

Capstone 2 Proposal

Problem Statement:

What three features most affect the price per ounce of coffee?

Context:

A start-up coffee company is creating its signature blend to sell alongside the more generic blends of coffee. The start-up needs to know what three features to primarily incorporate into its signature blend to maximize its popularity and distinguish the company from other coffee companies.

Criteria for Success:

Determine the three coffee features that will create a popular, signature blend of coffee.

Scope of Solution Space:

- Rating
- Acidity
- Aftertaste
- Aroma
- Body
- Flavor
- Review description
- Country of origin
- Roast level
- Roaster
- Roaster location

Constraints:

Since this is a start-up company, they may not be able to afford the top three features. The top three features may clash with each other. The top three features may already be incorporated into another coffee company's signature blend.

Stakeholders:

The stakeholders are the owners of the start-up coffee company and their investors.

Data Sources:

Data for this project is downloaded from Kaggle, and scraped from coffeereview.com.

- <https://www.kaggle.com/datasets/patk1e/coffeereviewcom-over-7000-ratings-and-reviews>