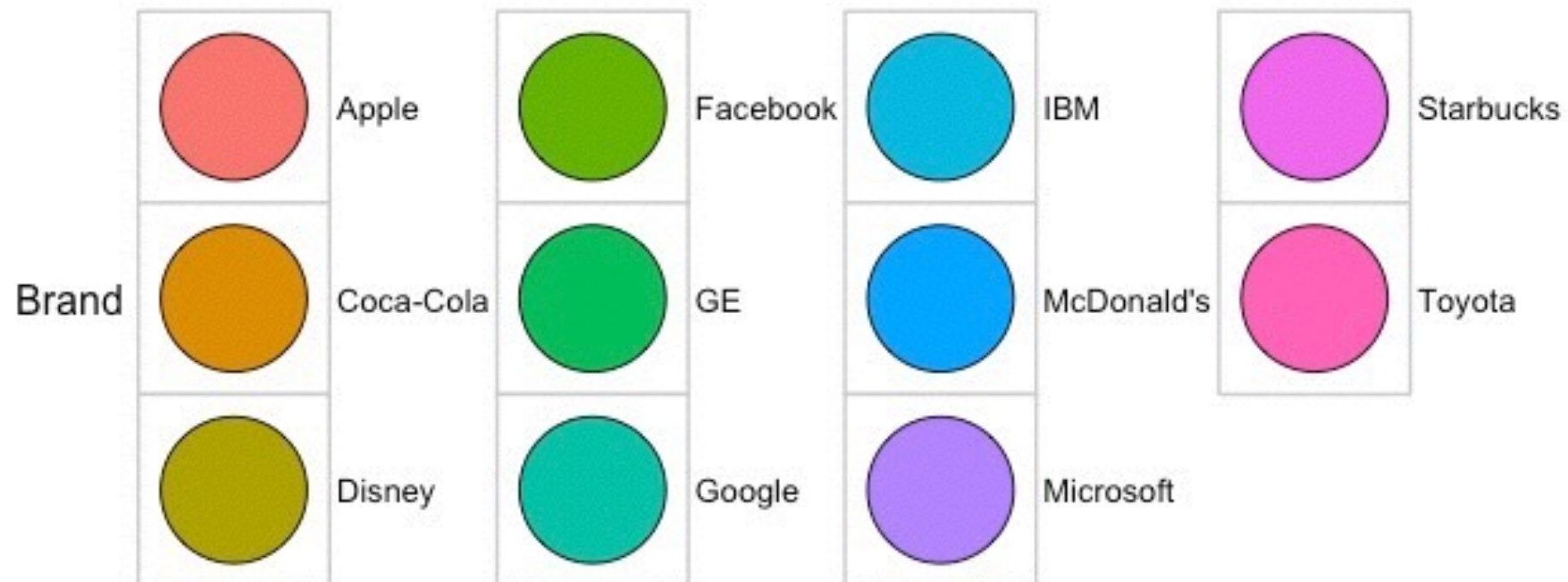
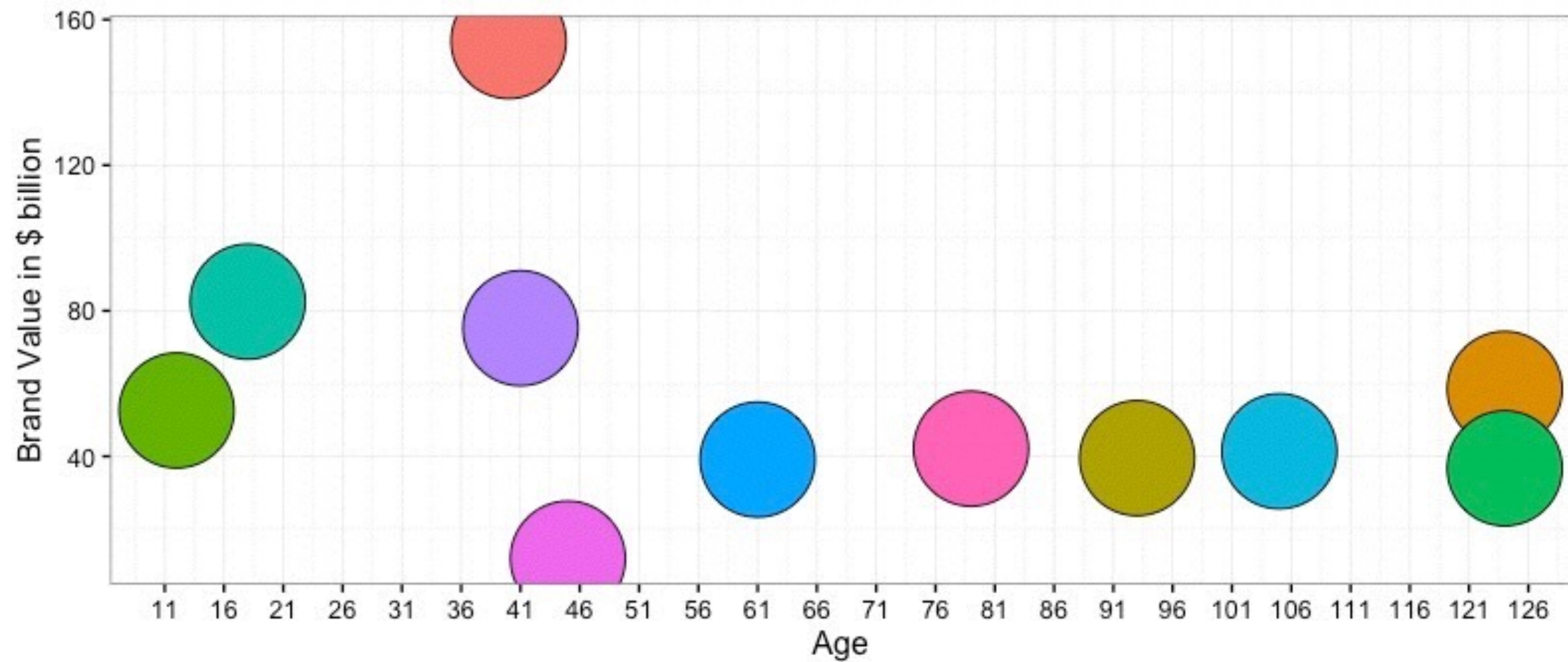


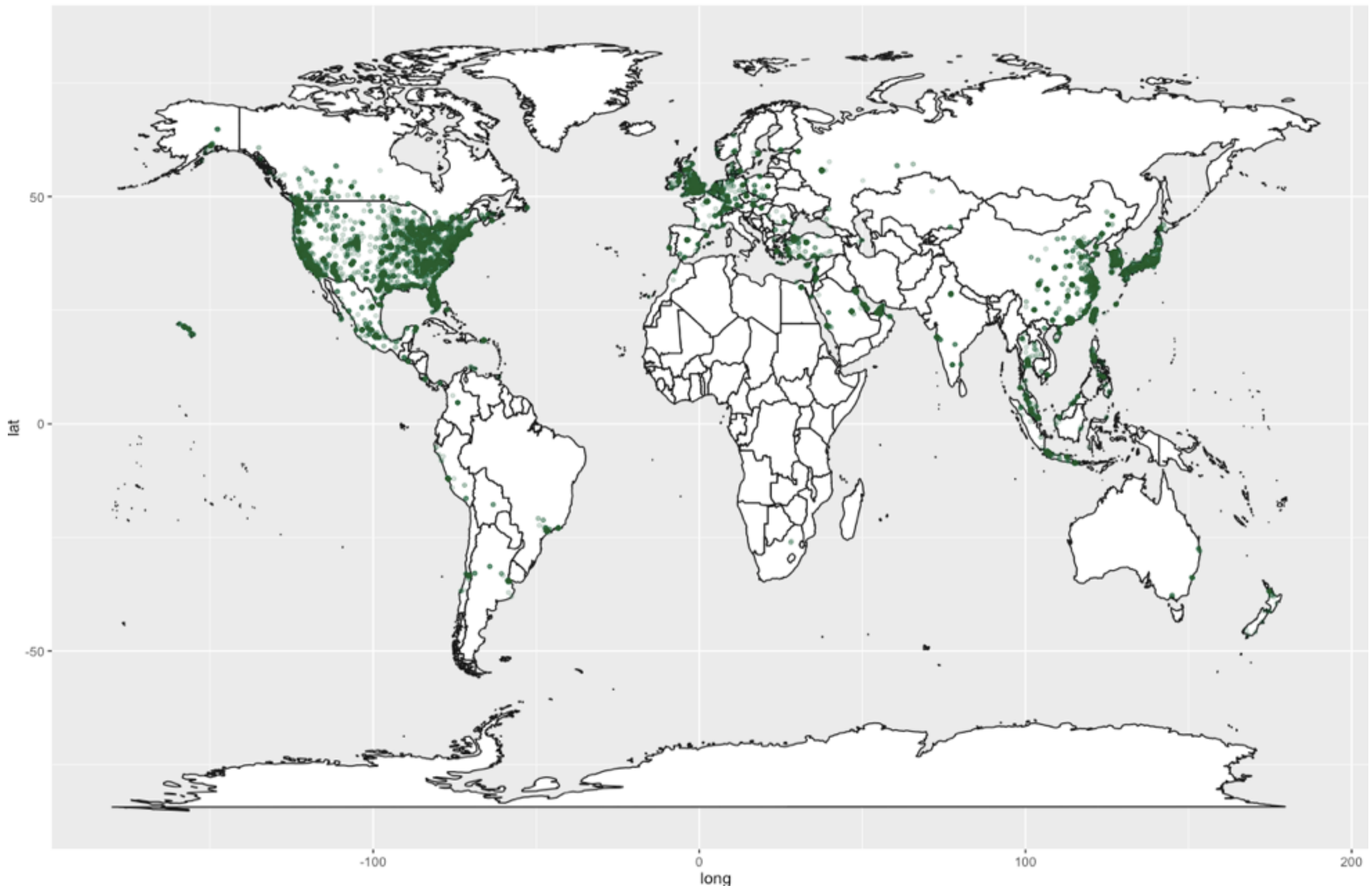
# BRANDS BEYOND BORDERS

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

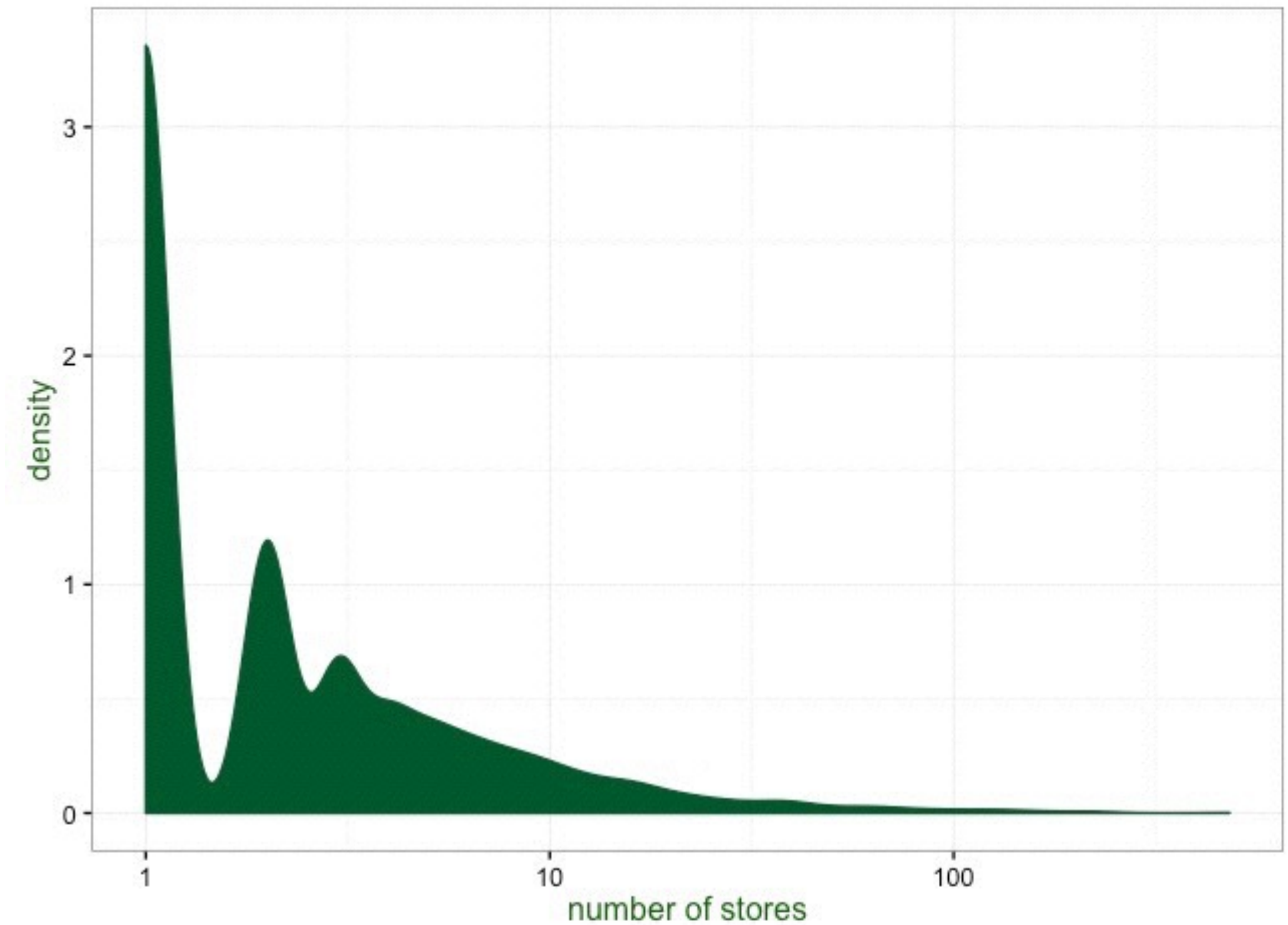




**WHAT IS THIS THING CALLED  
BRAND?**

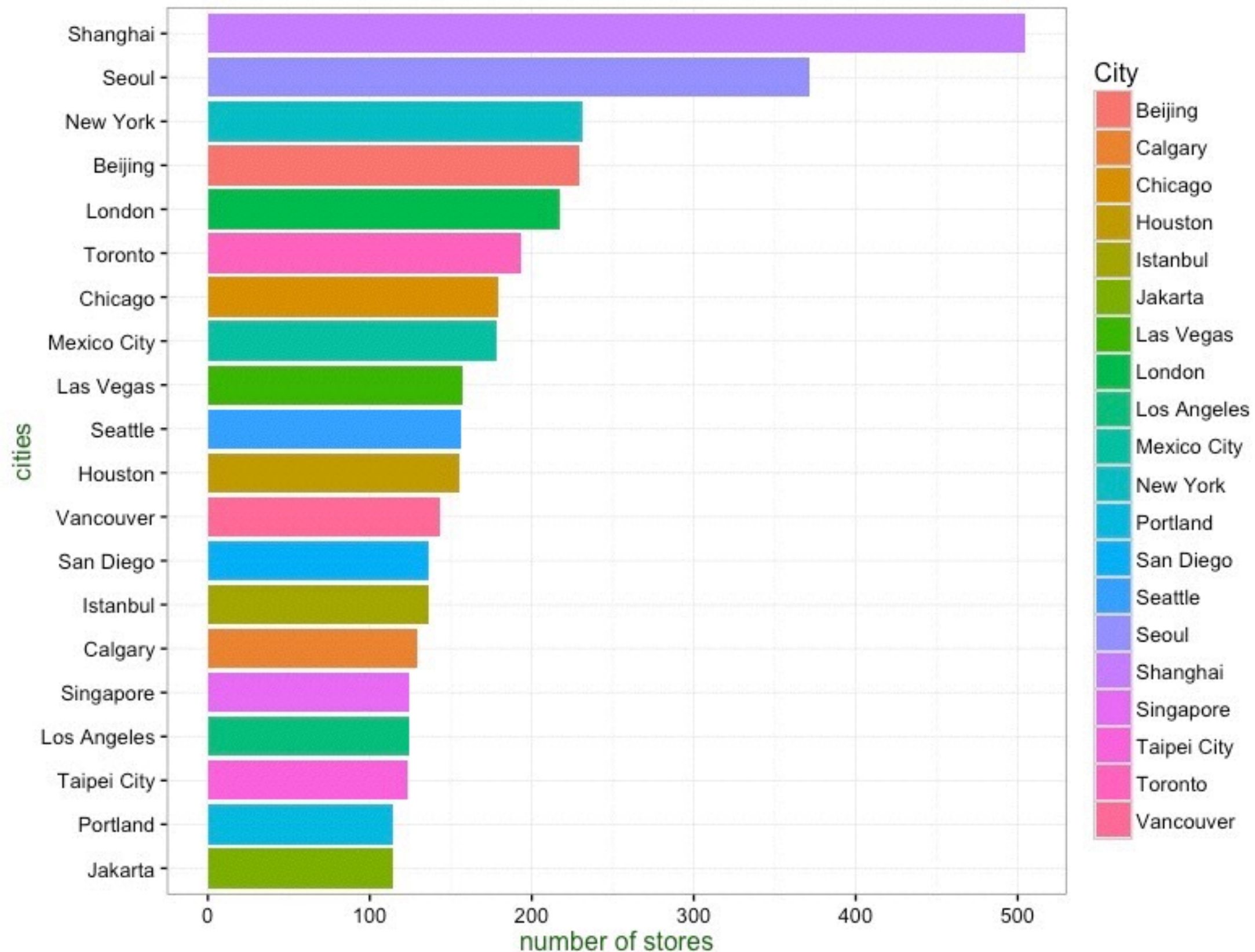


**EXPANDING BEYOND ITS BORDERS**  
STARBUCKS STORES GLOBALLY



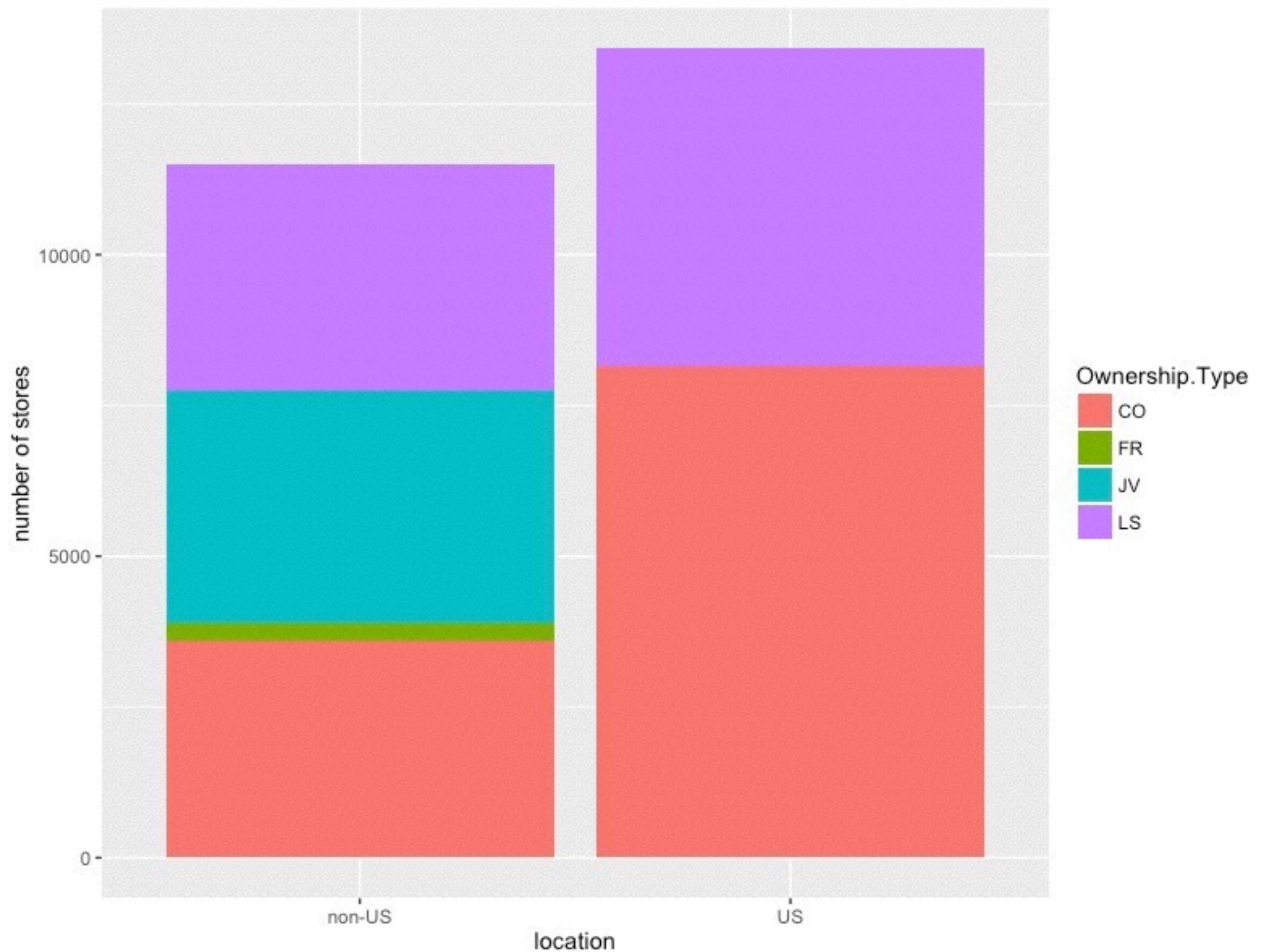
**EXPANDING BEYOND ITS BORDERS**  
STARBUCKS STORES BY CITY





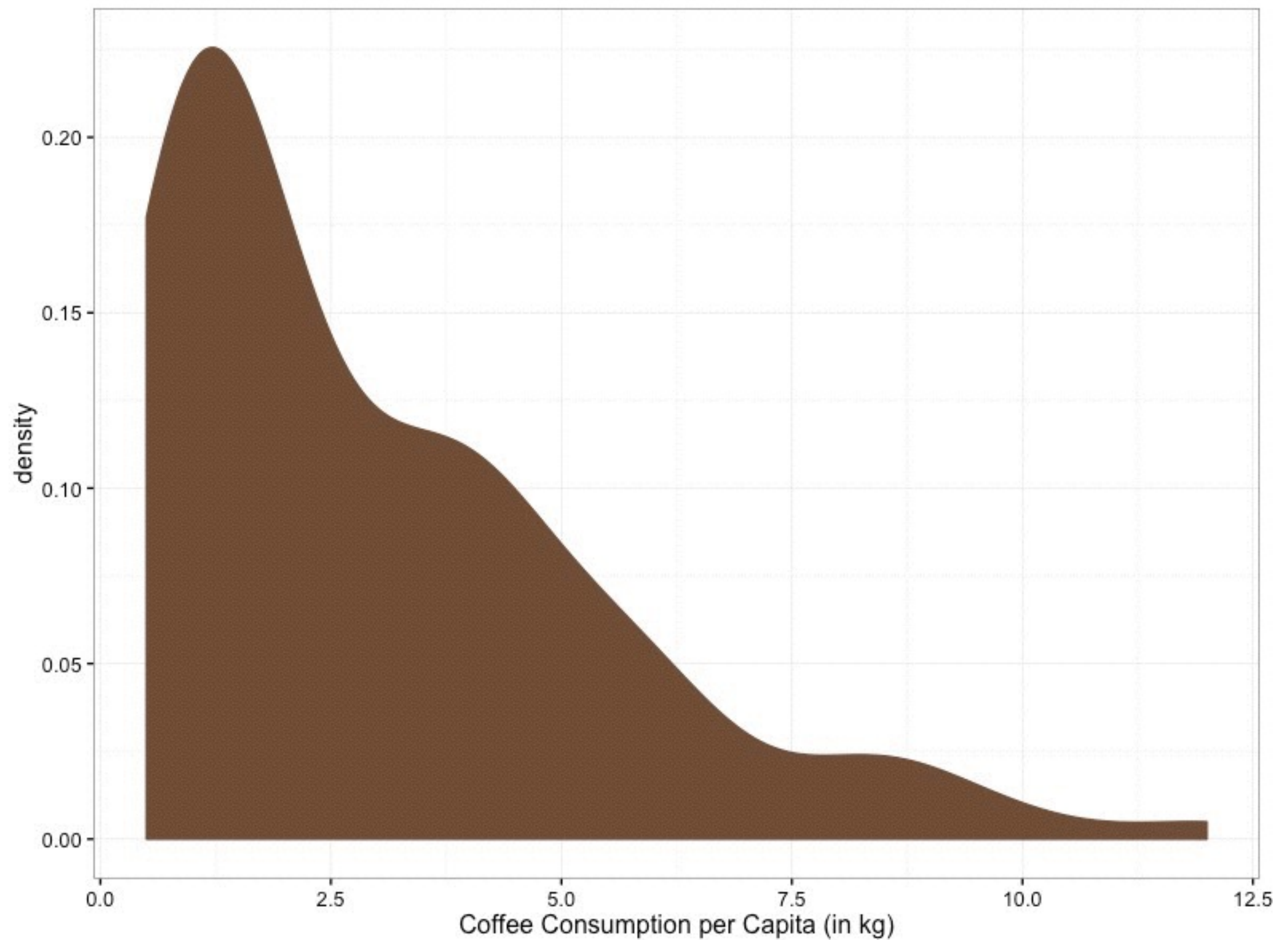
**THEY JUST CAN'T GET ENOUGH**

TOP 20 CITIES WITH THE MOST STARBUCKS STORES



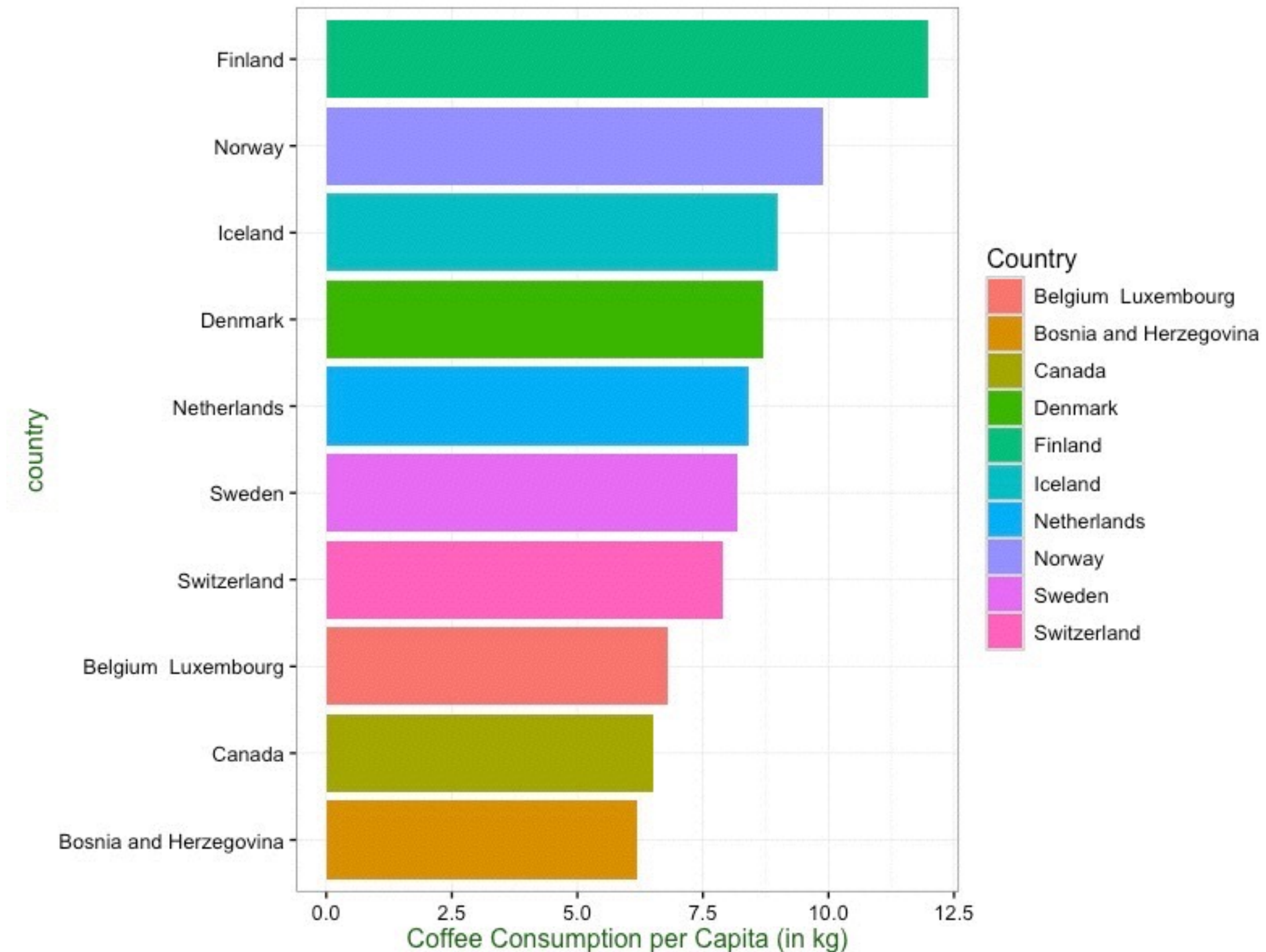
# I SELL - YOU SELL OUR COFFEE

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



# **NEXT STEPS**

DIG DEEPER

# CONTINUE BREWING

- 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!**