Lantern Bay Coffee: Spring Customer Survey Results

Prepared by the Lantern Bay team. A fictional practice document for *The Complete Claude AI Course*.

Summary

412 customers answered this spring's survey, which we collected over two weeks on paper cards in the café and by email. Customers love our coffee and our staff. Their biggest frustration is the Saturday morning line, and many are interested in a bean subscription. Details follow on pages 2 to 5; our recommendations are on page 6.

Who answered

Question	Share of respondents
Visit at least once a week	71%
Buy beans to take home at least once a month	44%
Live within 2 miles of the café	63%

Most respondents are regulars. We did not ask where people buy their beans (in the café or online).

What people love

Coffee quality was the most-mentioned reason people come to Lantern Bay, followed by friendly staff and the pastries from our neighborhood bakery partner.

The seasonal maple latte was named 86 times, more than any other single drink.

Interest in a bean subscription

58% said they would probably or definitely try a monthly bean subscription.

Preferred monthly price (those interested)	Share
Under $20	21%
$20–$25	47%
$26–$30	24%
Over $30	8%

The most common wishes were beans roasted fresh to order, free shipping, and the option to skip a month.

Pain points

Saturday morning was the most common complaint. Respondents reported an average wait of 9 minutes, with the peak between 8:30 and 10:30 a.m. Several also mentioned that seating fills up at the same time.

Among respondents who drink plant milk, 31% dislike the $0.75 oat milk surcharge.

Recommendations

1. Pilot a second register on Saturday mornings.
2. Test a bean subscription at about $24 a month for two bags.
3. Trial dropping the oat milk surcharge for one month.
4. Survey customers again in the autumn.