

# WEBSCRAPING TRADE COFFEE

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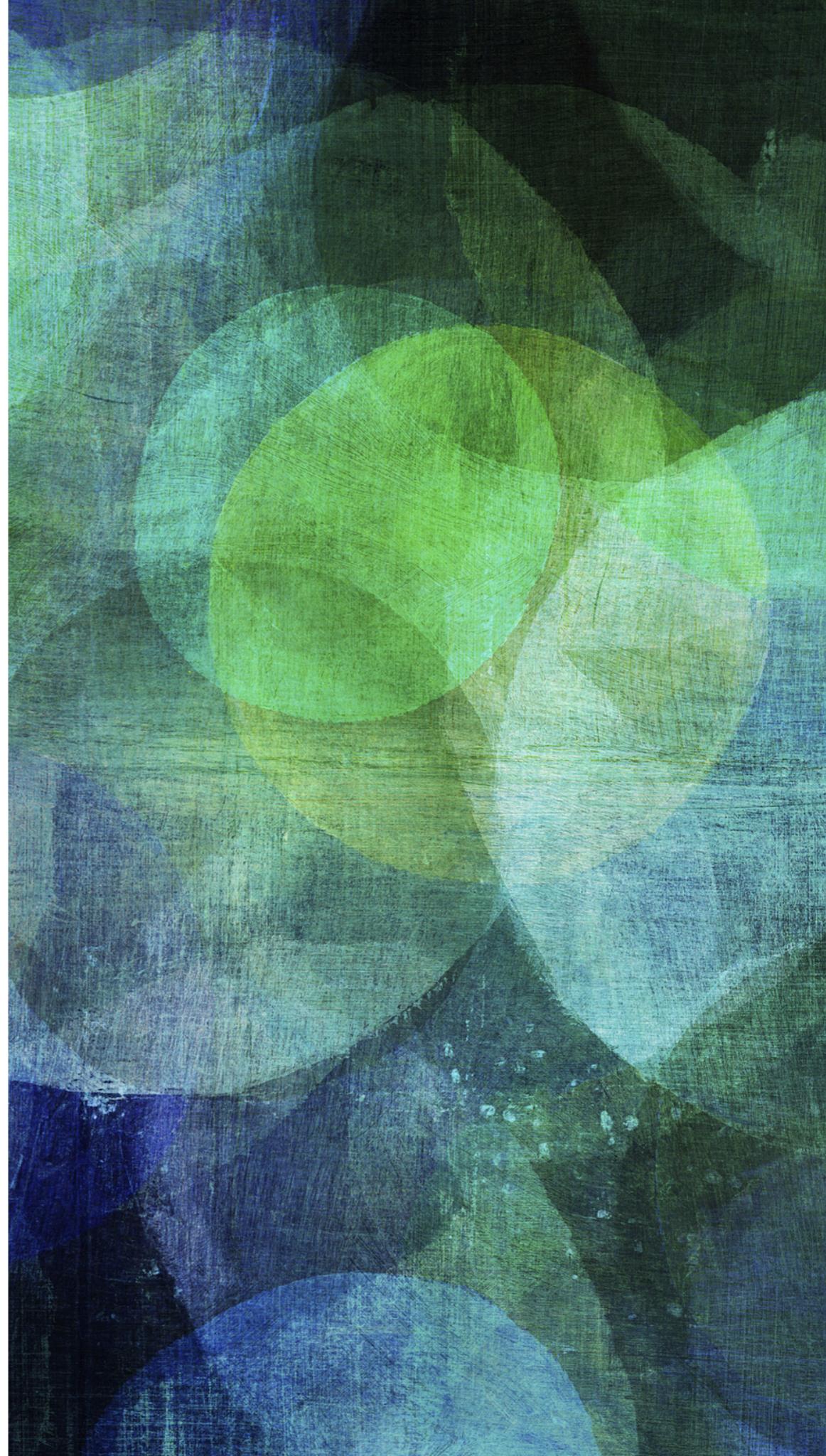
# OUTLINE

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- Background
  - Coffee Consumption in the US
  - Specialty Coffee and the Third Wave
- Trade Coffee
- Webscraping Trade with Selenium
- Data Processing and Analysis
- Insights and Observations
- Conclusions

# COFFEE

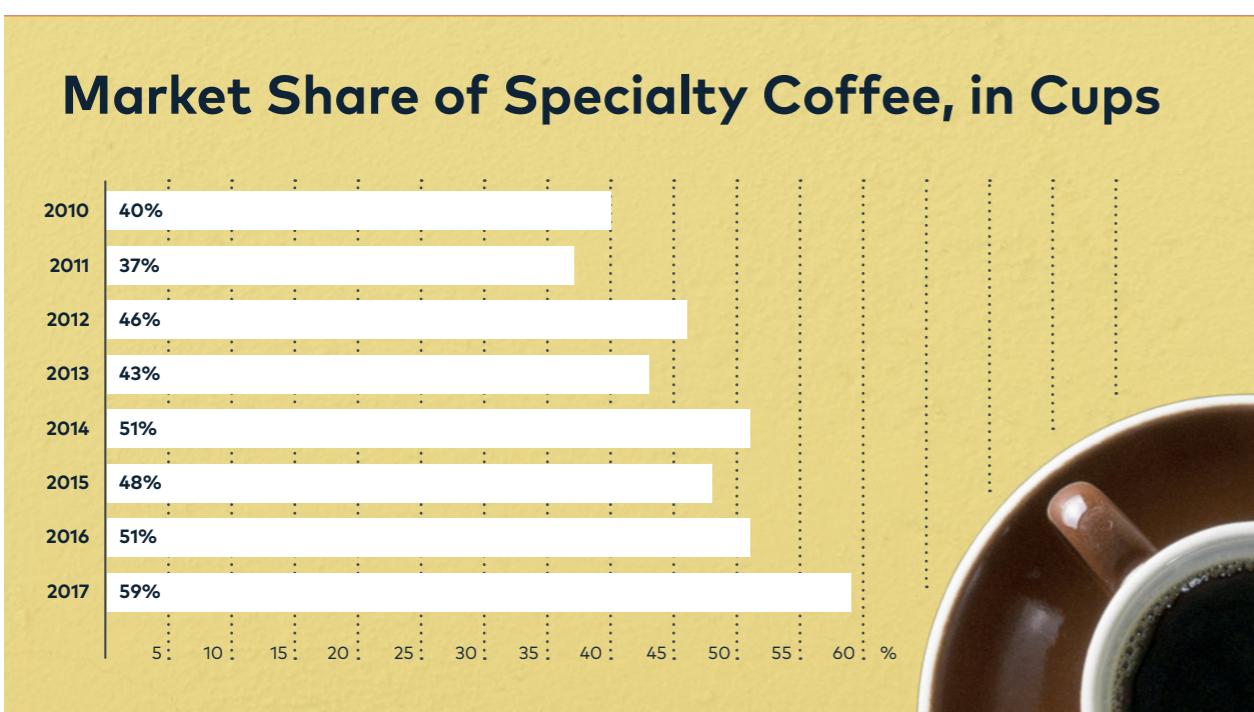
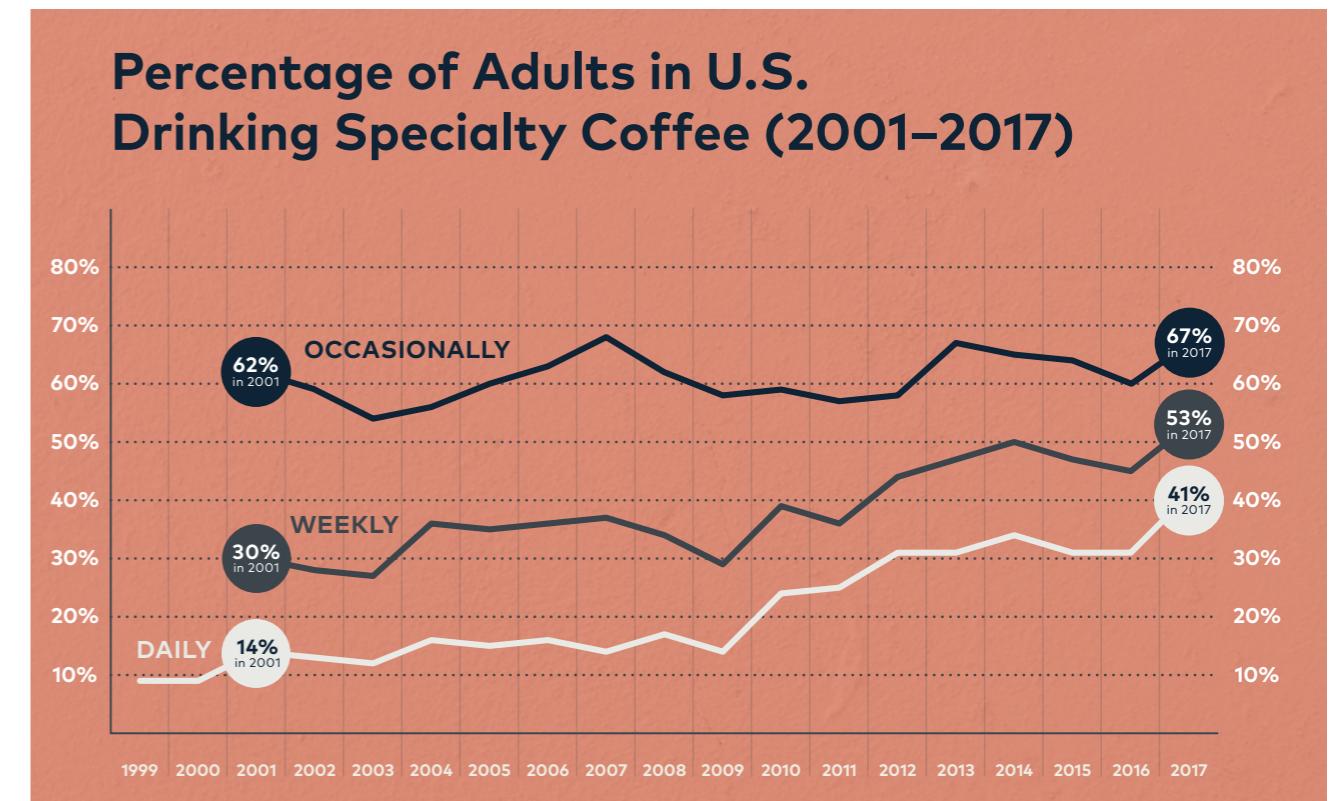
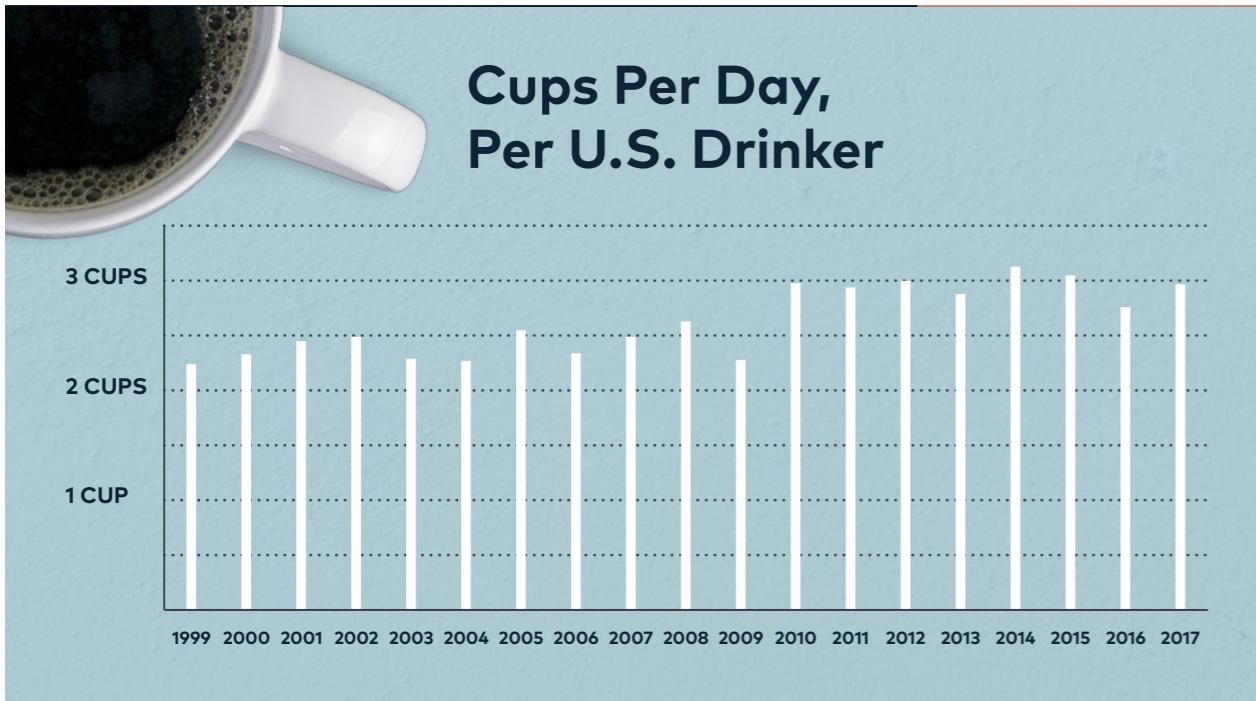
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# US COFFEE CONSUMPTION

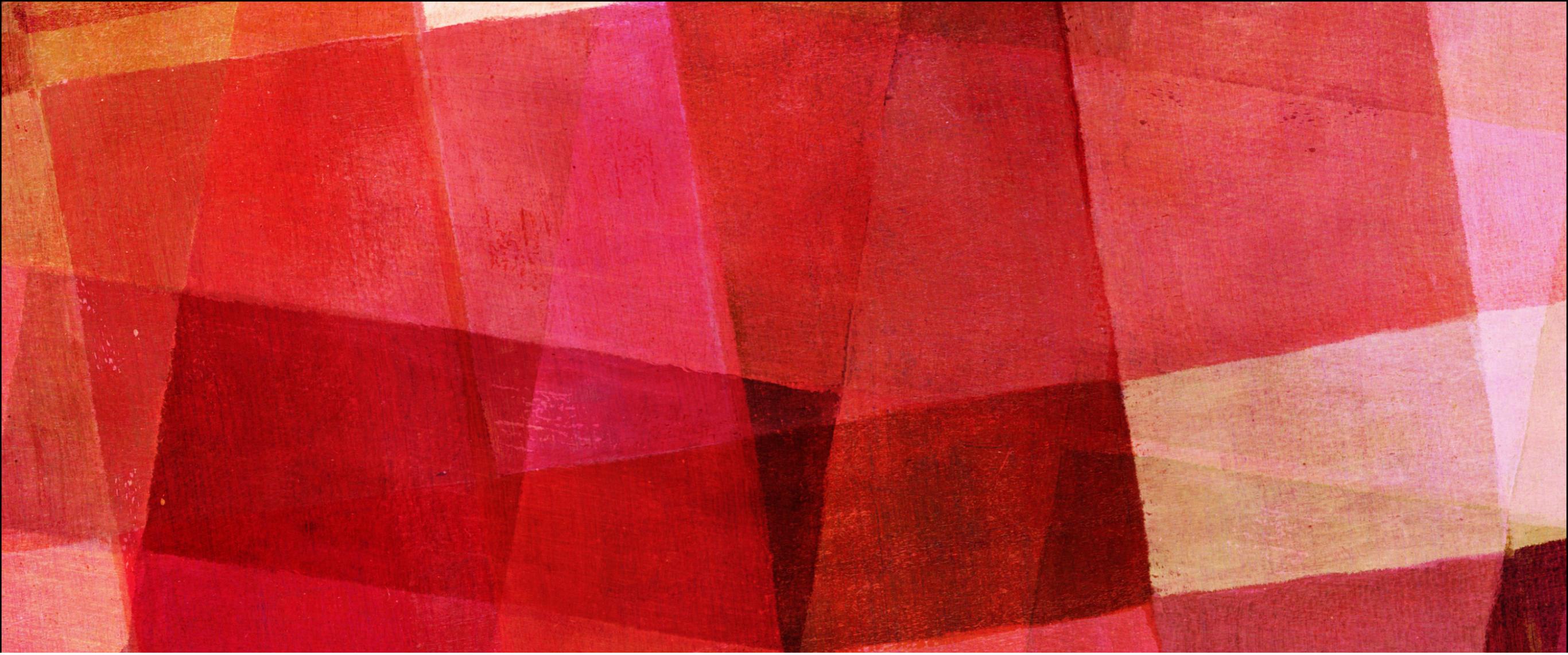


## 2017 U.S. Specialty Coffee Consumption Trends



- Average Price in the US: \$3.12
- Starbucks: \$1.95 to \$2.15
- Most expensive: \$18 at Extraction Lab in Brooklyn, NY

Source: UBS, Eater.com



**TRADE COFFEE**

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# WHAT IS TRADE?

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- Partner with craft coffee roasters across America
- Better coffee at home.
- Offer a curated collection of seasonal, freshly roasted-to-order coffees.
- **seasonal** coffees with exceptional taste, ethically sourced from respected farmers and producers
- deliver the highest quality, premium freshness

# WHY TRADE?

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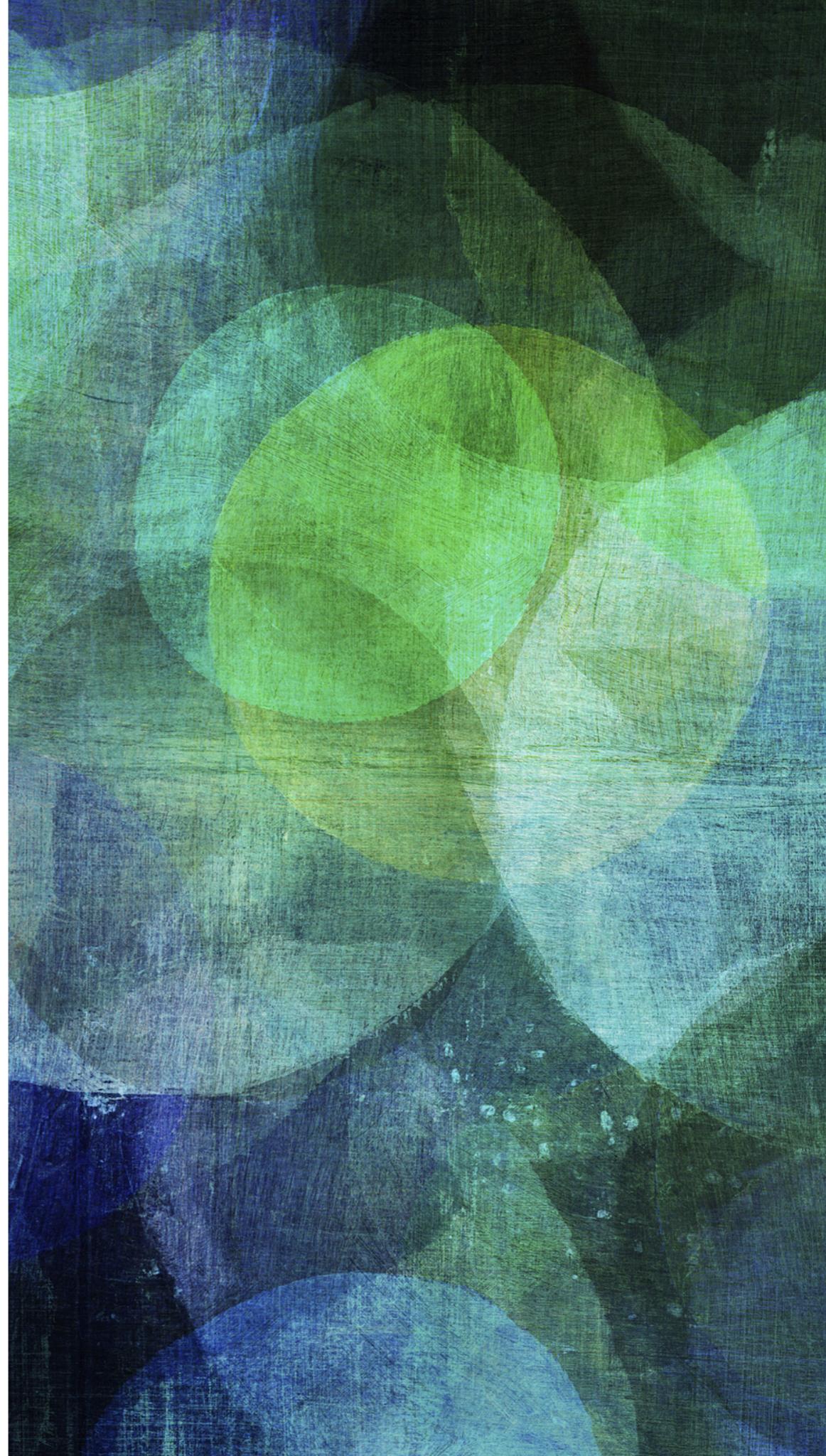
- Is TRADE a good resource for procuring and learning about coffee?
- Do they truly offer a diverse selection of coffees that can appeal to different tastes, price points?
- Will it satisfy both the needs of the seasoned coffee enthusiast and coffee novices?
- Is it a good jump off point for those interested in getting into specialty coffee?



# LET'S GET CAFFEINATED

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*Webscraping with Selenium*



# WHERE IT ALL BEGAN: THE FIRST PAGE

Top-Rated Whole Bean and Groceries

https://www.drinktrade.com/coffee/all-coffee

Trade Coffee Roasters Equipment How-To's GET MATCHED

Coffee › Top-Rated Specialty Coffee

# Top-Rated Specialty Coffee

Our 400+ specialty coffees come from the best in the nation and are roasted fresh only when you place your order! So whether you take it whole or ground, decaf or full throttle, your top-rated coffee is guaranteed a winner.

Filter Clear 458 Coffees Sort Relevance ▾

Price +

Roast Level +

Ouills



# THE SITE: ELEMENTS OF INTEREST

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- Number of products
- Single Origin/Blend
- Roaster
- Price
- Flavor notes, Descriptors
- Origin
- Varietal
- Roast Level

Tarrazu Vienna | George Howell x +  
https://www.drinktrade.com/tarrazu-vienna/p/783

Trade Coffee Roasters Equipment How-To's GET MATCHED

Coffee > Single Origins > George Howell > Tarrazu Vienna

**George Howell**  
**Tarrazu Vienna**  
**\$14.00 | 12 oz.**

Enjoy this classic cup of coffee from a master among roasters. Rich, bittersweet caramel with dark chocolate undertones make this one worth savoring.

Quantity More  
1 2 3

Grind Whole Ground Unavailable



**Roasting Schedule**  
**Roasts On Wednesday**  
Sun Mon Tue Wed Thur Fri Sat

**Trade Roast Level** ⓘ  
**Medium-Dark Roast**

**Taste**  
**Chocolatey & Sweet**  
A classic expression of Costa Rica with hints of Milk Chocolate and Nut

**Details**

**Tarrazu Vienna**

 Process Washed  Sub Region Tarrazu  Harvest Time January 2018  Varietal Caturra & Catuai

 Elevation 1190 - 1890

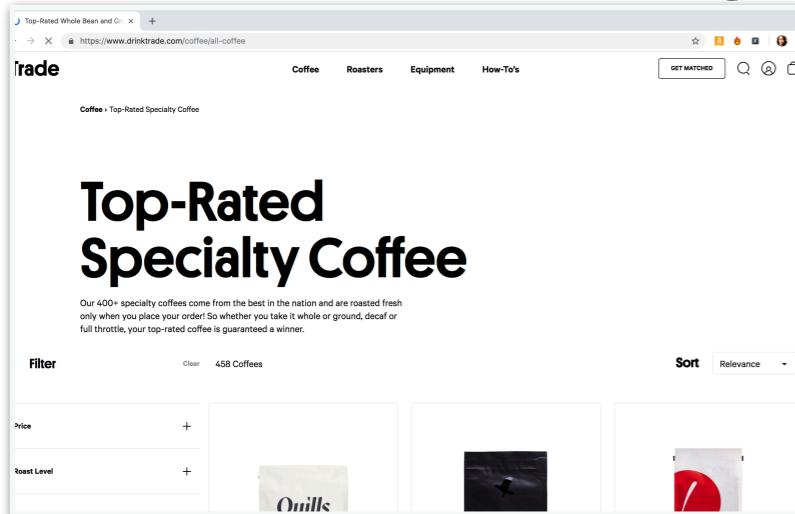
**Roaster's Notes**

Tarrazu is a land of small farmers in a tumultuous landscape of lush green peaks, some rising over 10,000 feet, and valleys. The climate has well defined seasons: the long dry season, from December to April, coincides perfectly with the coffee harvest, leading to very even, full ripening - ideal for preparing quality coffee. Rich, bittersweet caramel with dark chocolate undertones and a whisper of citrus.

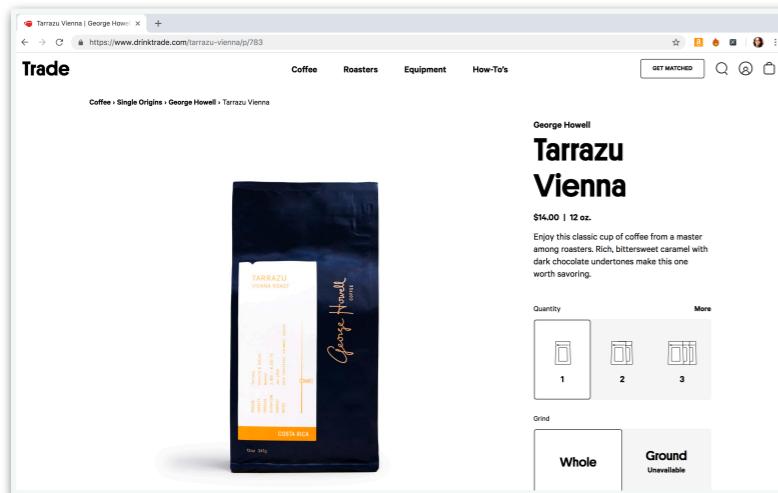
# METHODOLOGY

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*Start: Main Product Page*



*Individual Product Page*



*Find how many products are available.*

*Find categories*

*All you need to know about the Coffee!*

*Basic: name, price, flavor profile, roaster*

*Detailed: varietal, elevation, subregion, producer, harvest*

# METHODOLOGY

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Scrape with Selenium



Clean Data



Analyze Data

*web scrape [drinktrade.com](#)*

*output: raw data saved as a CSV file*

*Remove duplicate entries, empty entries*

*Convert data into proper data types*

*Convert prices/weights into same units*

*From 470 products down to 452 coffees*

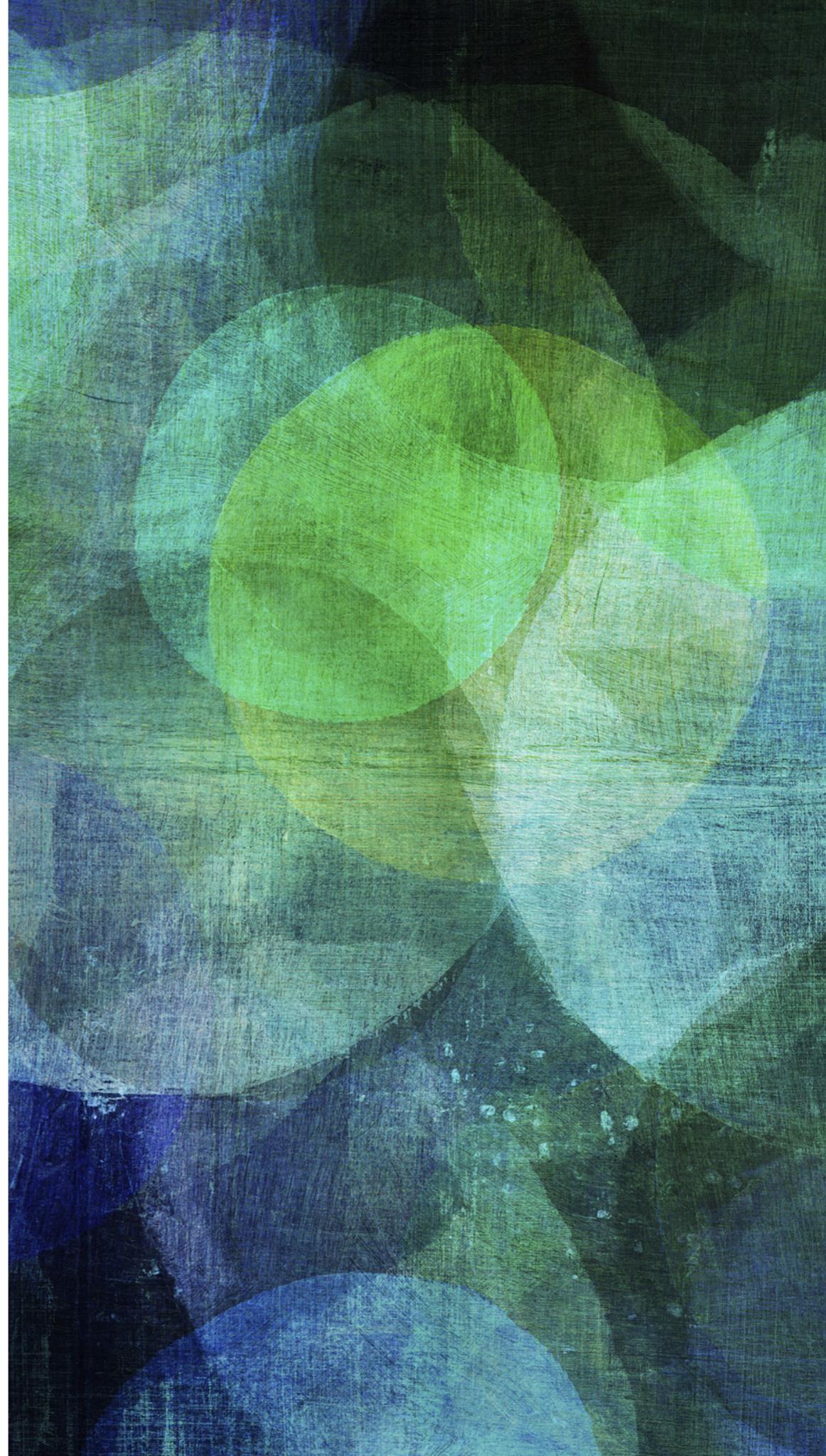
*Look for patterns, relationships*

- *Average, max, min product price*
- *Differences between Single Origins and Blends*
- *Create plots and charts*
- *NLP analysis*

# WHAT'S THE BUZZ

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*What did we find about Trade?*



# COFFEE PRICES

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- 51 Roasters
- 39 Cities
- 14 Classifications
- 261 Single Origins
- 209 Blends

*Most expensive*



Fruity & Crisp

PASSENGER  
**Gesha Village 2016 Dry Process**  
\$85.00 | 10 oz.

\$ 85.00 for 10 oz.

\$ 6.00 per cup

*Least expensive*



Comforting & Rich

ANODYNE  
**Milwaukee Rockstar Blend**  
\$14.45 | 16 oz.

\$ 14.45 for 16 oz.

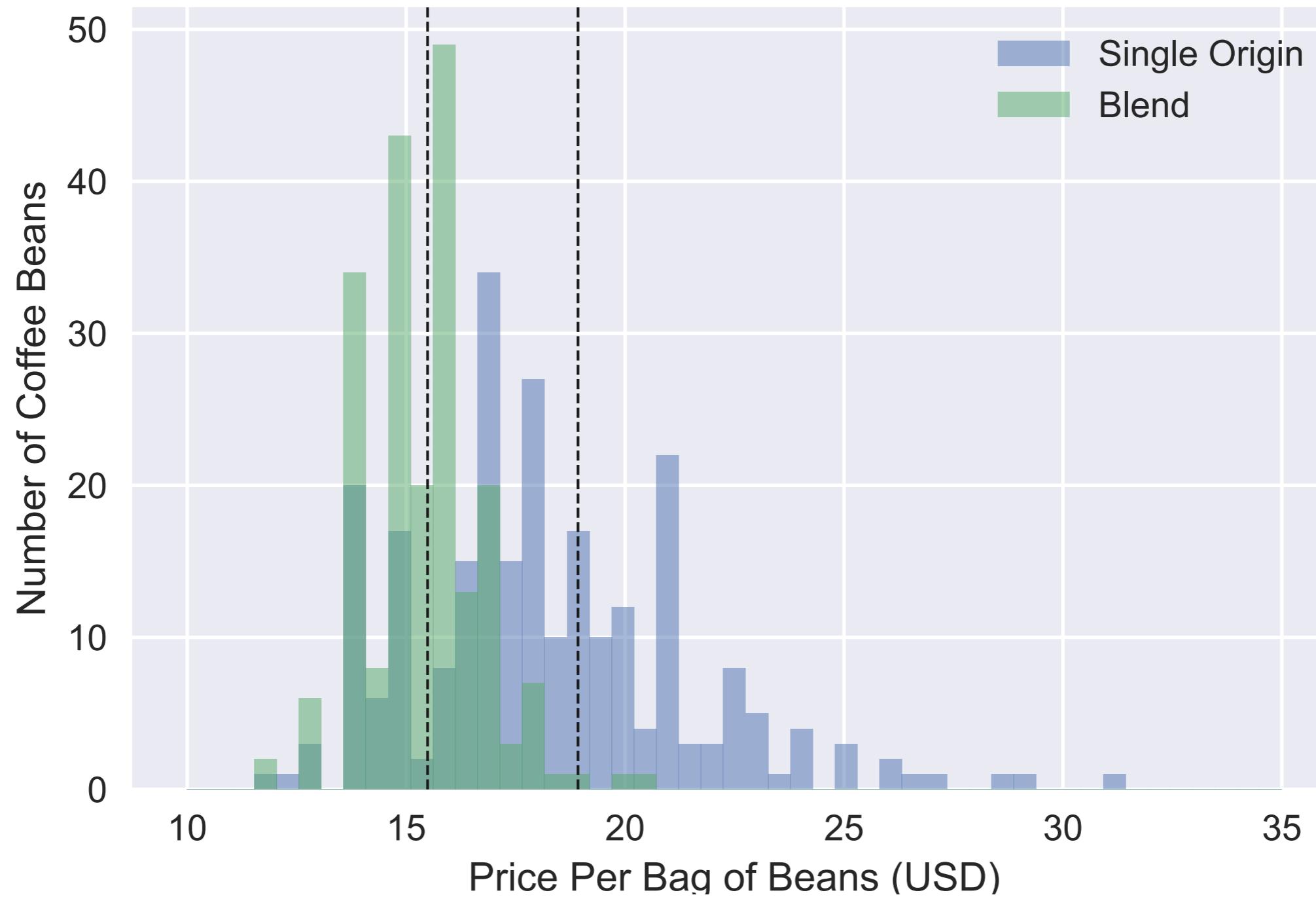
\$ 0.64 per cup

\*20 g or 0.71 oz. of beans per cup of coffee

# COFFEE PRICES

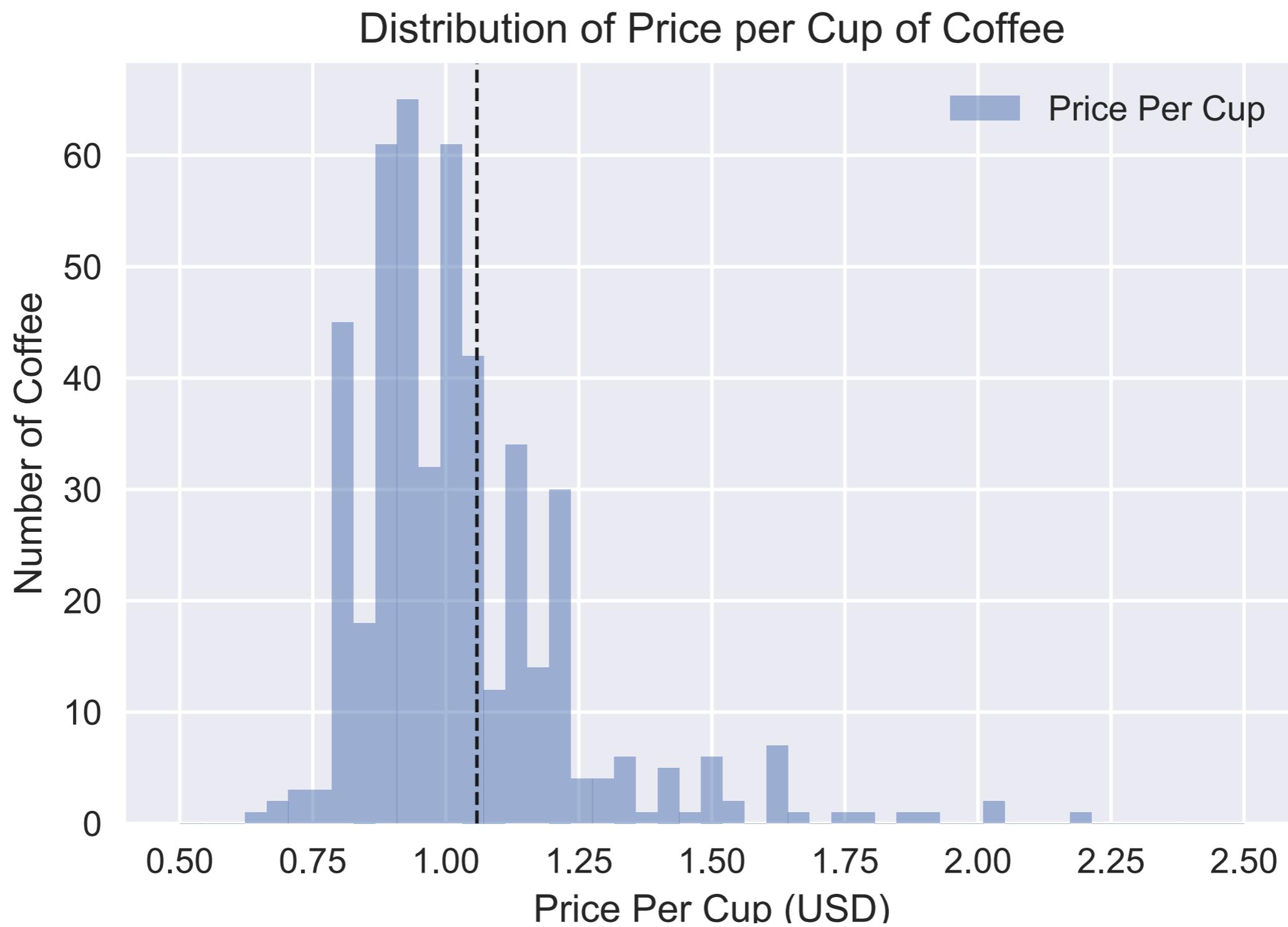
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Distribution of Price per Bag of beans



# COFFEE PRICES

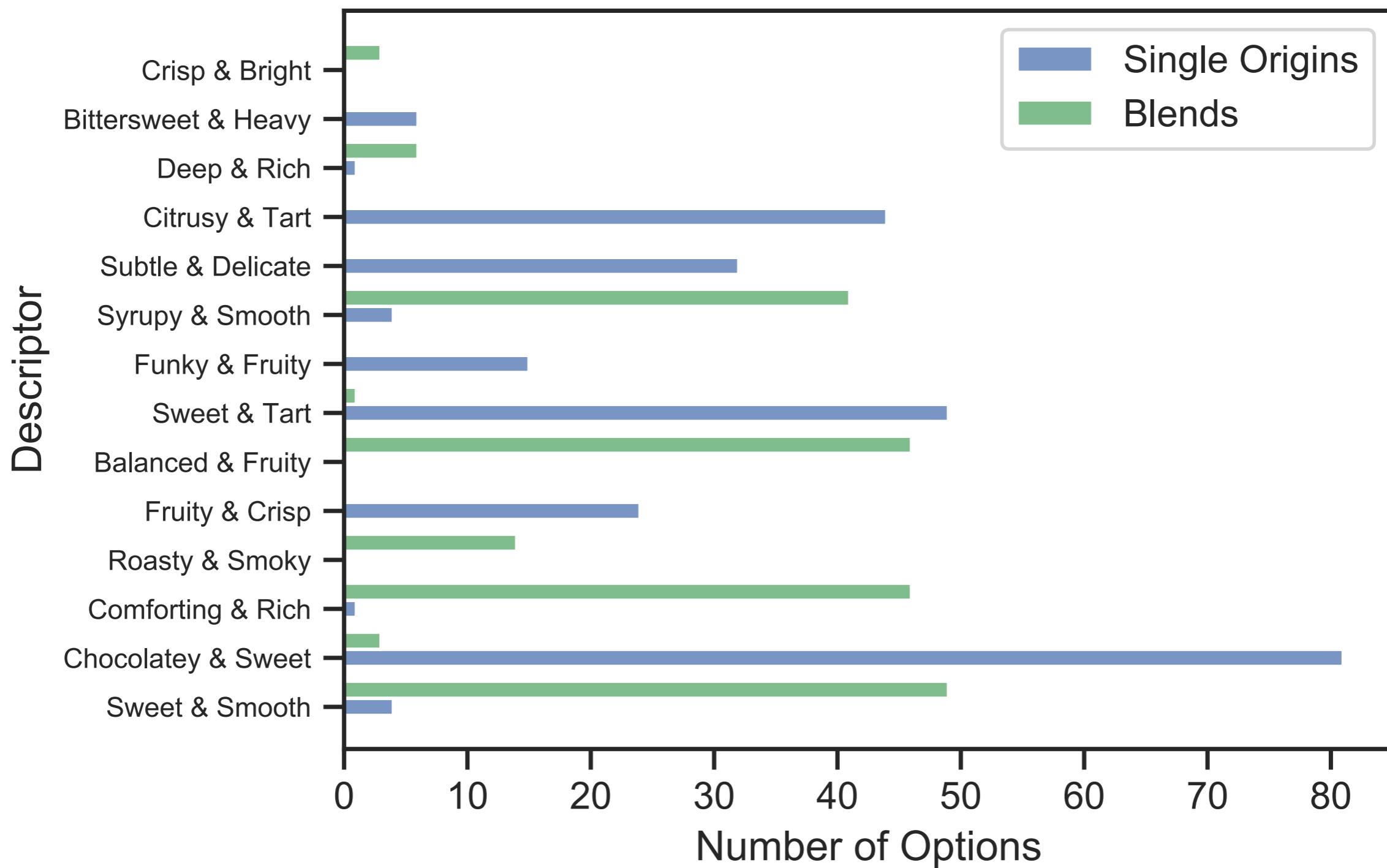
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*20 g or 0.71 oz. of beans per cup of coffee*

# COFFEE CHOICES

Choices based on Taste



# WORD CLOUDS

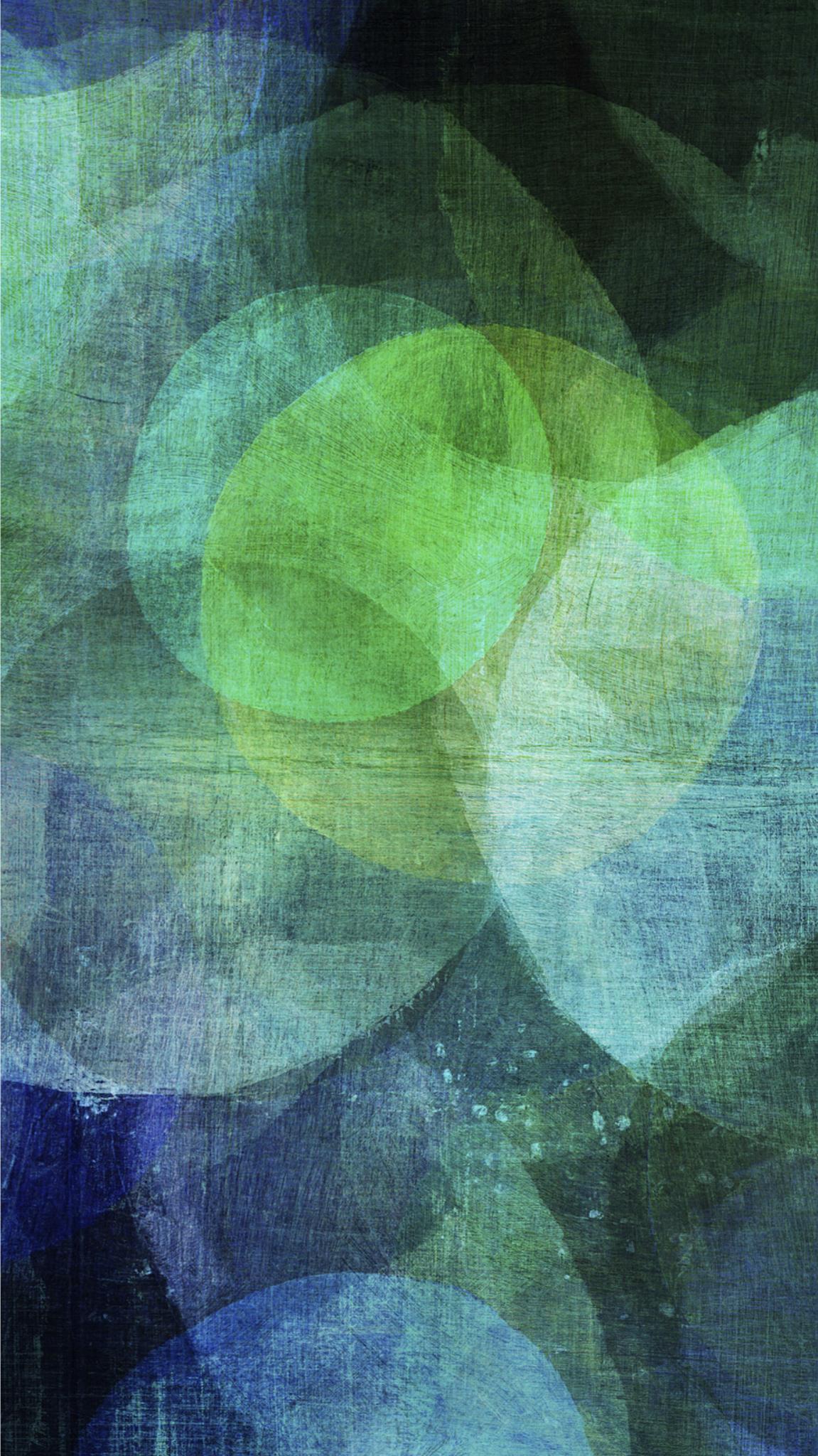
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*Descriptors*

# END NOTES

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# CONLUSIONS AND INSIGHTS....

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- Home brewing is a cost-effective way of enjoying coffee.
- Trade has a wide variety of coffees for all types of home brewers.
- Those into craft coffee can find the latest offerings from different roasters across the country.
- Trade changes its inventory regularly.
- It might interesting to see trends in the products they offer.
- Take a closer look into the specific details of products in addition to price points.
  - Where sourced
  - Trends on varietal, origin, sub region

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Questions? Comments?