



Turri.Cr Report

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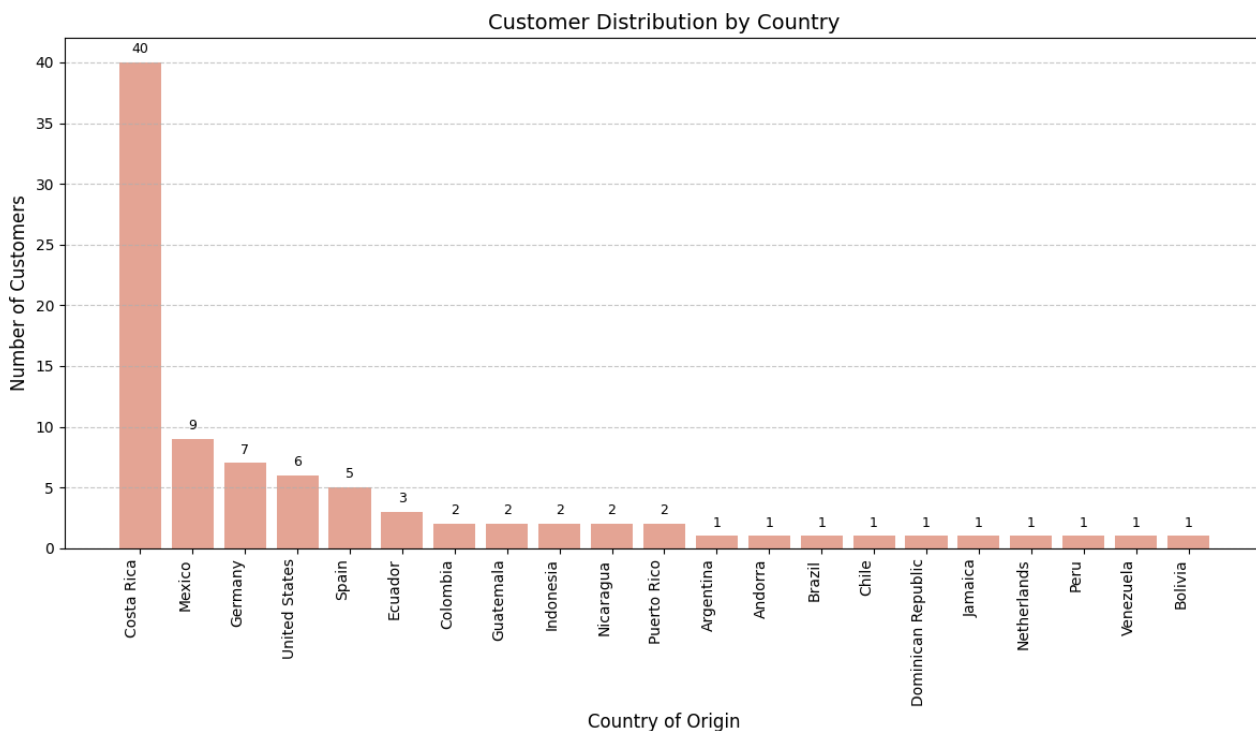
Customer Distribution by Country

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This section will display a bar plot showing the number of users originating from different countries. The data will be aggregated from user region information.

Customer Counts by Country:

1. Costa Rica: 40
2. Mexico: 9
3. Germany: 7
4. United States: 6
5. Spain: 5
6. Ecuador: 3
7. Colombia: 2
8. Guatemala: 2
9. Indonesia: 2
10. Nicaragua: 2
11. Puerto Rico: 2
12. Argentina: 1
13. Andorra: 1
14. Brazil: 1
15. Chile: 1
16. Dominican Republic: 1
17. Jamaica: 1
18. Netherlands: 1
19. Peru: 1
20. Venezuela: 1
21. Bolivia: 1



Typical Customer Profiles

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Based on the available customer data for Mucha Bucha's Kombucha products, we can identify the following typical customer profiles:

Geographic Distribution:

1. Costa Rica: The primary customer base is located within Costa Rica, with significant concentrations in: San Jose Province (most frequent) Cartago Province Alajuela Province Guanacaste Province Heredia Province Puntarenas Province Limon Province
2. International Customers: There is also a notable presence of international customers, indicating potential for broader market reach. These customers are spread across various regions, including:
North America: California, Florida, Indiana, Minnesota, North Carolina, Texas (USA); Aguascalientes, Baja California, Coahuila, Durango, Guerrero, Mexico City, Morelos, Puebla, Sonora, Tamaulipas, Zacatecas (Mexico); Managua (Nicaragua); San Juan (Puerto Rico); St. Andrew Parish (Jamaica). South America: Antofagasta, Santiago Metropolitan Region (Chile); Azuay, Guayas, Pichincha (Ecuador); Caqueta (Colombia); Merida, Nueva Esparta, Capital District, Lara (Venezuela); Misiones Province (Argentina); Santa Cruz Department (Bolivia); State of Espirito Santo (Brazil); Lima Province (Peru). Europe: Catalonia, Extremadura, Andalusia, Cantabria, Castile-La Mancha, Madrid, Valencian Community (Spain); Hessen, Lower Saxony, North Rhine-Westphalia (Germany); North Holland (Netherlands); Encamp (Andorra). Asia/Oceania: Central Java, East Nusa Tenggara (Indonesia). Central America (outside Costa Rica): Guatemala Department (Guatemala).

Product Preferences:

All of Mucha Bucha's products are Kombuchas, categorized under "Bebidas" (Beverages) and tagged as "Saludable" (Healthy). This suggests that typical customers are likely health-conscious individuals seeking refreshing and natural beverage options. The variety of flavors (Maracuyá, Mora Lavanda, Jamaica Jengibre, Naranja Cúrcuma, Limón Jengibre) indicates a customer base that appreciates diverse taste profiles within the healthy beverage category.

Purchase Behavior:

While specific demographic data like age or gender is not available, the consistent sales across all Kombucha flavors (ranging from 8 to 12 total sales per product) suggest a steady demand for these healthy beverages. The presence of customers from various international locations, alongside a strong local base in Costa Rica, indicates that the products appeal to both domestic and potentially tourist/expatriate markets, or those with an interest in Costa Rican products.

In summary, the typical customer for Mucha Bucha's Kombucha is a health-conscious individual, primarily located in Costa Rica (especially the Central Valley), but with a significant international presence, who values natural and refreshing beverages with diverse flavor options.