Mapped Questions to KPIs - Specialty Coffee Project

\*\*Persona:\*\* Alaa – Head of Coffee Sourcing

This document outlines the key questions Alaa asks and the KPIs that help answer them.

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| Audience Question | Relevant KPI or Metric |
| Which origins produce the highest quality coffee? | Average Total Cup Points by Country |
| Does the processing method affect quality? | Average Total Cup Points by Processing Method |
| What is the relationship between altitude and quality? | Correlation between Altitude and Total Cup Points |
| Which farms or producers are most consistent in their scores? | Standard Deviation of Cup Points per Producer |
| What are the most common defects, and how do they impact quality? | Average Category One and Two Defects vs Total Cup Points |
| What are the key sensory strengths (e.g., aroma, body) of a particular origin? | Attribute Scores (Aroma, Flavor, Body, etc.) by Origin |
| How do lots compare across harvest years? | Average Total Cup Points by Harvest Year |
| Which coffees are closest to Specialty Grade thresholds? | Distribution of Total Cup Points with reference to 80+ Specialty Cutoff |
| Are there underperforming lots from otherwise strong producers? | Comparison of Individual Lot Scores vs Producer Average |
| Which regions have potential for sourcing based on consistent quality? | Region-level Average and Median Total Cup Points |