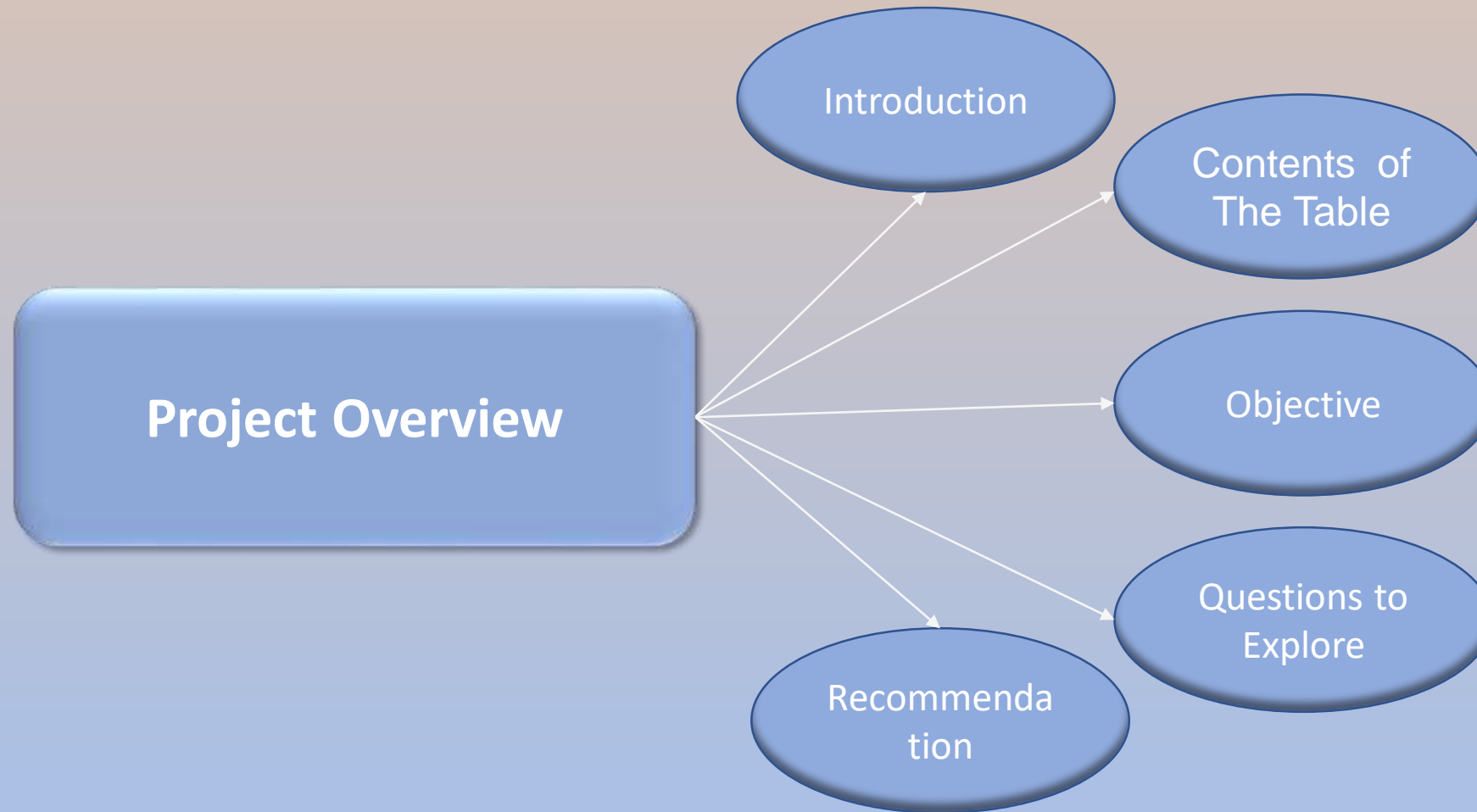


COFFEE BRAND ANALYSIS

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INTRODUCTION

In today's global coffee market, understanding how roasters operate is crucial for coffee lovers, analysts, and businesses alike. The World Roaster Review dataset provides a wealth of information on different aspects of roasters, such as brands, types of roasts, prices, consumer reviews, different locations and market trends. It's a valuable resource for uncovering insights that can guide strategic decisions and innovations in the industry.

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BrandName	Roasters	TypeofRoast	RoasterLocation	RoasterLat	RoasterLong	Origin	OriginLat	OriginLong	Priceper100g	Rating	ReviewDate	ShortProductDescription	Aroma	Mouthfeel
Ethiopia Shakiso Mormora	Revel Coffee	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	4.7	92	01-11-2017	Crisply sweet cocoa-toned	Lemon blossom roast	Savory-tart structure
Ethiopia Suke Quto	Roast House	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	4.19	92	01-11-2017	Delicate sweetly spice-toned	Pink peppercorn date	Crisp spice-toned structure with
Ethiopia Gelgelu Natural Orga	Willoughby's Coffee & Tea	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	3.97	93	01-11-2017	High-toned floral	Dried apricot magnolia	Crisp sweetly-tart in structure
Ethiopia Hambela Alaka	Black Oak Coffee Roaster	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.14	93	01-11-2017	Very delicate sweetly savor	Lemon verbena allspice	Balanced sweet-savory structure
Organic Ethiopia Kirite	Wonderstate Coffee	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.29	93	01-11-2017	High-toned crisply sweet	Lemon blossom apricot	Balanced complete sweet-sav
Ethiopia Awassa	Paradise Roasters	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.28	93	01-11-2017	Crisply sweet multi-faceted	Candied violet dark chocolate	Sweetly tart structure with juicy
Ethiopia Gelana Abaya	Big Creek Coffee Roaster	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	4.41	92	01-11-2017	Sweet spice-toned pungent	Hazelnut cocoa ripe chocolate	Complexly structured: very sweet
Ethiopia Amaro Gayo Natural	Ben's Beans	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	4.98	92	01-11-2017	Deeply sweet fruit- and cocoa	Baker's chocolate	Fruit-toned structure with round
Diima #9 Ethiopia Natural	Roast House	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	7.35	93	01-12-2017	Richly sweet fruit-toned	Dried strawberry dark	Sweetly round in structure
Gedeb Ethiopia	JBC Coffee Roasters	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.51	95	01-01-2018	Deeply sweet intensely pure	Dark chocolate tangerine	Deeply sweet-toned in structure
Ethiopia Reko Estate Yirgacheffe	Temple Coffee and Tea	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.58	92	01-01-2018	Deep intense sweetly perfu	Dark chocolate vanilla	Very sweet though also rather
Ethiopia	Caffeic	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	4.12	93	01-03-2018	Richly sweet spice-toned	Dried cherry lemon zest	Delicate sweetly tart structure
Ethiopia Suke Quto Honey	Paradise Roasters	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.28	94	01-02-2018	Bright richly sweet	Lime blossom raspberry	Sweetly tart in structure with ju
Ethiopia Worka Natural	Red Rooster Coffee Roas	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	4.85	93	01-04-2018	Richly sweet fruit-toned	Raspberry jam almond	Sweet-tart structure with fruit-
Gedeb Espresso	JBC Coffee Roasters	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.51	94	01-04-2018	Evaluated as espresso	Layered complex	Dark chocolate mango grapefr
Guji Allona Ethiopia Natural	Peri Coffee	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.73	93	01-04-2018	Crisply sweet fruit-toned	Blackberry baker's	Sweet-tart structure with bright
Ethiopia Yirgacheffe Koke	Argyle Coffee Roasters	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.29	93	01-04-2018	Multi-layered intricate	Raspberry chocolate	Sweetly tart in structure with f
Gedeb Yirgacheffe Ethiopia	Bluebeard Coffee Roaste	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5	93	01-04-2018	Crisp balanced richly sweet	Maple syrup apricot	Sweet-savory structure with liv
Ethiopia Deri Kochoha	States Coffee & Mercanti	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.29	93	01-08-2018	Sweetly and gently tart	Lavender brown sugar	Delicately sweet-tart and juicy
Ethiopia Kayon Mountain Natu	Lexington Coffee Roaster	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.57	93	01-08-2018	Richly sweet floral-toned	Narcissus-like flowers	Sweetly tart in structure with l
Ethiopia Yirgacheffe Natural E	Dragonfly Coffee Roaster	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.29	94	01-09-2018	Evaluated as espresso	Elegantly fruit-toned	Dried apricot lychee sandalwo
Ethiopia Yirgacheffe Natural	Dragonfly Coffee Roaster	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.29	94	01-09-2018	Sweet deeply and complex	Very ripe strawberry	Roundly sweet in structure wi
Ethiopia Limu	Big Shoulders Coffee	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.29	93	01-10-2018	Bright rich-toned deeply sw	Tangerine zest almond	Sweetly herbaceous in structu
Ethiopia Bensa Segra Natural	Big Creek Coffee Roaster	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	4.7	93	01-10-2018	Fruit-forward richly sweet	Dried blueberry ginger	Sweet-toned in structure with
Ethiopia Hambela Natural	Big Shoulders Coffee	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.29	94	01-10-2018	Richly fruit-toned deeply sw	Dried raspberry dark chocolate	Sweet-tart in structure with liv
Ethiopia Kayon Mountain	Big Creek Coffee Roaster	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	4.7	93	01-10-2018	Intricate richly sweet	Lemon verbena raspbe	Sweetly tart structure with cris
Roba Ethiopia (Chelbessa)	Greater Goods Coffee Ro	Medium-Light	United States	37.0902	-95.7129	Ethiopia	9.145	40.49	5.29	93	01-10-2018	Crisply sweet-savory	Coconut hibiscus star	Sweetly tart in structure with l

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OBJECTIVE

- Our goal is to analyze the World Roaster Review dataset through detailed exploration and advanced analytics, to provide actionable insights that can help stakeholders make informed decisions and improve their strategies.
- We'll focus on understanding trends in roaster popularity, consumer preferences for roast types, evaluating roaster performance based on customer feedback and pricing, and predicting future market trends.

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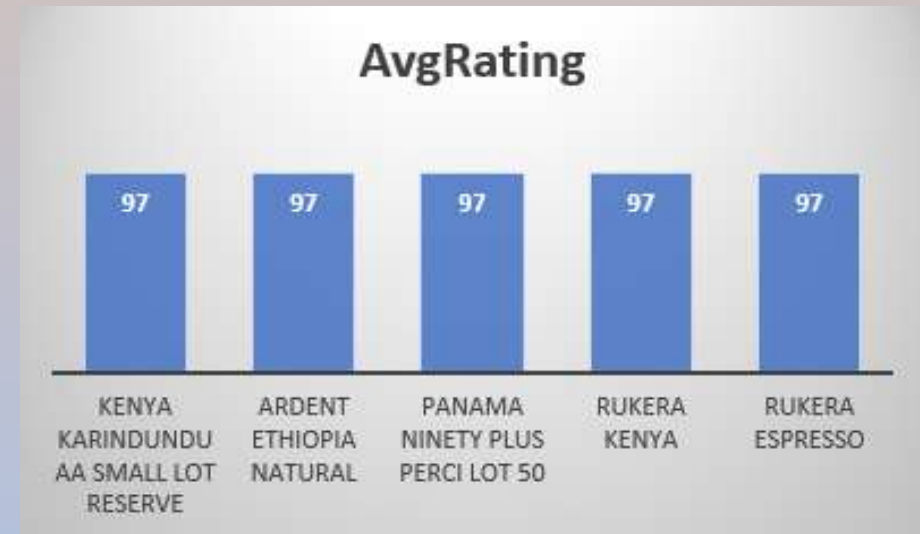
Questions to Explore

- What are the top 5 coffee brands in terms of average rating?
- Which roaster has received the best reviews in terms of average rating?
- Which country of origin has the highest average rating for coffee?
- What is the most expensive coffee per 100g, and what features distinguish it?
- Which coffee brand has the best/worst average rating every year?
- How many coffees have a rating above 90?
- Find the average rating for coffee in each selling location.

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What are the top 5 coffee brands in terms of average rating?

```
select brandName, avg(Rating) as AvgRating
from coffee_brand
group by BrandName
order by avg(Rating) desc
limit 5;
```

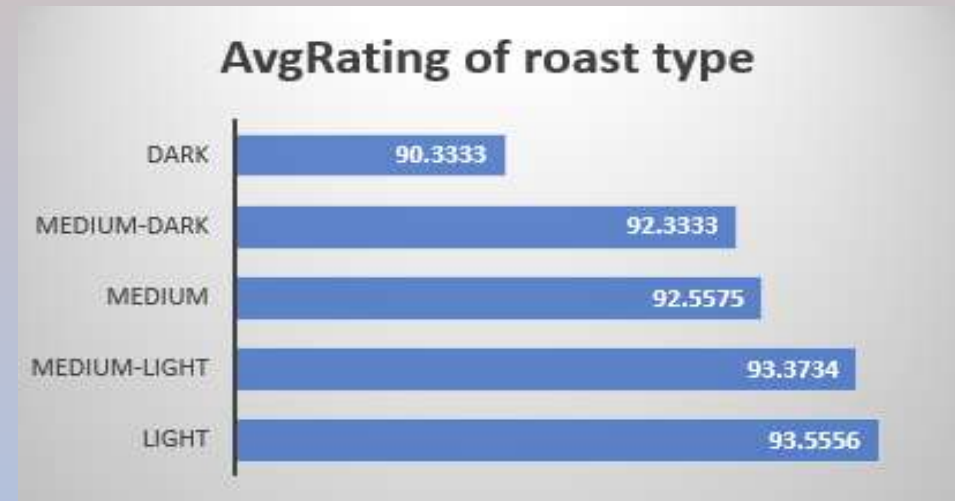


- The brands with the highest average ratings are identified, providing a benchmark for quality in the coffee market.

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Which roaster has received the best reviews in terms of average rating?

```
select TypeofRoast, avg(rating) as AvgRating  
from coffee_brand  
group by TypeofRoast  
order by AvgRating desc;
```

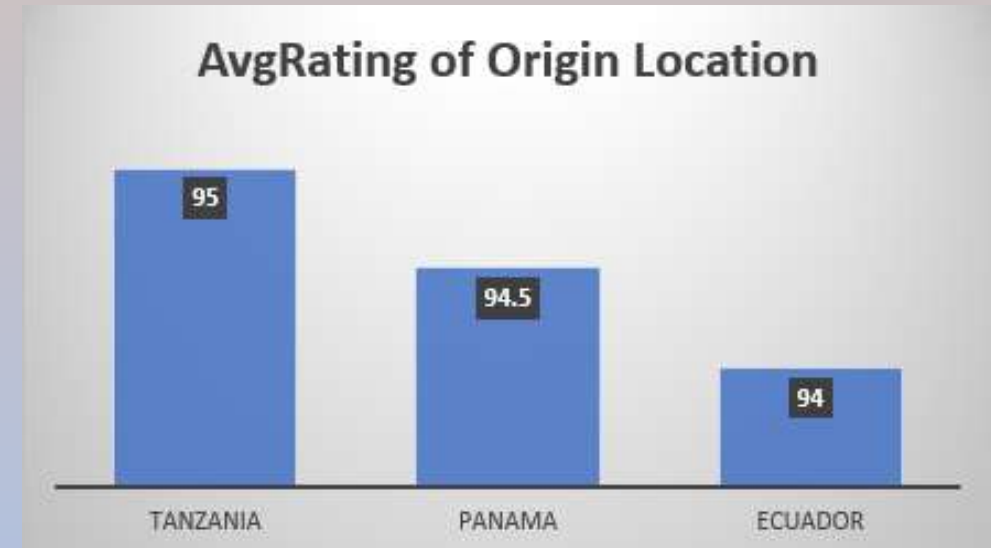


- The “Light” roaster with the highest average rating is recognized, indicating strong customer satisfaction.

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Which country of origin has the highest average rating for coffee?

```
with ranked_origin as (  
  select Origin, avg(Rating) as AvgRating,  
  row_number() over (order by avg(Rating) desc) as ranks  
  FROM coffee_brand  
  group by 1)  
select *  
from ranked_origin  
where ranks <= 3;
```



- Tanzania is noted as the country of origin with the highest average coffee rating, highlighting its superior coffee quality.

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What is the most expensive coffee per 100g, and what features distinguish it?

```
select BrandName, TypeofRoast, max(Priceper100ginUSD) as Expensive_coffee
from coffee_brand
group by 1,2
order by Expensive_coffee desc
limit 5;
```



- "Mama Cata Mokka" is identified as the most expensive coffee per 100g, distinguished by its medium-light roast and rich mouthfeel

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Which coffee brand has the best/worst average rating every year?

```
with BestRatingPerYear as (
select year(ReviewDate) as Review_Year, BrandName, avg(Rating) as AvgRating,
row_number() over (partition by year(ReviewDate) order by avg(Rating) desc) as Rnk
from coffee_brand group by year(ReviewDate), BrandName
),
WorstRatingPerYear as (
select year(ReviewDate) as Review_Year, BrandName, AVG(Rating) as AvgRating,
row_number() over (partition by year(ReviewDate) order by avg(Rating) asc) as Rnk
from coffee_brand group by year(ReviewDate), BrandName
)
select Review_Year, BrandName, AvgRating, 'Best' as RatingType
from BestRatingPerYear where Rnk = 1
UNION
select Review_Year, BrandName, AvgRating, 'Worst' as RatingType
from WorstRatingPerYear where Rnk = 1
order by Review_Year, RatingType;
```

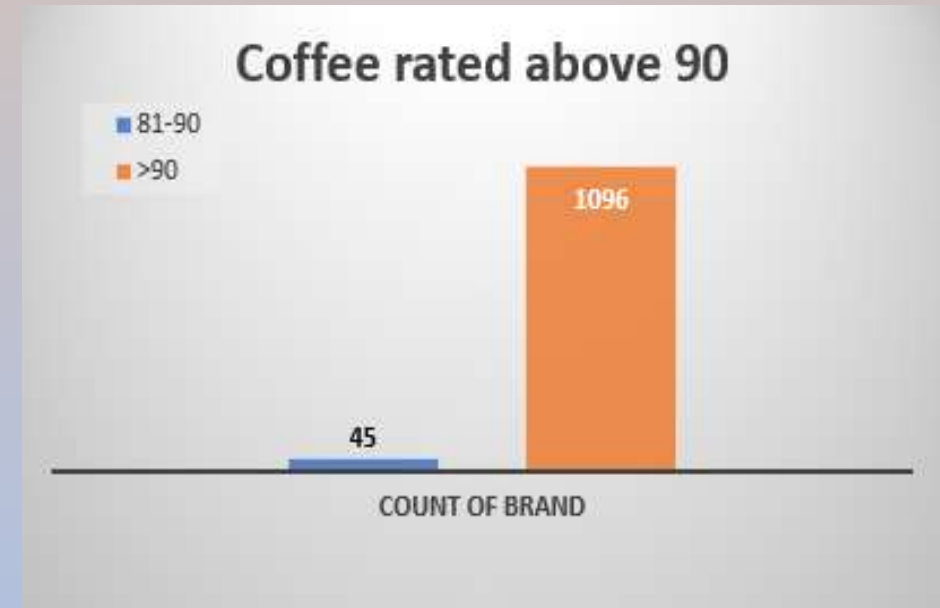


- The best and worst coffee brands for each year are tracked, providing insights into performance trends and changes in consumer preferences.

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How many coffees have a rating above 90?

```
select rating_group, count(*) as countofbrand
from (select brandname,
case
  when avg(rating) < 70 then '<70'
  when avg(rating) between 71 and 80 then '71-80'
  when avg(rating) between 81 and 90 then '81-90'
  else '>90'
end as rating_group
from coffee_brand
group by BrandName) as rated
group by rating_group
order by rating_group desc;
```

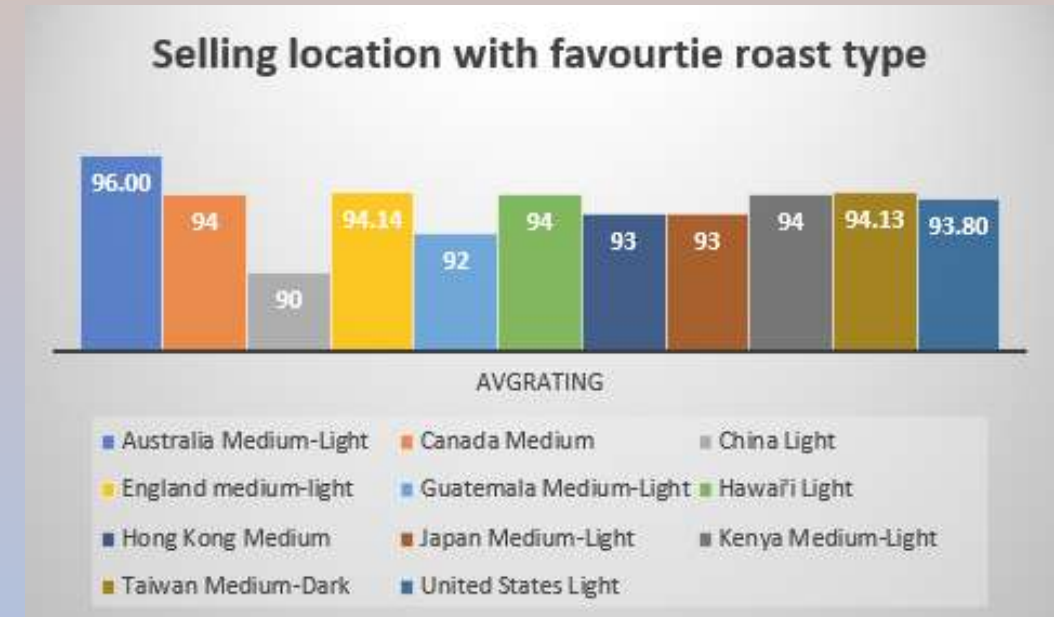


- Tanzania is noted as the country of origin with the highest average coffee rating, highlighting its superior coffee quality.

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Find which type of roast is famous in each selling location.

```
with ranked_roasts as (  
    select RoasterLocation, TypeofRoast, avg(Rating) as AvgRating,  
    row_number() over (partition by RoasterLocation order by avg(Rating) desc) as rn  
    from coffee_brand  
    group by RoasterLocation, TypeofRoast  
)  
select *  
from ranked_roasts  
where rn = 1  
order by RoasterLocation;
```



- The analysis reveals that certain selling locations have higher average ratings, with Australia having “Medium-Light” the best average rating for coffee, suggesting that regional factors may influence quality & consumer satisfaction.

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RECOMMENDATION

- Considering the favorable ratings for medium-light roasts, expanding the product range in this category can enhance customer satisfaction and loyalty.
- Craft marketing campaigns that emphasize distinctive features, such as a rich mouthfeel, to attract premium customers. This approach is particularly effective for high-end offerings like “Mama Cata Mokka.”
- Showcase coffee regions with consistently high ratings, such as Tanzania, in your marketing materials. This appeals to quality-conscious consumers and capitalizes on the positive reputation of regions.
- Consider slight price adjustments in regions like Guatemala. Aligning prices with market averages while maintaining perceived value can potentially boost revenue.
- Introduce additional high-rated options (scoring above 90) to attract discerning customers who prioritize quality in their coffee choices.
- Invest in targeted marketing and distribution efforts in regions like England, Australia, where average ratings are higher. This strategic focus can lead to increased sales and stronger customer loyalty.

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Thank You !

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