

Maven Analytics' Coffee Challenge



An explanatory report to investors opening their first coffee shop by Jared Kulp

Introduction

Coffee YouTuber James Hoffman surveyed over 4000 people about their coffee preferences, habits, and gave them a taste test.

Investors want to open a coffee shop.
They're analyzing the survey results to find out what coffee to sell, who to sell to and for how much



Target Audience



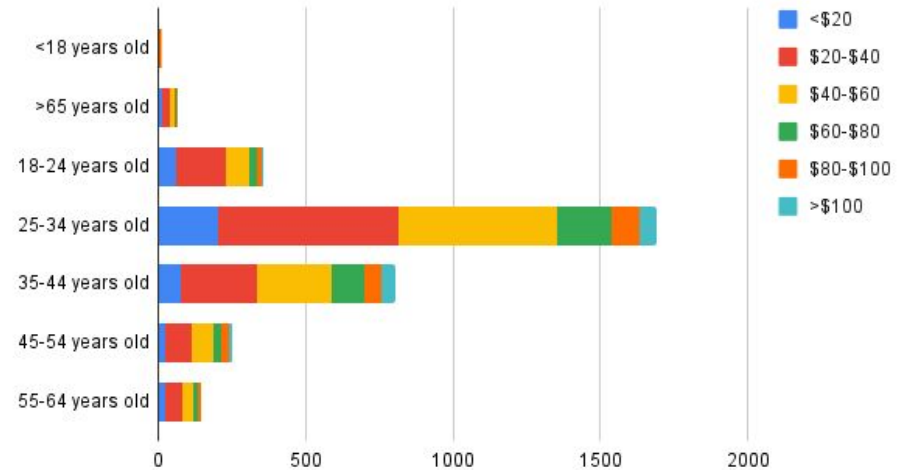
The “ young professional”

Ages between 25 and 44

Spends \$40 to \$80 monthly on coffee

Wants quality coffee experiences to share with others

Monthly Spending by Age



Customer Segments



Men:

Preferred drinks: **pourover (32%)**, latte (11.9%)

Preferred roast level: **light (50%)**, medium (37%)

Clearly **prefer Coffee D (41%)**

Women:

Preferred drinks: **latte (31%)**, pourover (13%)

Preferred roast level: **medium (45%)**, light (31%)

No preference for coffees sampled

Product Offering - Roasting



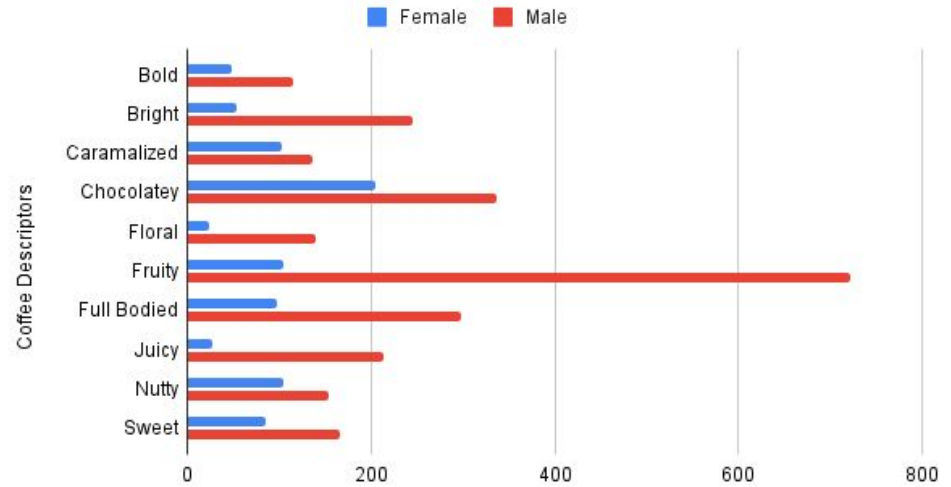
Offer in-house, freshly-roasted coffee beans for home brewing.

92% of respondents prefer [drinking coffee at home](#), highlighting the demand.

Light to Medium roast beans are the [most popular](#)

Men and Women [split on their preferred coffee](#) from the taste test

Preferred Flavors by Gender



Product Offering - Classes



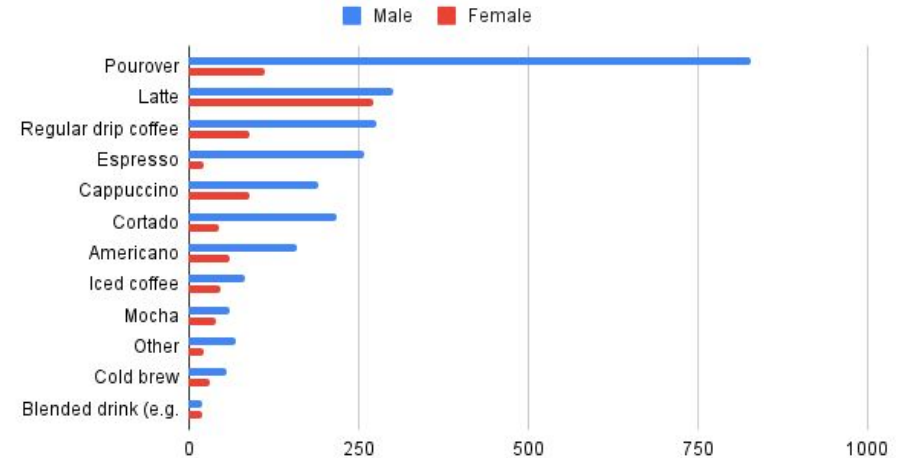
Pourovers: Elevate the Experience

Offer guided tastings and tutorials to enhance appreciation.

Lattes: Artistic Experiences

Provide latte art classes, tapping into the social aspect of coffee consumption

Preferred Drink by Gender



Product Offering - Third Space

Sophisticated Space for Coffee Enthusiasts

Create a luxurious ambiance for solo and social coffee experiences, with comfortable seating for both individuals and groups.

Differentiate by emphasizing the premium nature of the product through meticulous brewing and communal enjoyment.



Pricing Strategy - Background Information



The space we're in influences our spending habits

Men surveyed [spend more](#) and would spend more on coffee than women

Once people have experienced a quality cup of coffee they seem to be open to paying more



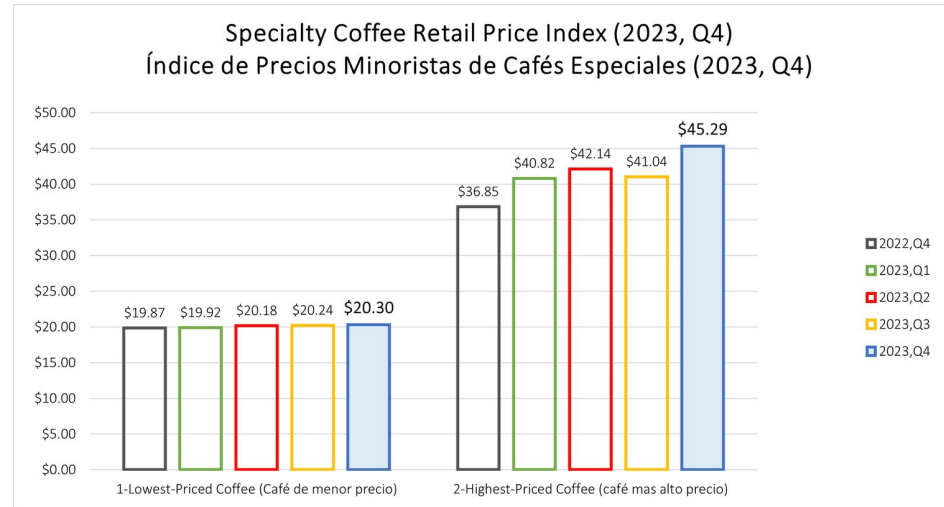
Pricing Strategy - Market for Whole Beans



Suggested price: \$25 to \$35 per pound
of specialty roasted beans

Costs for 1lb of Unroasted/Green specialty coffee
beans average \$10.37 and can be lower

Price for 1lb of Roasted specialty coffee beans
ranged from \$20 to \$45 per pound



Pricing Strategy - Market for Cafes



Suggested pourover price: \$7

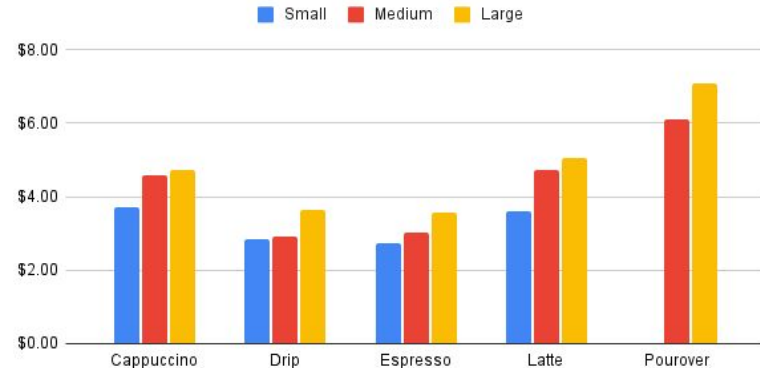
Suggested latte price: \$5.50

Pourovers and Lattes sell for more on average

Premium pricing strategy increases margins, bolsters the brand, and supports higher producer and staff wages.

Average Prices of Specialty Coffee Cafes

In St Petersburg-Tampa-Sarasota Area



Pricing Strategy - Market for Coffee Classes & Latte Art

Suggested Price for one hour brewing class: \$50

Suggested Price for one hour latte art class: \$40

Brewing classes can fuel the hobby for the flavor-minded,
and latte art classes are memorable artistic experiences.

Shared moments bring people together



Conclusion



Young professionals seek premium coffee experiences in cozy yet trendy settings, with men favoring pourovers and light-roast fruity coffee, while women prefer lattes and medium-roast chocolatey flavors

Suggested offering:

- roasted beans for \$25-\$35 a pound
- pourovers and lattes at base \$7 and \$5.50, respectively
- classes for home brewing and latte art from \$50 and \$40 per hour

Everybody from grower, roaster, barista to customer can get something out of a good cup of coffee by providing a premium product, pricing, and space

Methodology

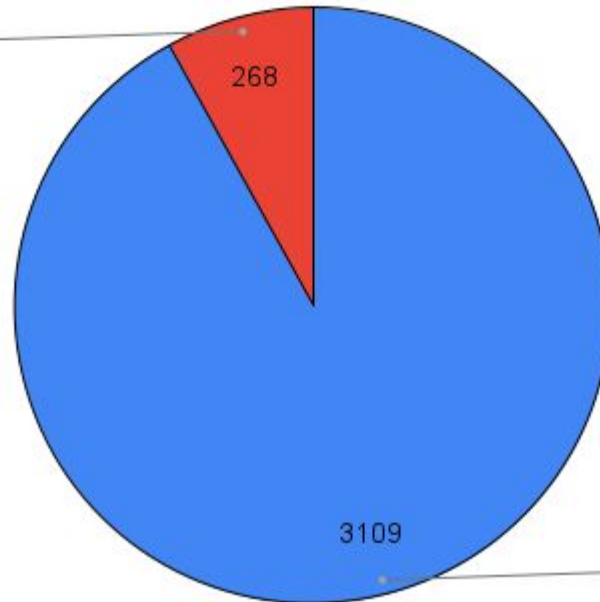


- Data from James Hoffman's ["The Great American Coffee Taste Test"](#) downloaded from Maven Analytics and loaded into Google Sheets, presented in Google Slides
- Data pre-cleaned, nulls handled by Filtering in Pivot Tables
- Bar Charts produced from Pivot Tables used to analyze customer segments and determine recommendations
- Survey respondents biased towards Males, Ages between 25-44, no children – not random sampling
- Looked beyond the data into coffee drinks, coffee roasting, and specialty coffee domain

Appendix: Drinking Coffee at Home

Do You Drink Coffee At Home?

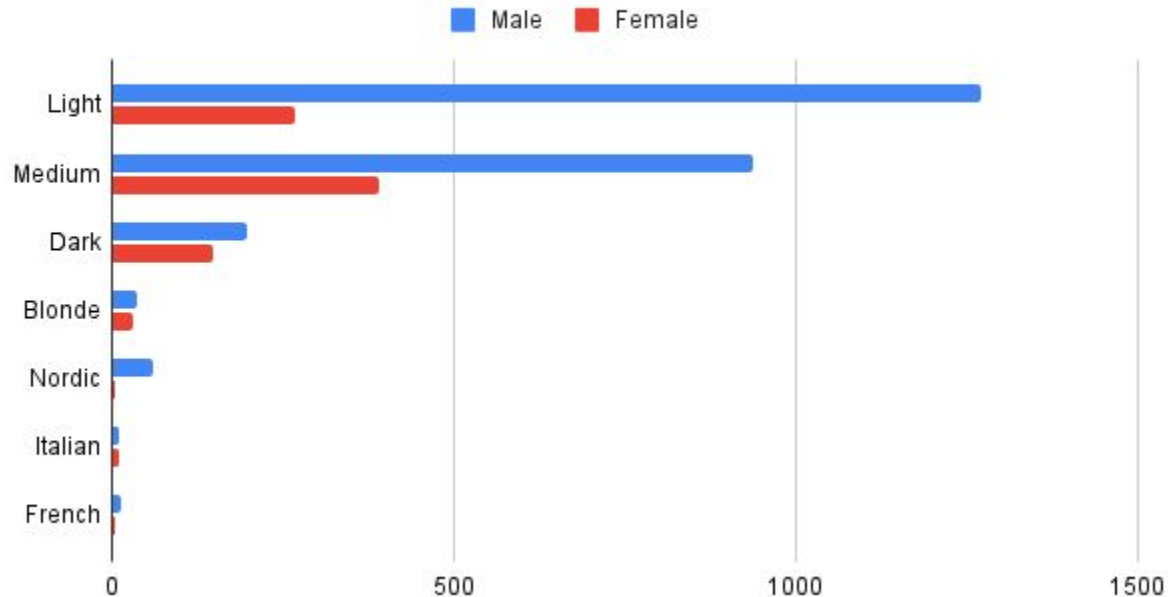
FALSE
7.9%



TRUE
92.1%

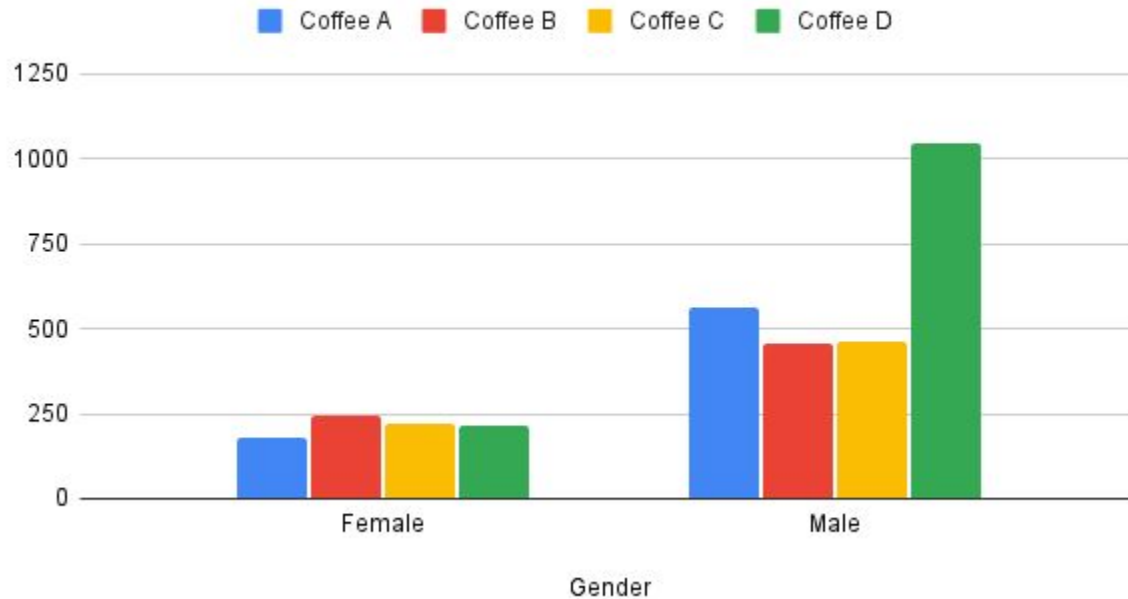
Appendix: Preferred Roast Level By Gender

Roast Level By Gender



Appendix: Overall Coffee Preference By Gender

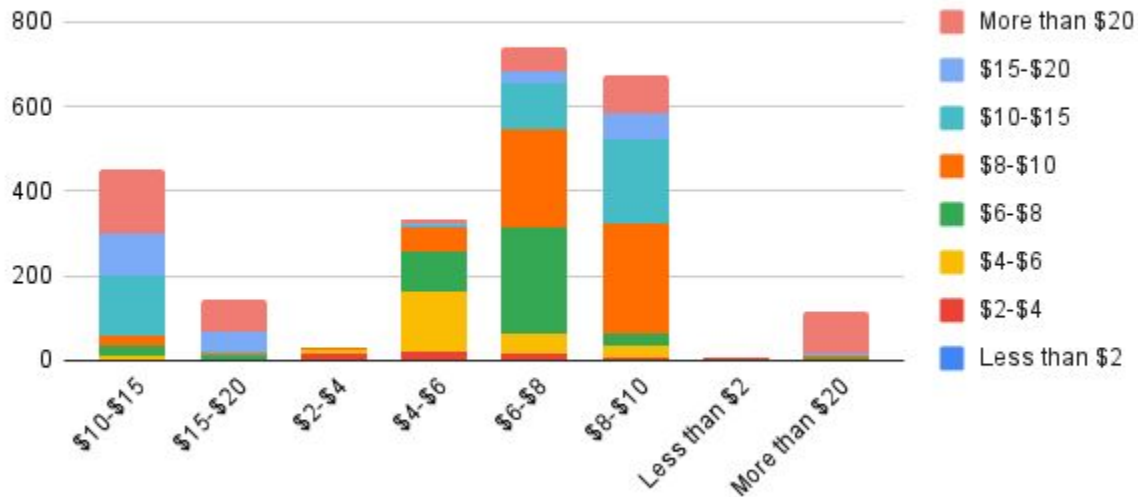
Overall Coffee Preference by Gender



Appendix: Most You've Paid for Coffee

Most You've Paid for a Cup of Coffee

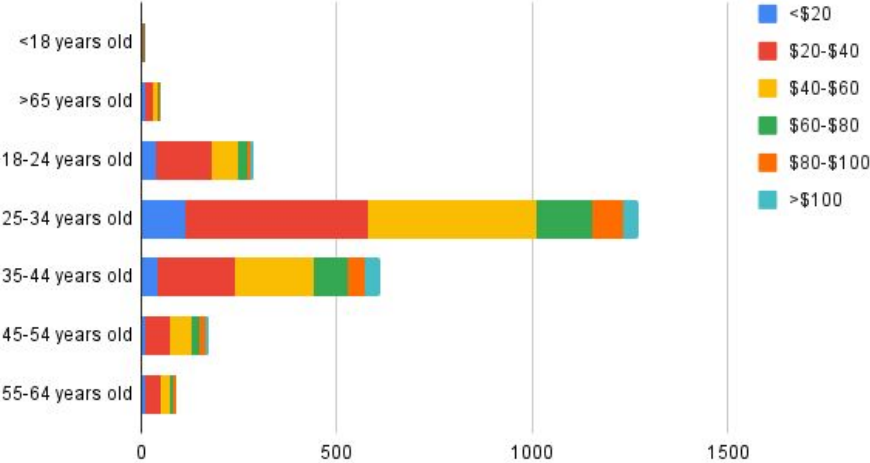
vs Most You're Willing to Spend



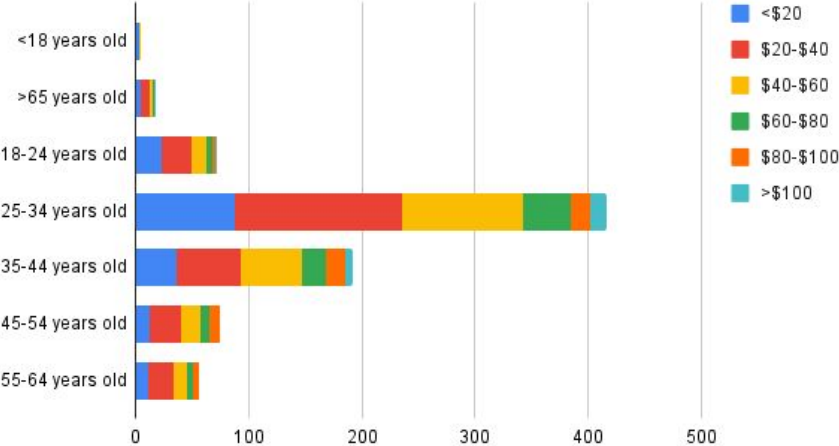
What is the most you've ever paid for a cup of coffee?

Appendix: Monthly Spending by Gender and Age

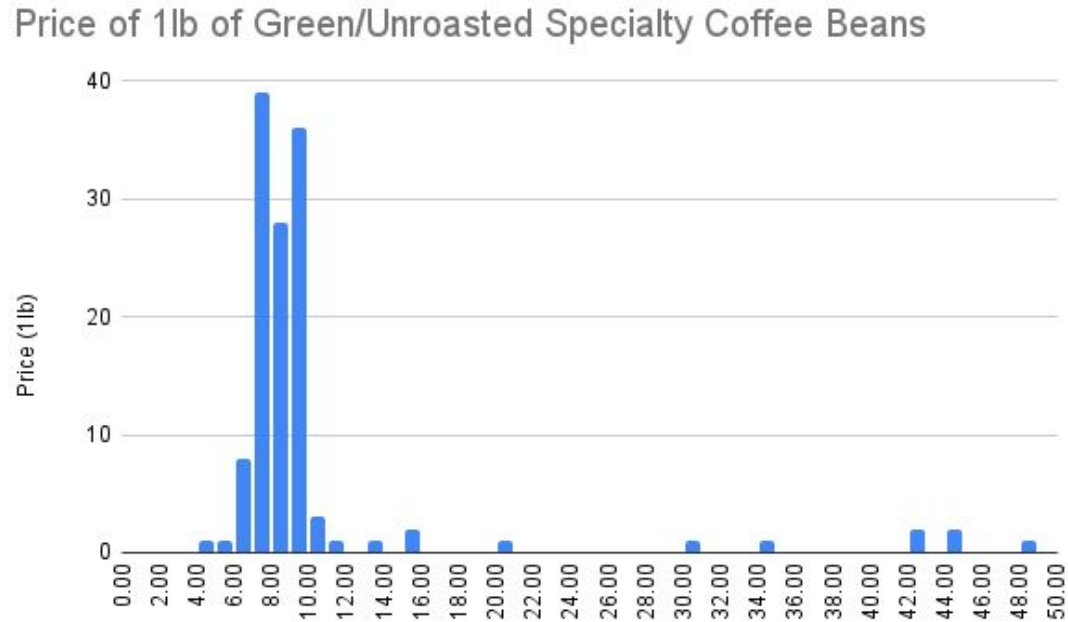
Male Monthly Spending by Age



Female Monthly Spending by Age



Appendix: Price of Green Coffee



Source: [Coffee Bean Corral](#)

Appendix:



Do You Drink Coffee at a Cafe?

