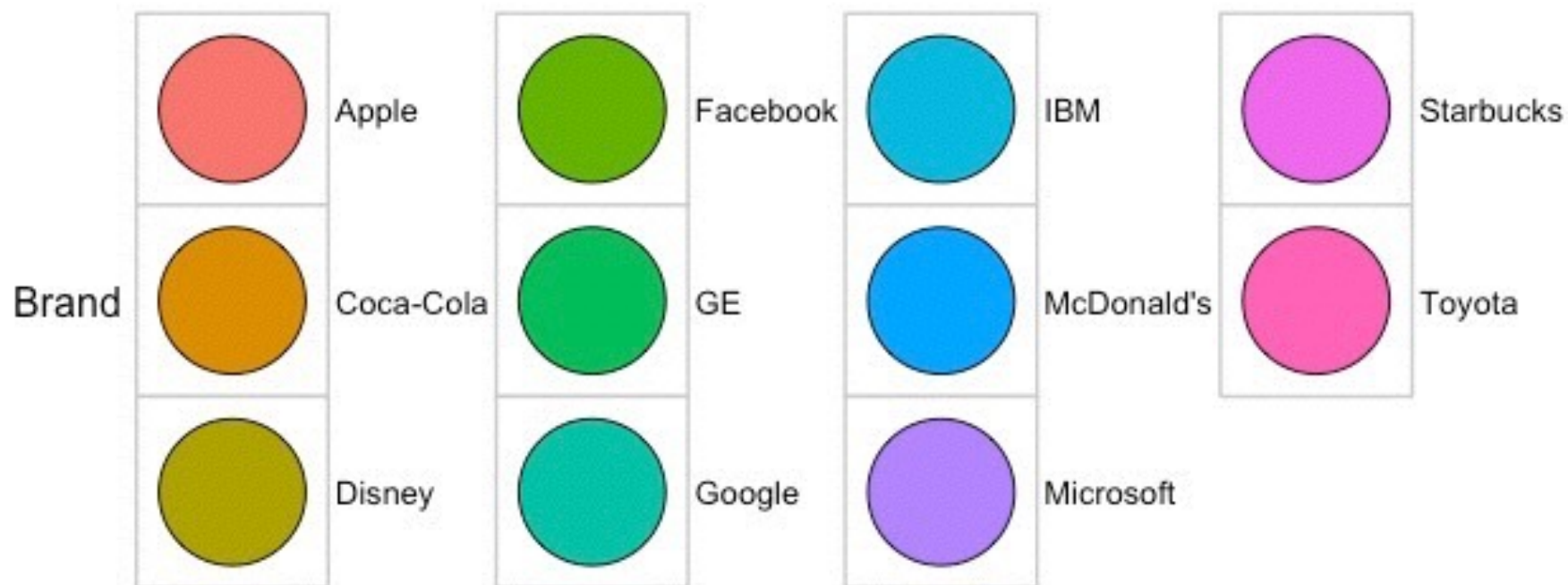
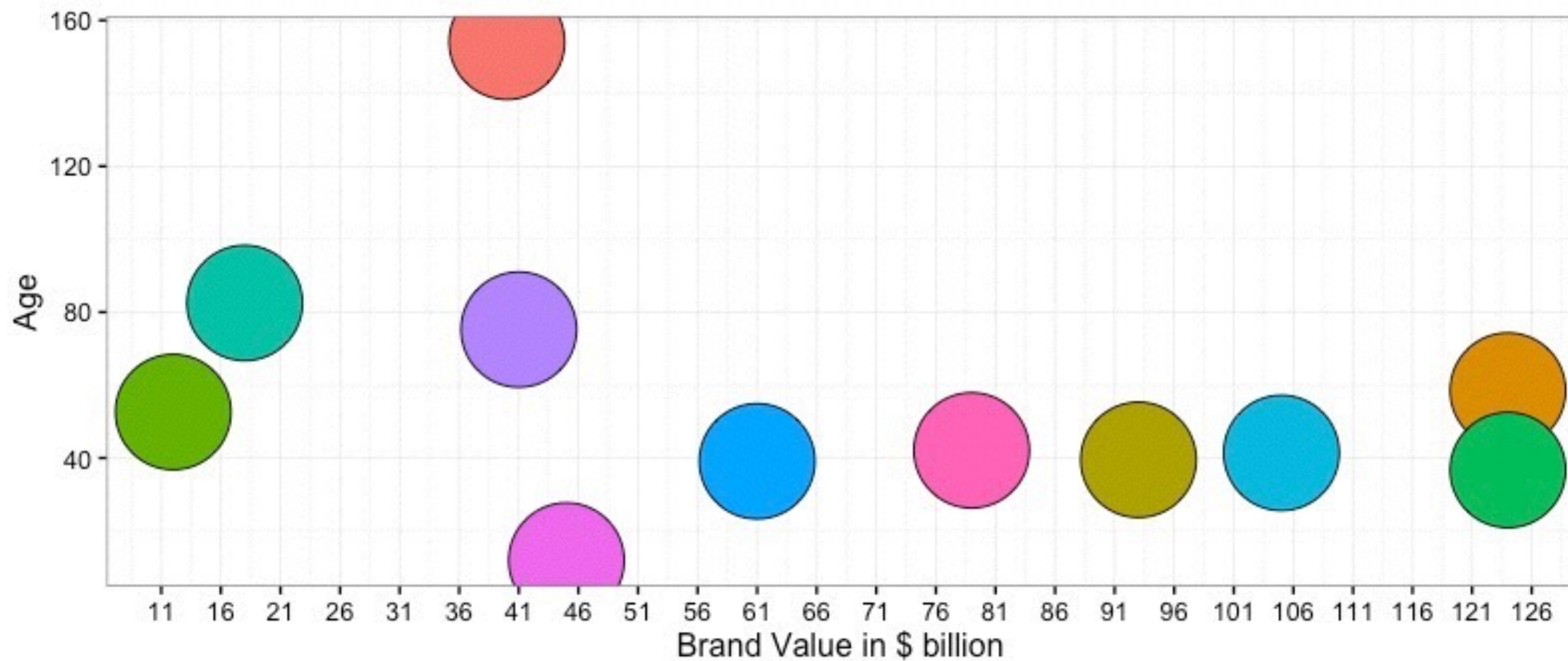


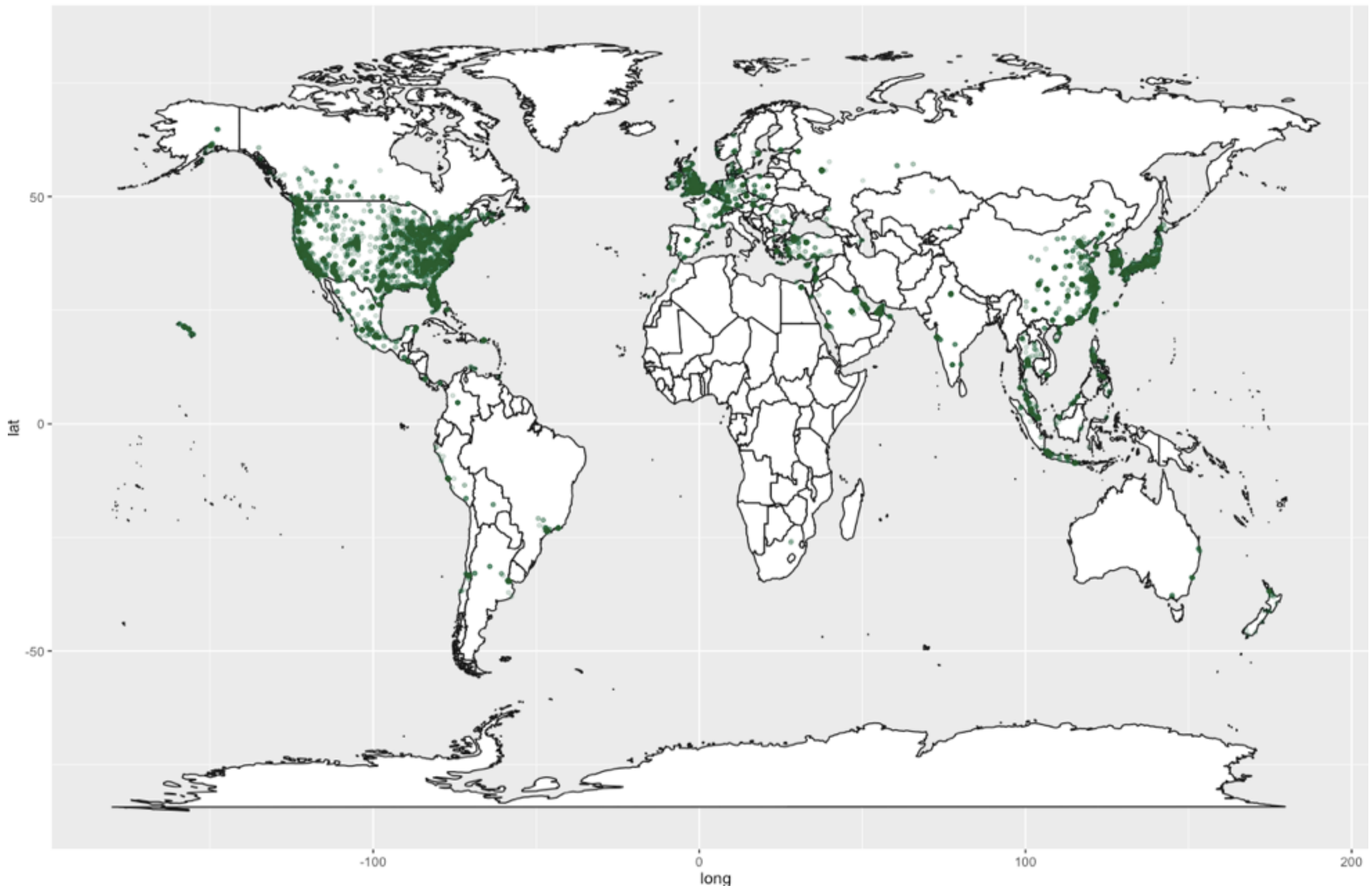
BRANDS BEYOND BORDERS

VISUALIZING **STARBUCKS'** DATA
BY: CHRIS VALLE

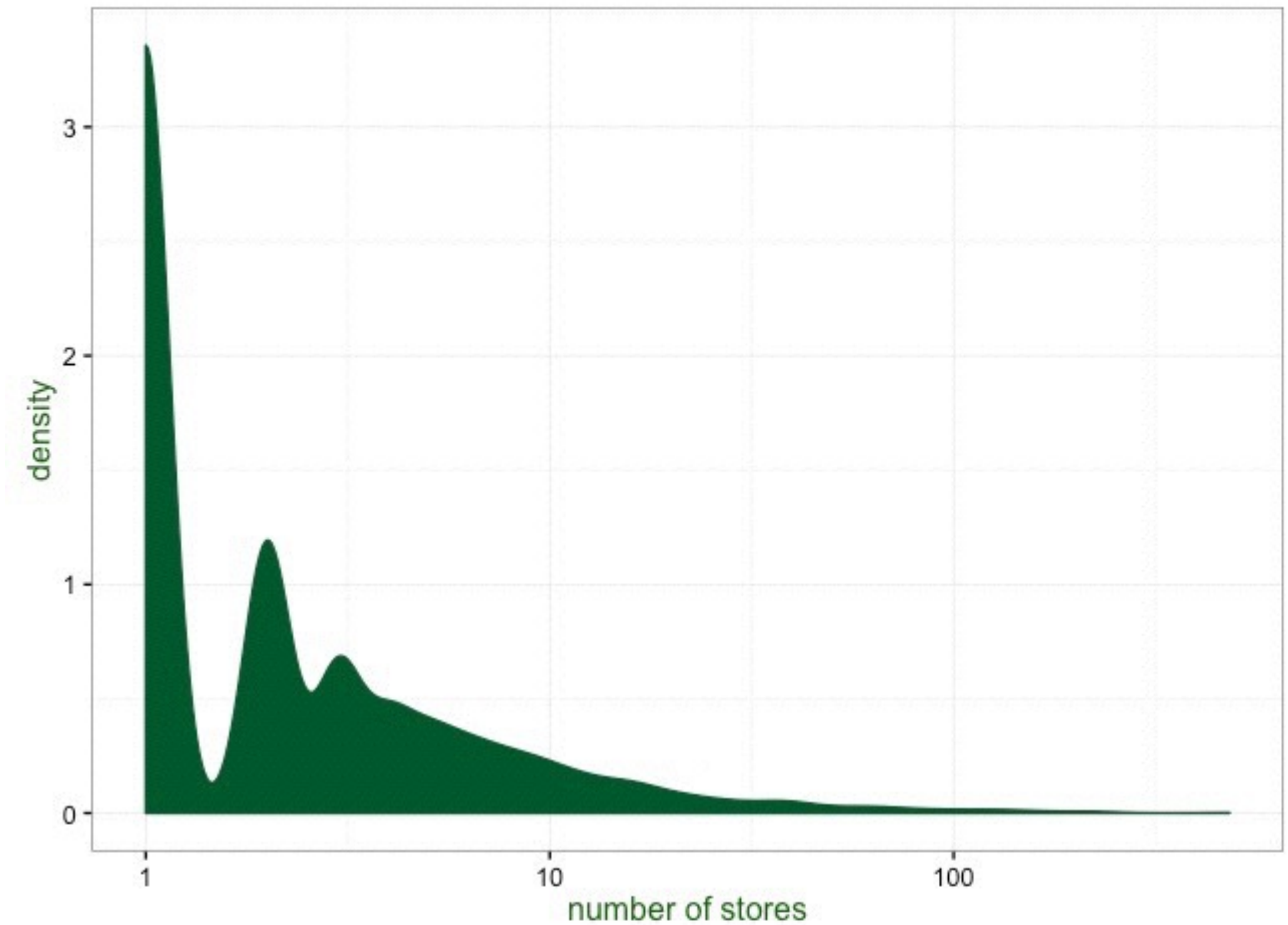




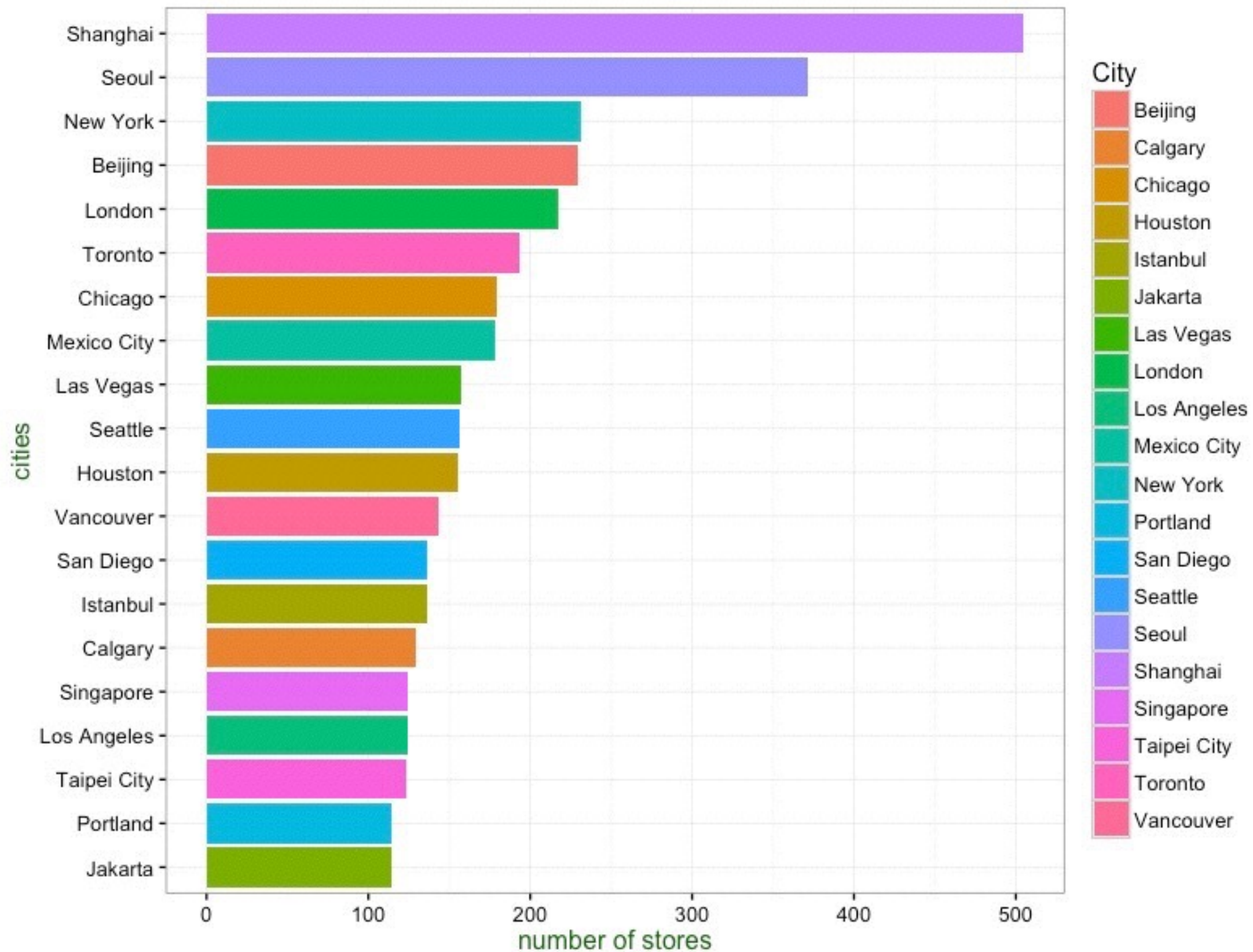
WHAT IS THIS THING CALLED
BRAND?



EXPANDING BEYOND ITS BORDERS
STARBUCKS STORES GLOBALLY

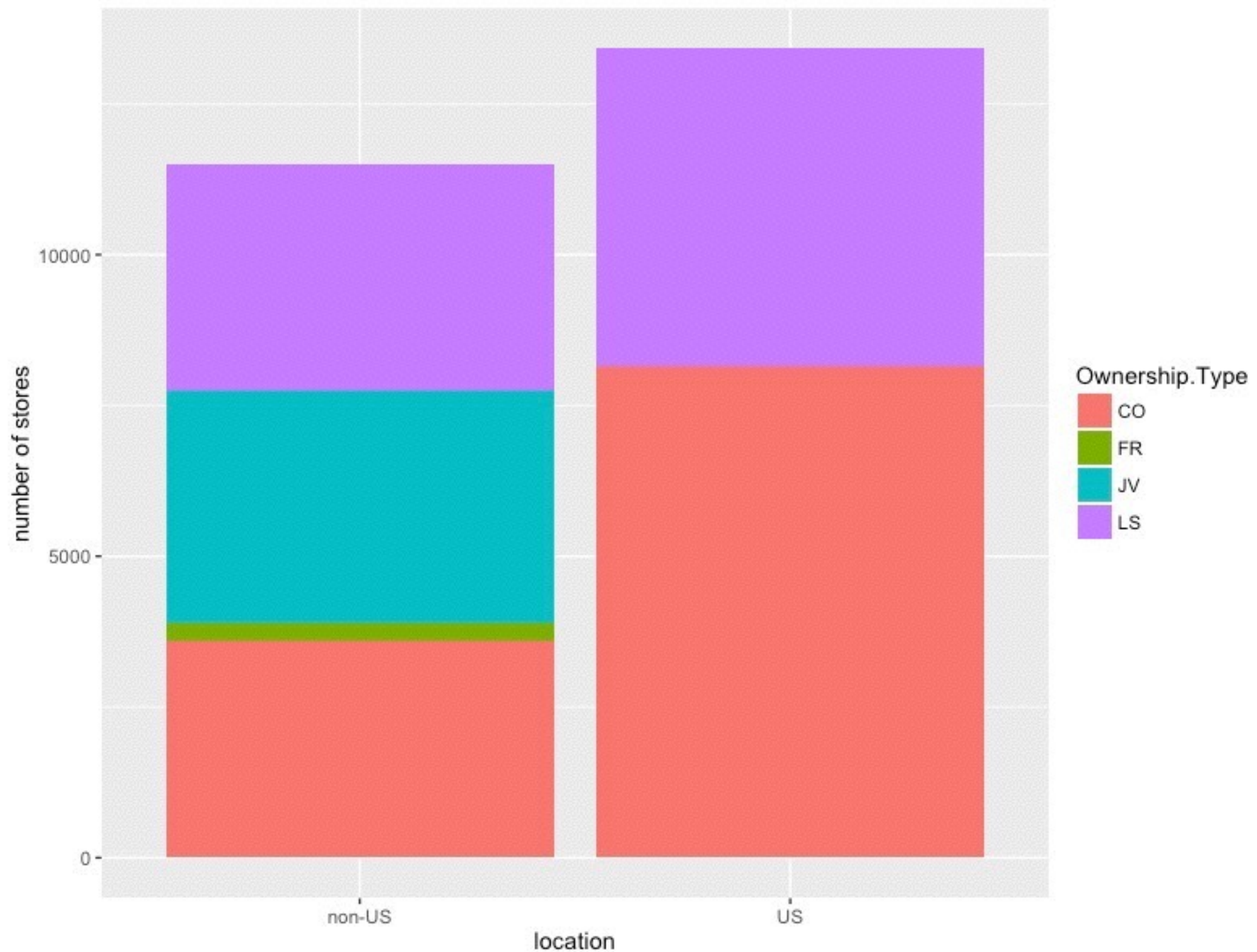


EXPANDING BEYOND ITS BORDERS
STARBUCKS STORES BY CITY



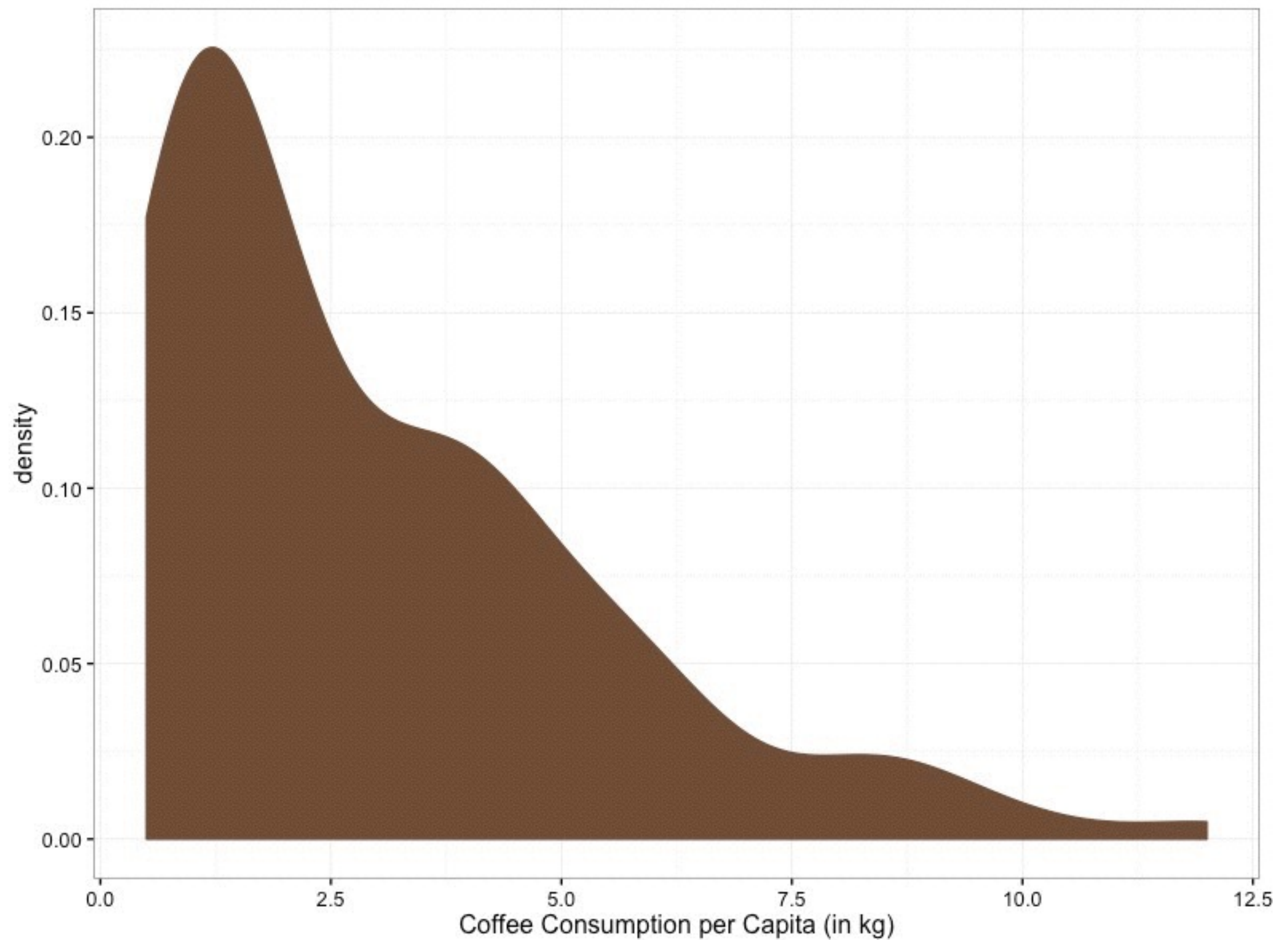
THEY JUST CAN'T GET ENOUGH

TOP 20 CITIES WITH THE MOST STARBUCKS STORES

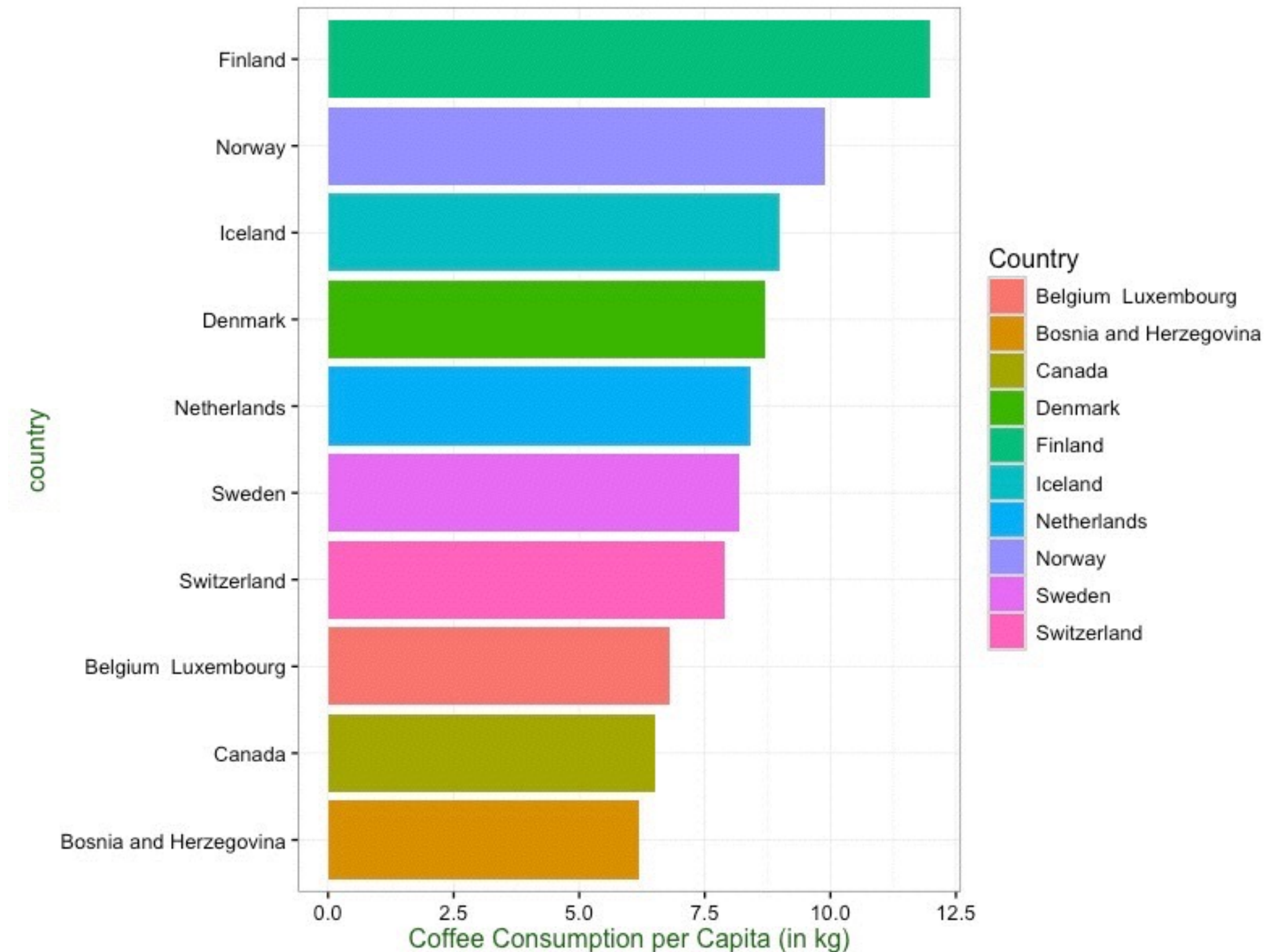


I SELL - YOU SELL OUR COFFEE

DIFFERENT STORE OWNERSHIP TYPE
US VS OUTSIDE



WE'LL DRINK TO THAT
GLOBAL COFFEE CONSUMPTION



WE'LL DRINK TO THAT
TOP 10 COFFEE DRINKING COUNTRIES 2013

WISH LIST

- look at store revenues by country, by city, by sqm.
- check presence in airports
- test CORR store age, revenues, country, GDP per capita
- parse and analyze Instagram related Starbucks post globally
- find out customer demographics and lifecycle patterns
- cross-analyze Starbucks with McDonalds



SOURCES

- Socrata Open Data
- Forbes Media
- Fusion Tables

DISCLOSURE

- updated Socrata file:
October 10, Starbucks stores opened after this date is excluded in this project
- Brand Values are only estimates computed by Forbes. Other market research firms might have different computations. Computation methodology requires payment.
- prohibitive pricing of Euromonitor's data

SO WHY DO YOU CARE?

**BECAUSE YOU
CAN'T HAVE
YOUR "PIE"
WITHOUT A CUP
OF COFFEE**



THANK YOU!