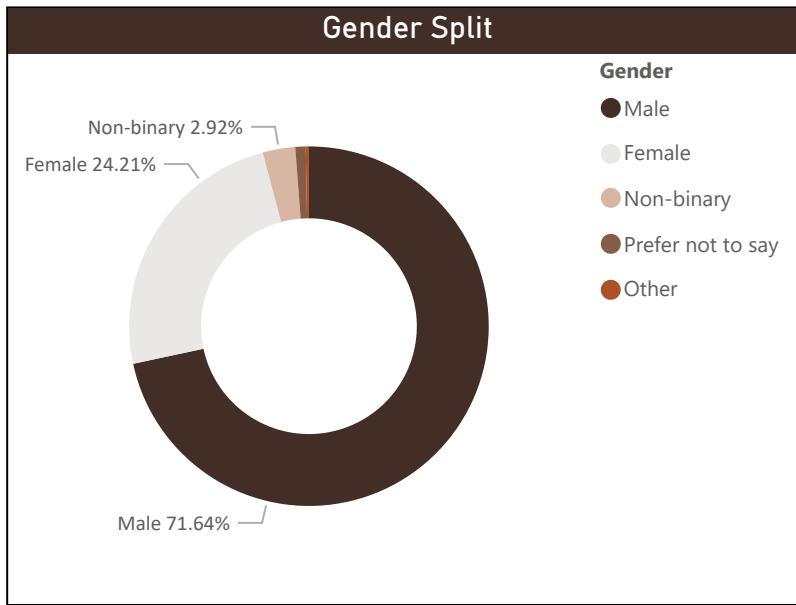
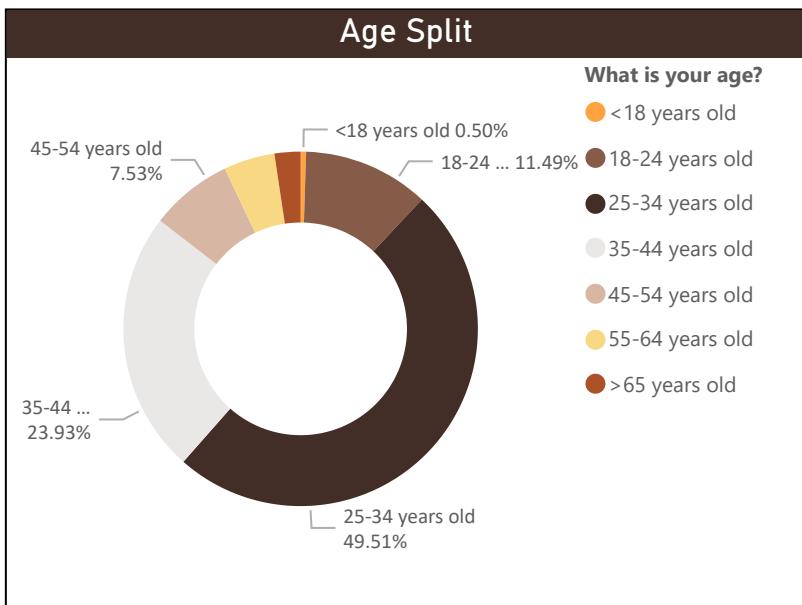
Coffee Preferences

Price and Spending

Coffee Background



# Demographics



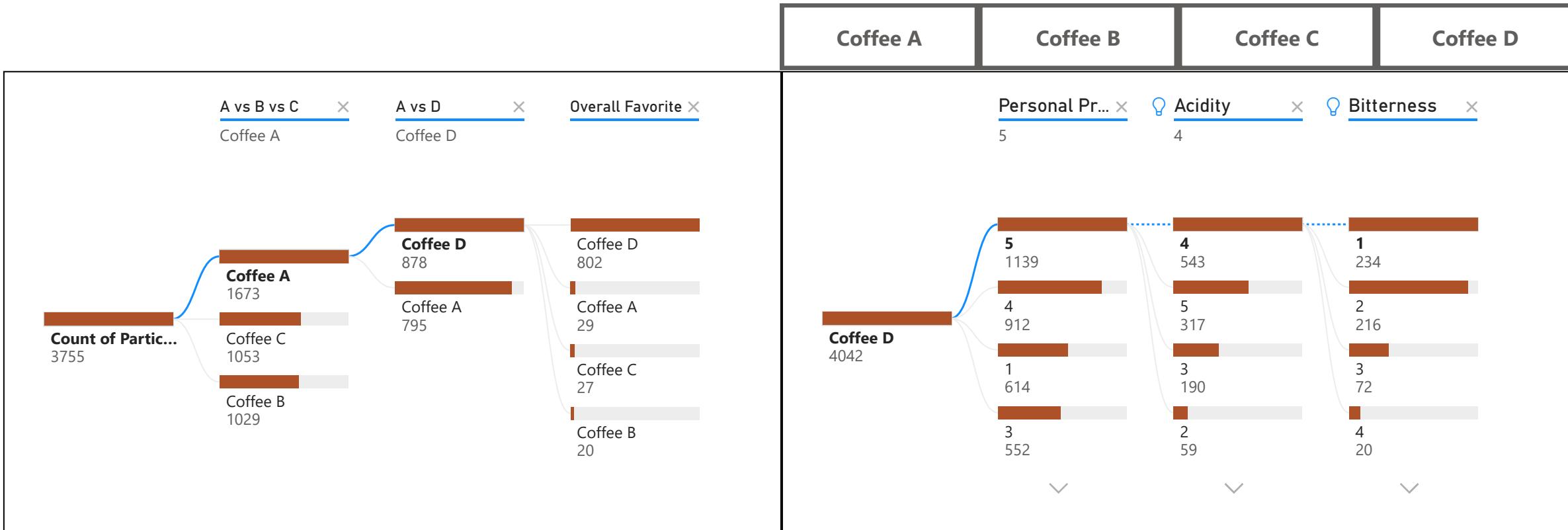
## Key Insights for target audience:

- **Age Distribution:** 73.96% of participants fall within the **25-44 age group**.
- **Gender Breakdown:** 71.64% of participants identify as **male**.
- **Ethnic Composition:** 76.83% of participants are of **White** ethnicity.
- **Parental Status:** 73.60% of participants **do not have children**.





# Coffee Taste Test Results



**Coffee A** Light roasted coffee. It was from Kenya.

**Coffee B** - Medium roasted coffee. It was a blend.

**Coffee C** - Dark roasted coffee. It was blend.

**Coffee D** - Single Estate coffee. Unusual variety from Columbia. Strongly fermented coffee.

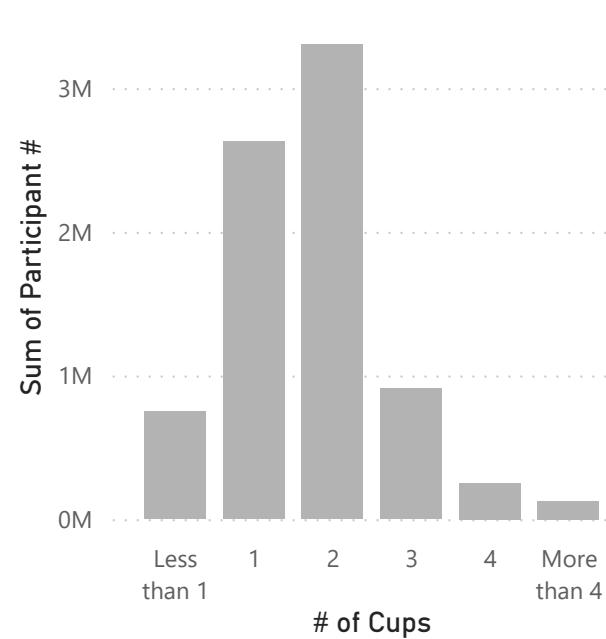
## Key insights from Taste test:

- Participants who selected Coffee C for the first question favored Coffee D over Coffee A on Second question.
- Coffee D received the highest rating of 5, particularly for acidity with a score of 4, while bitterness scored 1.

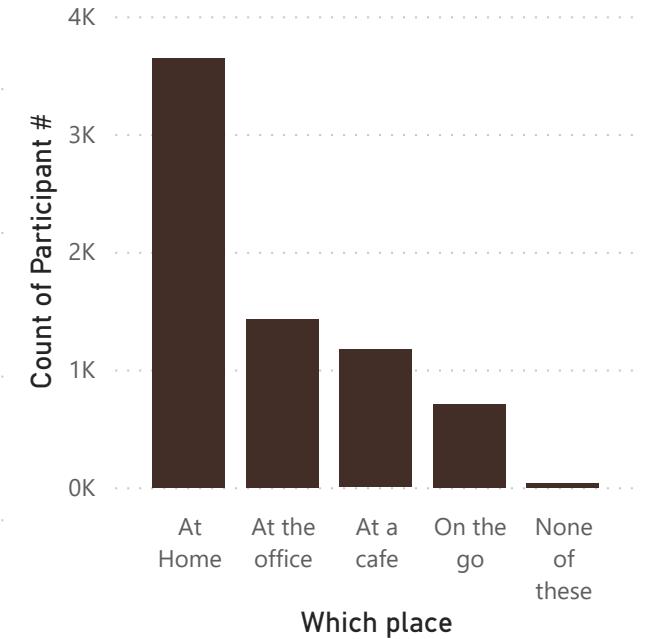


# Price and Spending

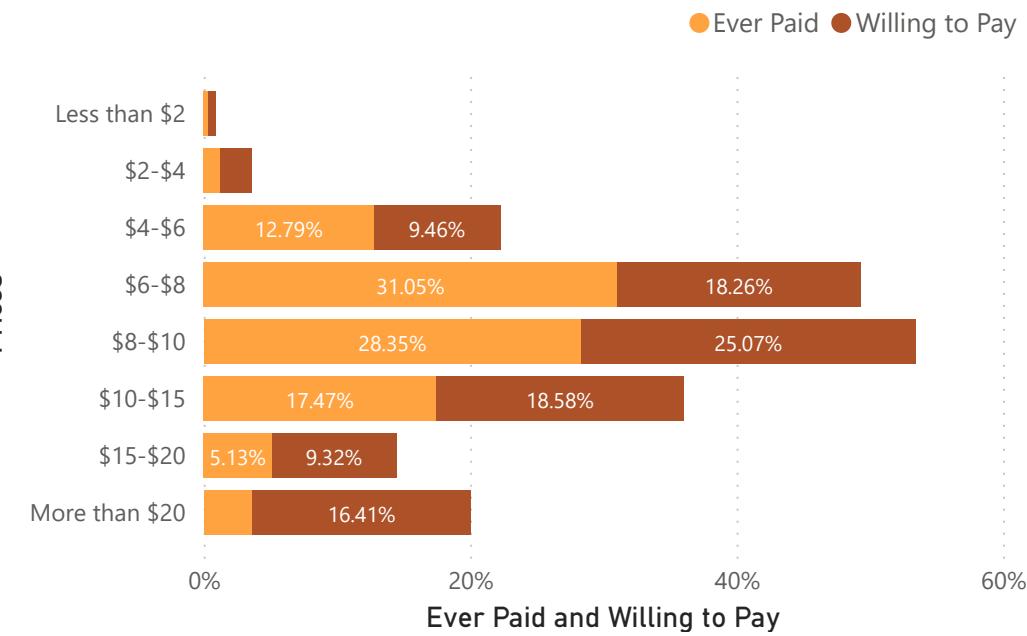
Sum of Participant # by # of Cups



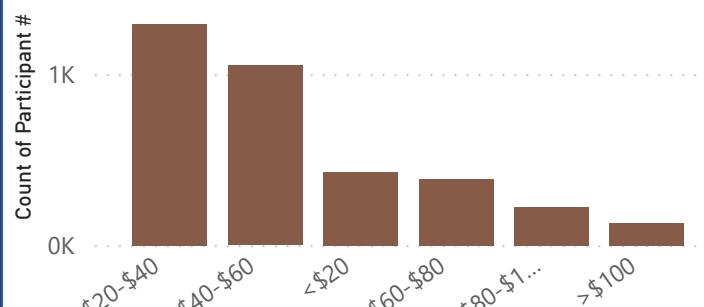
Count of Participant # by Which place



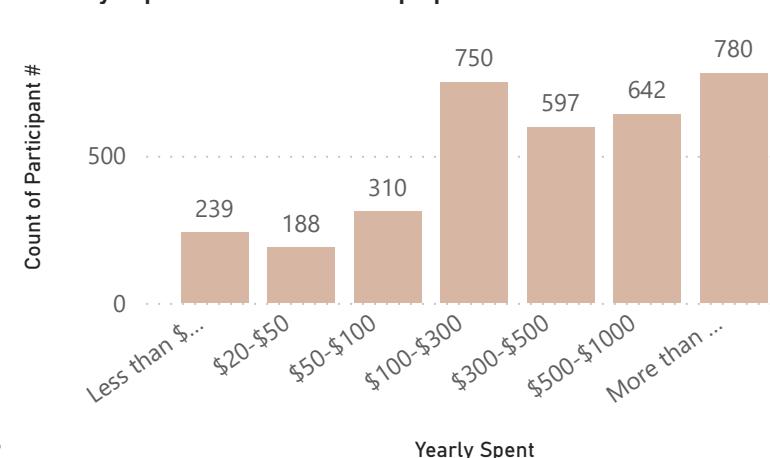
Ever Paid and Willing to Pay by Prices



In total, much money do you typically spend on coffee in a month?



Yearly Spent on Coffee Equipment



## Key insights from Price and Spending:

- The majority of participants who paid less than \$6 responded that they are not getting value for their money spent on coffee.
- A significant number of participants indicated that they were willing to pay, and actually paid, between \$6 and \$10 for coffee.

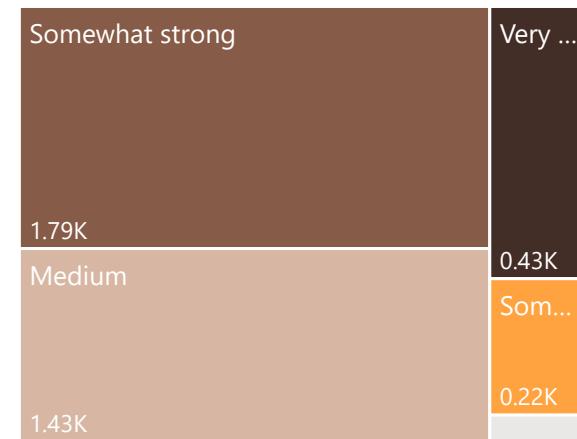


# Coffee Background

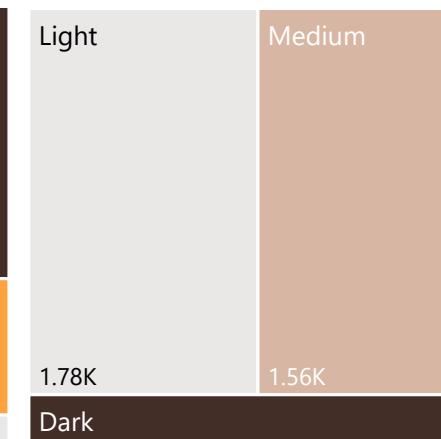
5.69

Self Rated Coffee Expertise

## How strong do you like your coffee?



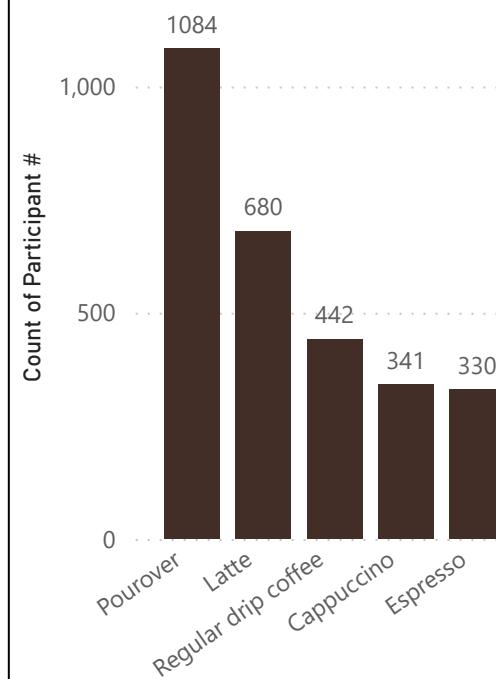
## Top 3 Roast level of Preferences



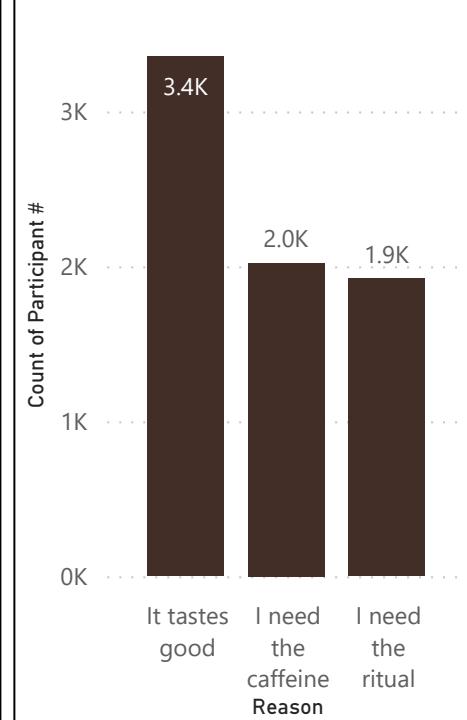
## Dairy for Your Coffee

Types of dairy	% of Diary
Whole milk	50.24%
Oat milk	30.31%
Half and half	23.96%
Flavored coffee creamer	9.61%
Coffee creamer	8.84%
Almond milk	8.60%
Skim milk	8.01%
Soy milk	4.80%

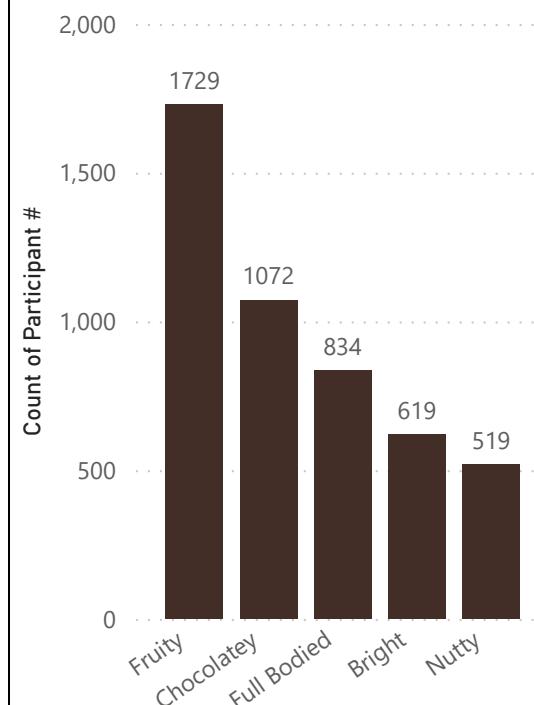
## Top 5 favorite coffee drink



## Top 3 reasons for drink coffee



## Top 5 Previous coffee preference?



## Top 5 Brew Method

Brew method	% of brew method
Pour over	62.81%
Espresso	41.54%
French press	20.11%
Coffee brewing machine	18.14%
Cold brew	14.37%

## List of Add-in

Anything to add	% of add-in
No - just black	65.97%
Milk, dairy alternative, or coffee creamer	42.95%
Sugar or sweetener	13.01%
Flavor syrup	5.84%
Other	1.16%