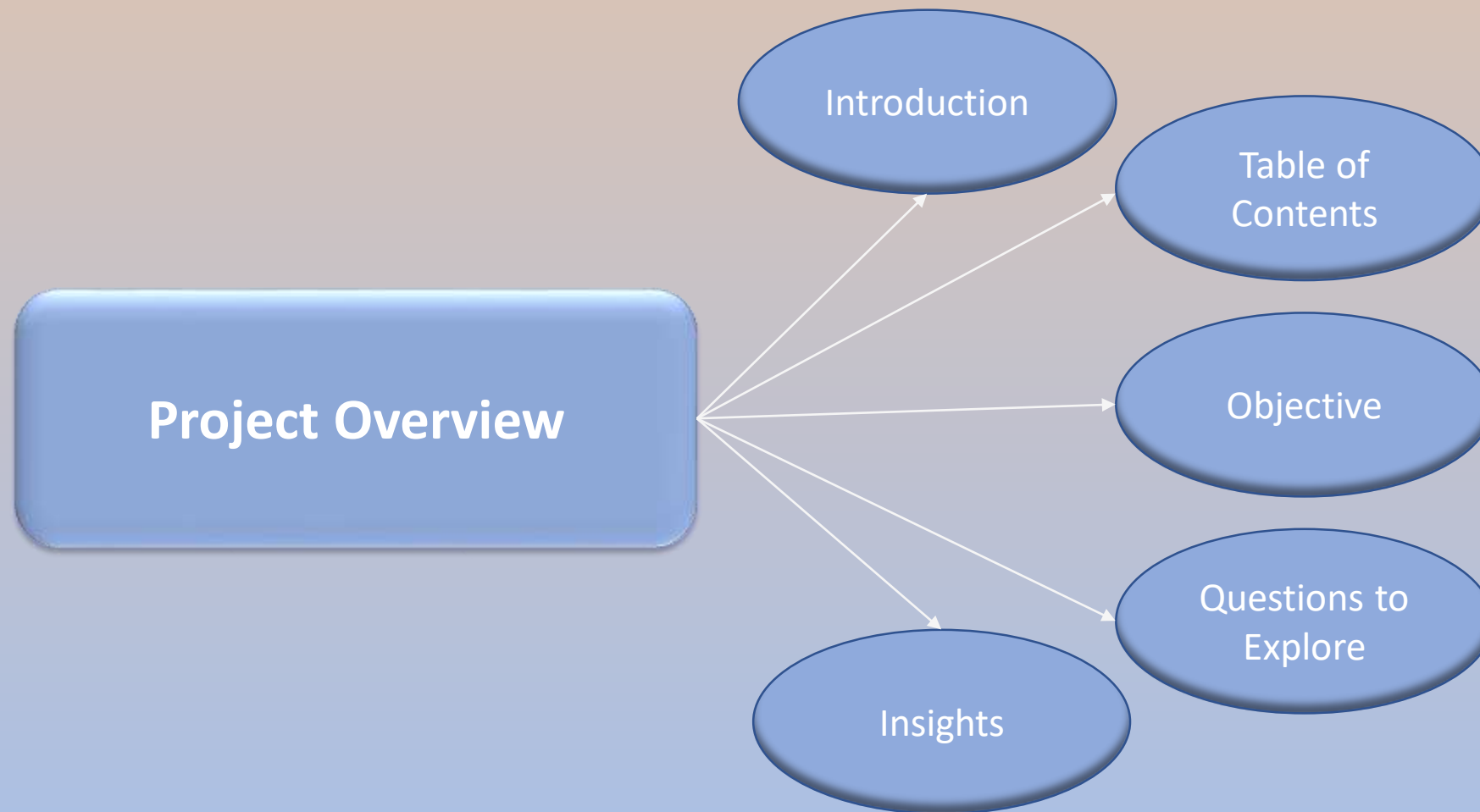# COFFEE BRAND REVIEW ANALYSIS

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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, Production & Selling location 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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Table: coffee_brand

Columns:

BrandName	varchar(100)
Roasters	varchar(100)
TypeofRoast	varchar(100)
RoasterLocation	varchar(100)
RoasterLatitude	double
RoasterLongitude	double
Origin	varchar(100)
OriginLatitude	double
originlongitude	double
Priceper100ginUSD	double
Rating	int
ShortProductDescription	varchar(250)
Aroma	varchar(250)
Mouthfeel	varchar(250)
ReviewDate	date

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OBJECTIVE

Our goal is to analyze the World Roaster Review dataset through detailed exploration and advanced analytics, to answer important questions about the coffee market. 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. By using this data effectively, we aim to provide actionable insights that can help stakeholders make informed decisions and improve their strategies.

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

```
select BrandName, roasters, TypeofRoast, max(Priceper100ginUSD) as Expensive_coffee, mouthfeel
from coffee_brand
group by 1,2,3,5
order by Expensive_coffee desc
limit 1;
```

BrandName	roasters	TypeofRoast	Expensive_coffee	mouthfeel
Mama Cata Mokkita	Paradise Roasters	Medium-Light	132.28	Sweet-savory-tart structure with gently bright acidity

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What are the top 10 highest-rated coffee brands?

```sql
select brandName, Rating

from coffee_brand

order by Rating

limit 10;
```

brandName	Rating
Testi Ayla Double Ethiopia	97
Kenya Karindundu AA Small Lot Reserve	97
Ardent Ethiopia Natural	97
Mama Cata Mokkita	97
Ethiopia Natural Guji D Minor Special Lot	97
100% Kona SL-28	97
Rukera Espresso	97
Colombia Finca El Paraiso Geisha Letty	97
Panama Ninety Plus Perci Lot 50	97
Rukera Kenya	97

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

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

TypeofRoast	AvgRating
Medium_Light	93.9167
Light	93.5556
Medium-Light	93.3662
Medium	92.5575
Medium-Dark	92.3333
Dark	90.3333

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

```sql
select Origin, avg(rating) as AvgRating
from coffee_brand
group by Origin
order by avg(rating) desc
limit 3;
```

Origin	AvgRating
Tanzania	95.0000
Panama	94.5000
Ecuador	94.0000

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

```sql
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;
```

Review_Year	BrandName	AvgRating	RatingType
2017	100% Kona SL-28	97.0000	Best
2017	Static Colombia Decaf Midnight	89.0000	Worst
2018	Esmeralda Estate Porton Geisha Natural	96.0000	Best
2018	Ethiopia Guji	90.0000	Worst
2019	Panama Ninety Plus Perci Lot 50	97.0000	Best
2019	Aponte Colombia	90.0000	Worst
2020	Ardent Ethiopia Natural	97.0000	Best
2020	CBD Coffee Dark Roast	84.0000	Worst
2021	Testi Ayla Double Ethiopia	97.0000	Best
2021	Las Moritas Yellow Caturra	87.0000	Worst
2022	Colombia Finca El Paraiso Geisha Letty	97.0000	Best
2022	Decaf Colombia Finca Las Nubes	90.0000	Worst

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How many coffees have a rating above 90?

```sql
select count(distinct brandname) as TotalCount_of_Coffee_above90
from coffee_brand
where rating > 90;
```

TotalCount_of_Coffee_above90
1098

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Which locations have the highest and lowest average prices per 100g, and what are these prices?

```sql
(select location, avg(PriceUSD) as AvgPrice
from coffee_brand
group by 1
order by avg(PriceUSD) desc
limit 1)

Union

(select location, avg(PriceUSD) as AvgPrice
from coffee_brand
group by 1
order by avg(PriceUSD) asc
limit 1);
```

location	AvgPrice
England	92.18142857142858
Guatemala	3.545416666666666

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Find the average rating for coffee in each selling location

```sql
select location, avg(rating) as AvgRating
from coffee_brand
group by 1
order by avg(rating) desc;
```

location	AvgRating
Australia	96.0000
England	94.1429
Kenya	94.0000
Taiwan	93.6372
Canada	93.6000
Hawai'i	93.4474
United States	93.2455
Hong Kong	92.6667
Japan	92.3750
Guatemala	90.5000
China	90.0000

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Top 5 high average rating coffee brands in Asia, do they have a common Mouthfeel?

```sql
select distinct(RoasterLocation), brandname, avg(rating) as AvgRating, mouthfeel
from coffee_brand
where RoasterLocation in ('Taiwan','Hong Kong','Japan','China')
group by 1,2,4
order by avg(Rating) desc
limit 5;
```

RoasterLocation	brandname	AvgRating	mouthfeel
Taiwan	Ethiopia Natural Guji D Minor Special Lot	97.0000	Sweet-tart structure with elegantly balanced intense acidity
Taiwan	Panama Abu Natural ASD Geisha BOP GN11	96.0000	Sweet-savory structure with high-toned acidity
Taiwan	Kenya Nyeri AB Nyeshun	96.0000	Richly bittersweet structure with juicy-bright acidity
Taiwan	Panama Finca Kalithea Natural Geisha	96.0000	Richly sweet in structure with balanced juicy acidity
Taiwan	Kenya Ritho FCS Handege Factory AB	96.0000	Richly sweet in structure with savory undertones and bright lyrical acidity

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Which country contributes the most to the dataset in terms of coffee production?

```sql
select distinct(count(brandname)) as TotalCoffee_produce, Origin
from coffee_brand
group by Origin
order by 1 desc limit 3;
```

TotalCoffee_produce	Origin
447	Ethiopia
151	Colombia
143	Kenya

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INSIGHTS

- **Costly Coffee:** The brand "mama cata mokkita" stands out as the most expensive coffee.
- **Roast Quality Matters:** Coffee with a "Medium Light" roast received better ratings.
- **Tanzania's Quality Advantage:** Tanzania, as a coffee-producing country, achieved the highest average rating.
- **High-Quality Coffee Abounds:** An impressive 96% of the analyzed coffees received ratings above 90.
- **Price Variation by Country:** England had the highest average coffee price, while Guatemala had the lowest.
- **Roaster Location Impact:** England, as a roaster location, had the best average rating for coffee.
- **Ethiopia's Production Dominance:** Ethiopia emerged as the top coffee producer.

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