
Retailers:

What coffee grinders to offer and why

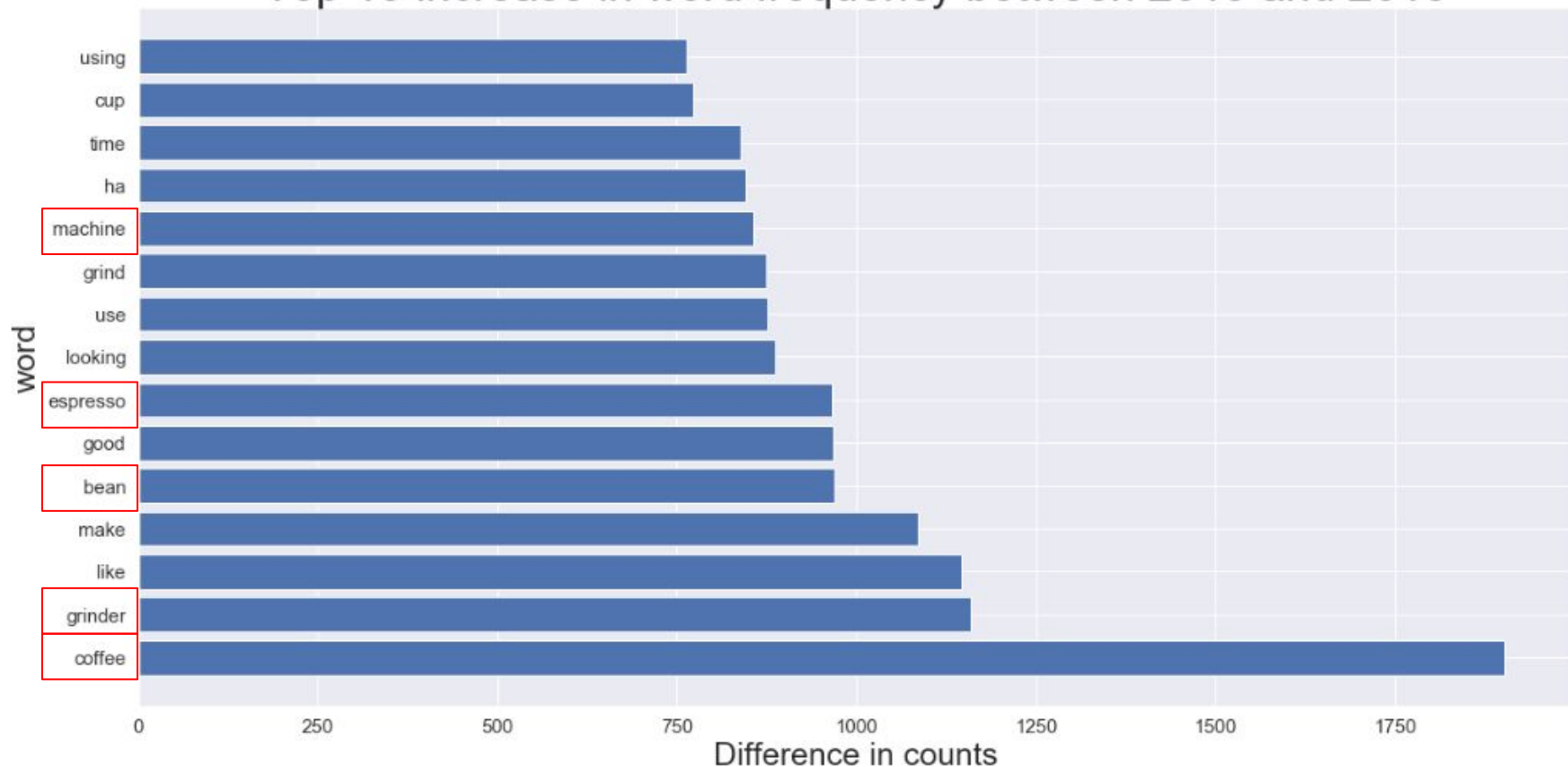
Mike Hong



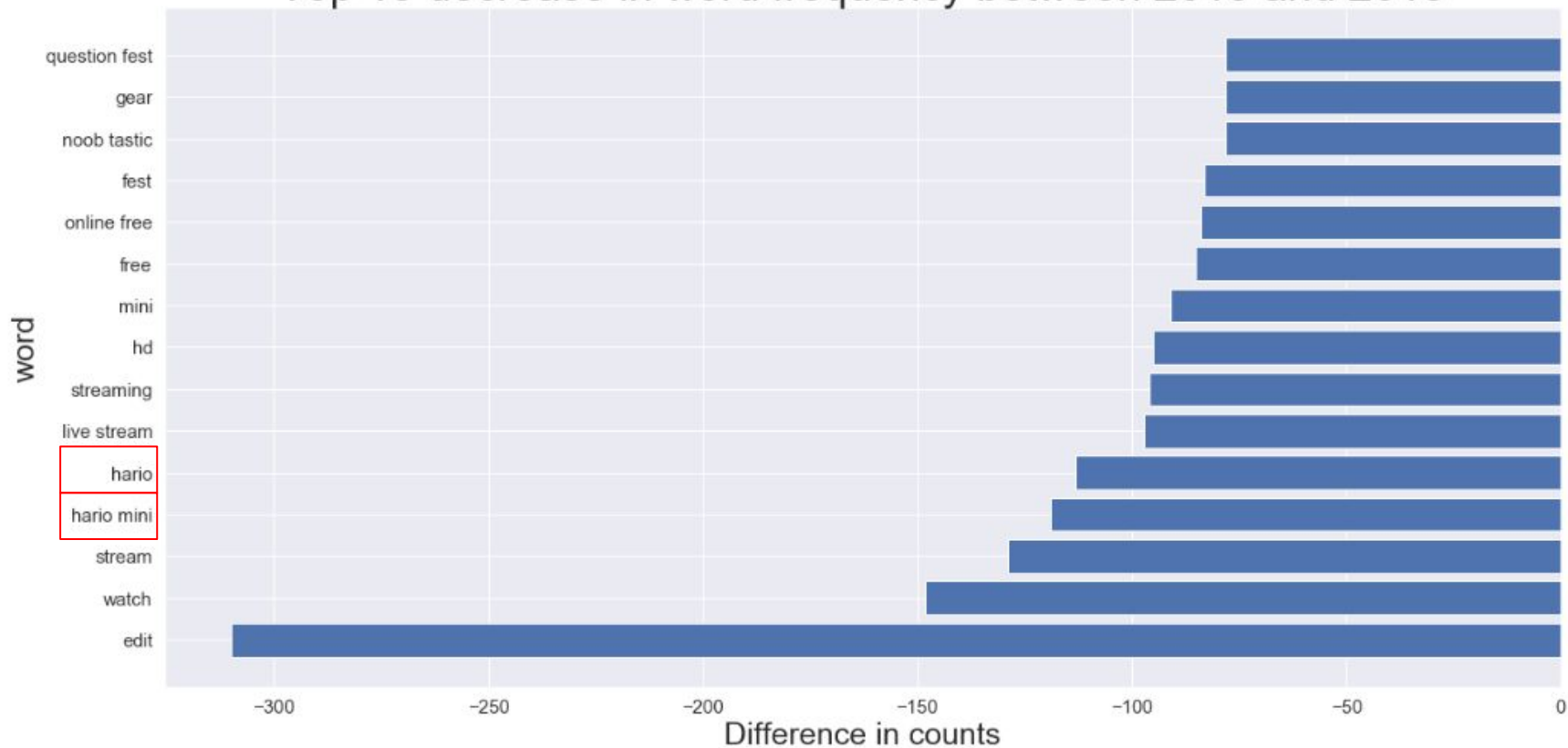
Coffee is not going anywhere

With higher number of observations of a certain word in a document and corpus, we assume that there is growing interest and popularity in the said word in the caffeine-consumer world

Top 15 increase in word frequency between 2015 and 2018



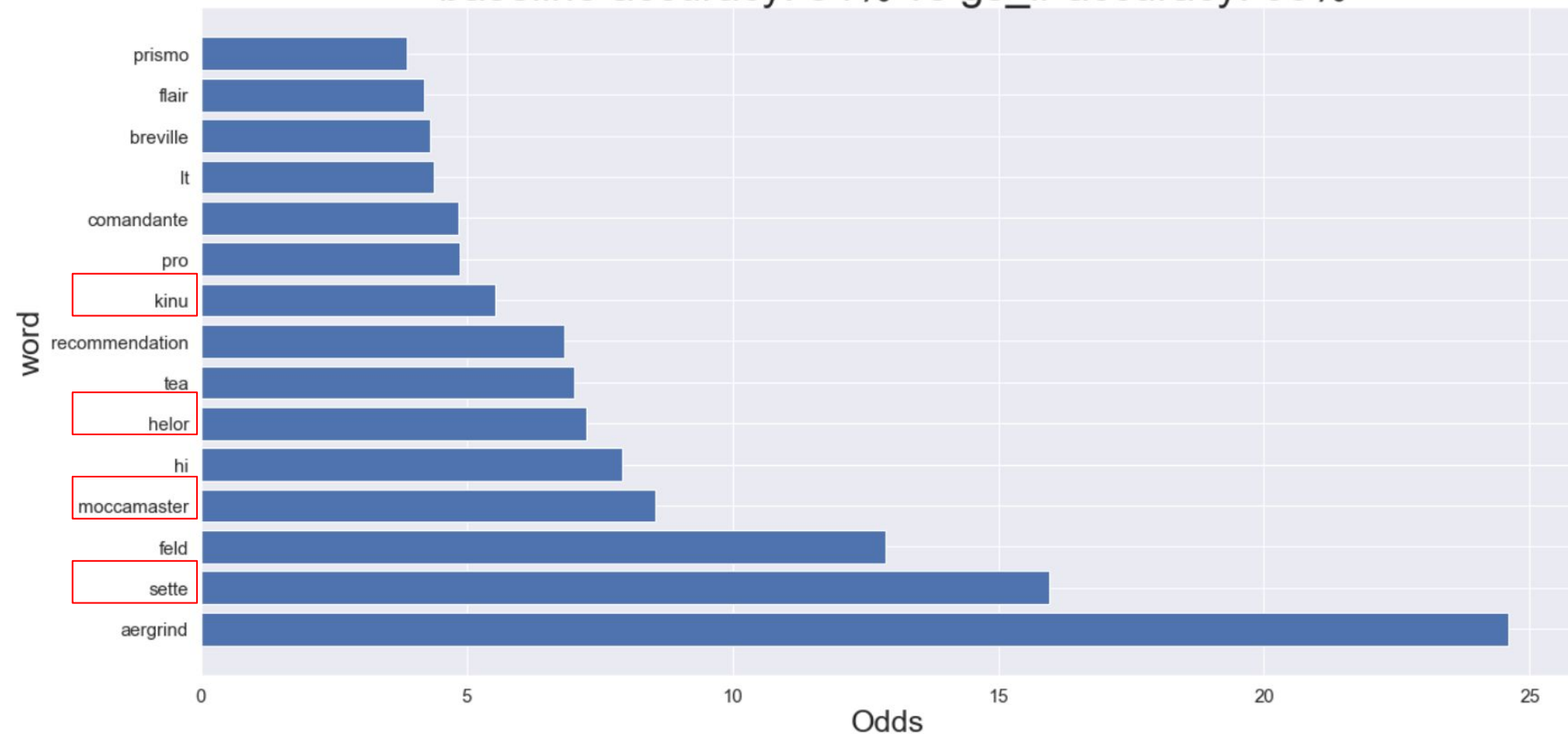
Top 15 decrease in word frequency between 2015 and 2018



*To cater to younger consumers and recent interests/trends,
retailers should update coffee grinder/machine offerings*

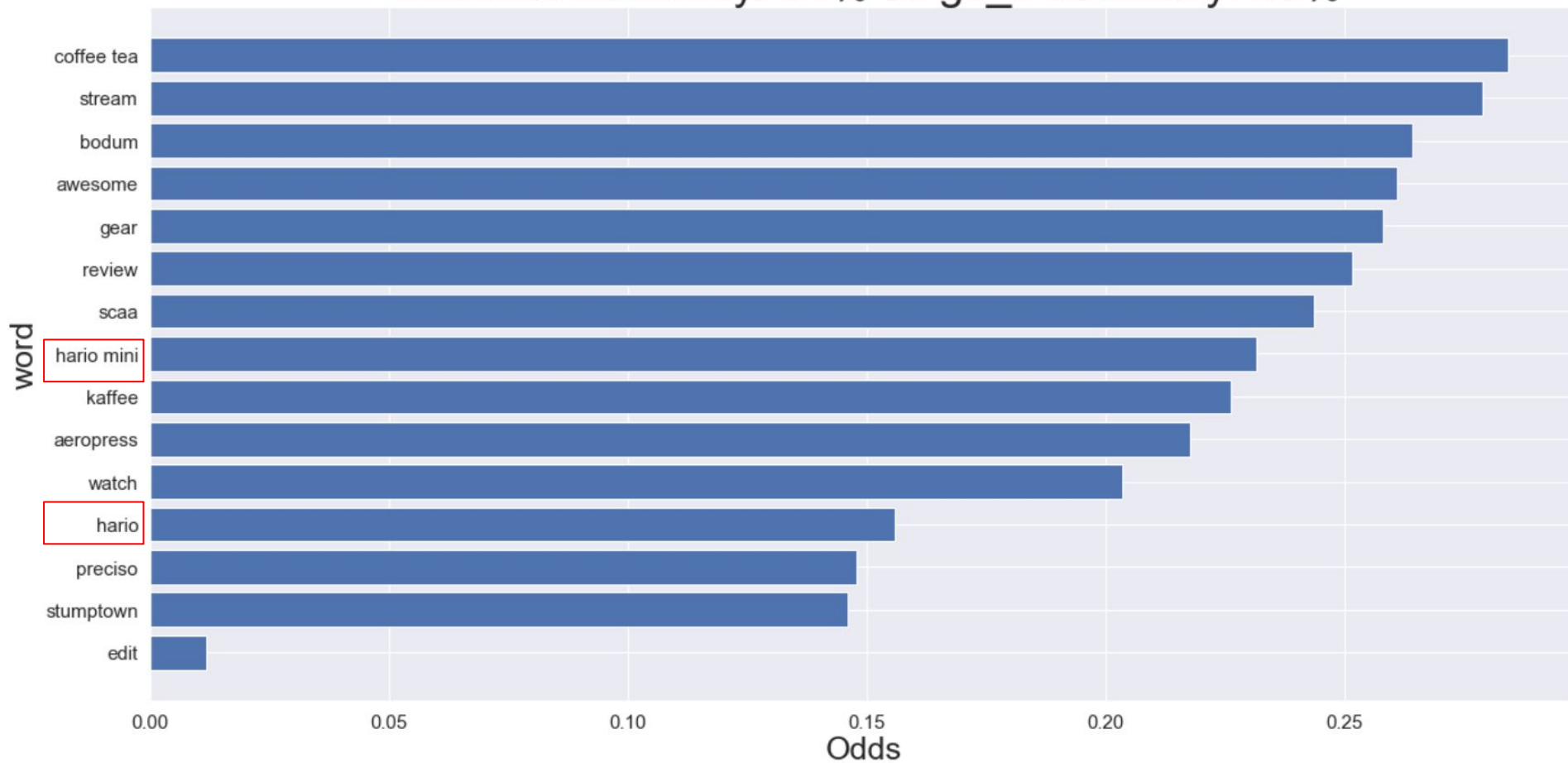
Top 15 words with positive impact on odds

baseline accuracy: 54% vs gs_lr accuracy: 66%

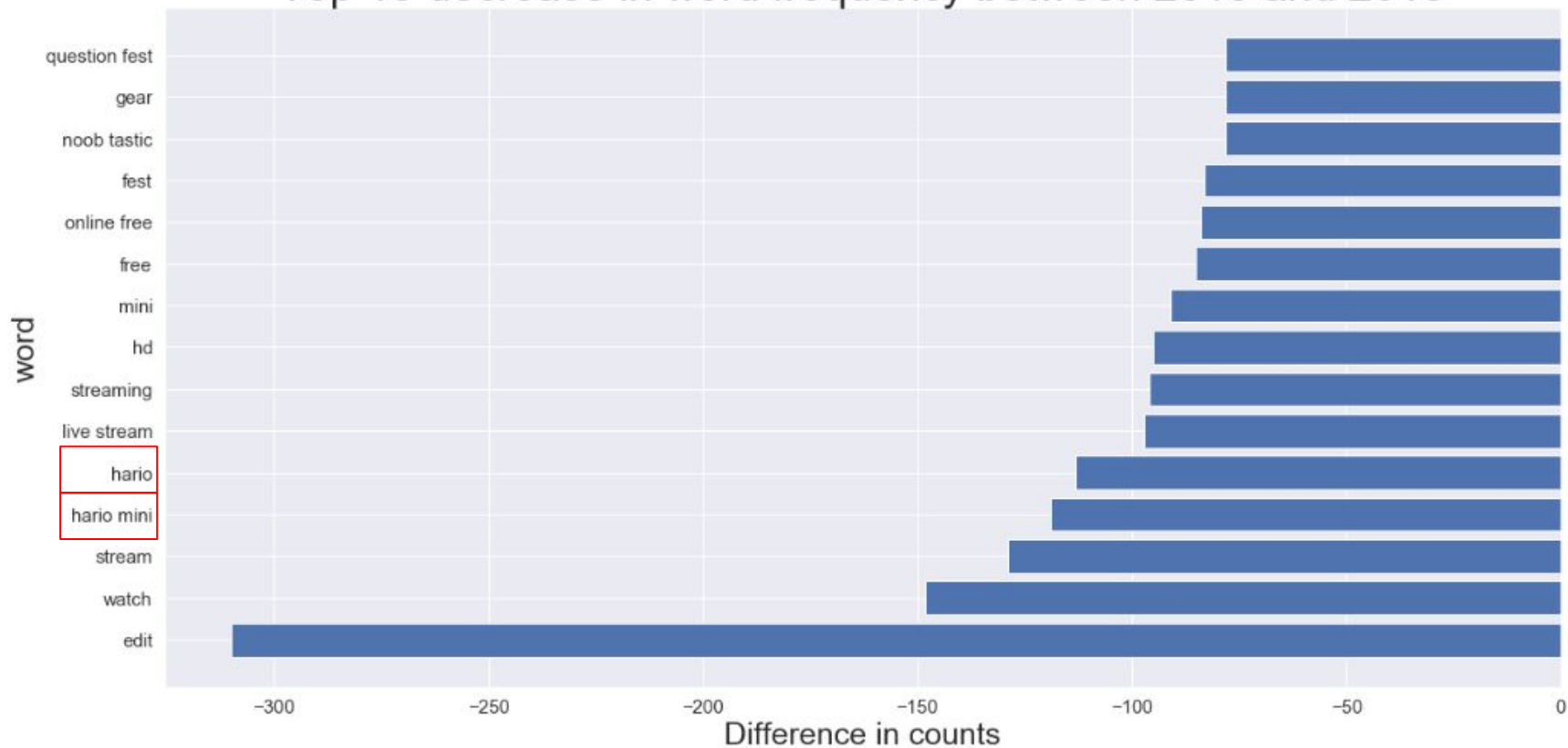


Top 15 words with negative impact on odds

baseline accuracy: 54% vs gs_lr accuracy: 66%



Top 15 decrease in word frequency between 2015 and 2018



DO



Baratza Sette



Moccamaster

DON'T



Hario



Hario Mini

Areas of improvement in the discussed results is to perform semantic analysis to ensure that individuals are talking about coffee terms in a positive or negative light



Q&A

