

# Blue Bottle Coffee

## Part I: Overview And Strategy

Alondra Espinoza



**BLUE BOTTLE  
COFFEE**



# Agenda

- Introduction
- Company Overview
- Business Model
- Key Metrics
- Leveraging Data
- Process







# Hello!

**Alondra Espinoza**

Business Data Analytics

International Business Studies





# Company Overview



## Founded in 2002

James Freeman  
Oakland, California



## Highlights

high-quality specialty coffee, artisanal brewing process, and minimalistic, elegant atmosphere.



## Products & Services

Unique Blends, tools,  
Subscriptions, Merch



# Business Model

## Value Proposition

### Customer Base

- Coffee enthusiasts
- Home Brewers
- Ambience Seekers
- Casual

### Products

- Coffee
- Coffee tools
- atmosphere

### Competencies

- Sustainable practices
- Artisanal experience
- Subscription deals

## Value Delivery

### Channels

- In-store
- Online Website(Mobile)
- Social Media

### Resources

- Locations
- Coffee beans (farmers)
- Trained professionals

### Customer Relationships

- Loyalty Programs
- Personalized Service
- Social Media Engagement

## Value Capture

### Costs

- Coffee sourcing
- Labor costs
- Operational costs

### Revenue Sources

- Retail coffee sales
- Subscription fees
- Online sales (merch)
- Premium pricing



# Key Metrics



## Data Sources

- **Point of sale (POS) Systems**
  - in-person and online transactions
- **Data Warehouse**
  - Storage of transactions and consumer data
- **Customer relationship management (CRM) systems**
  - Manage customer data

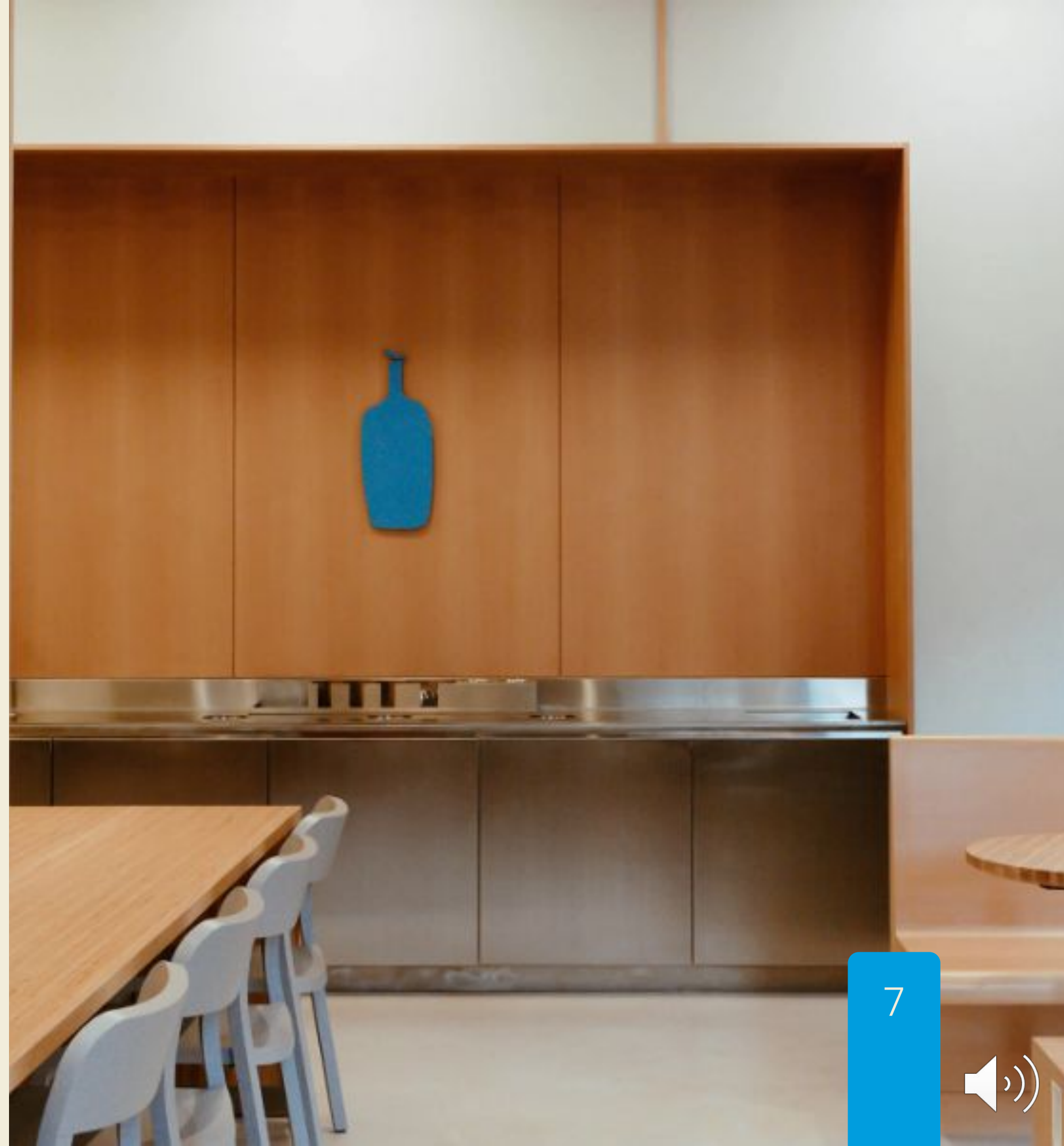




# Key Metrics

## Types of data

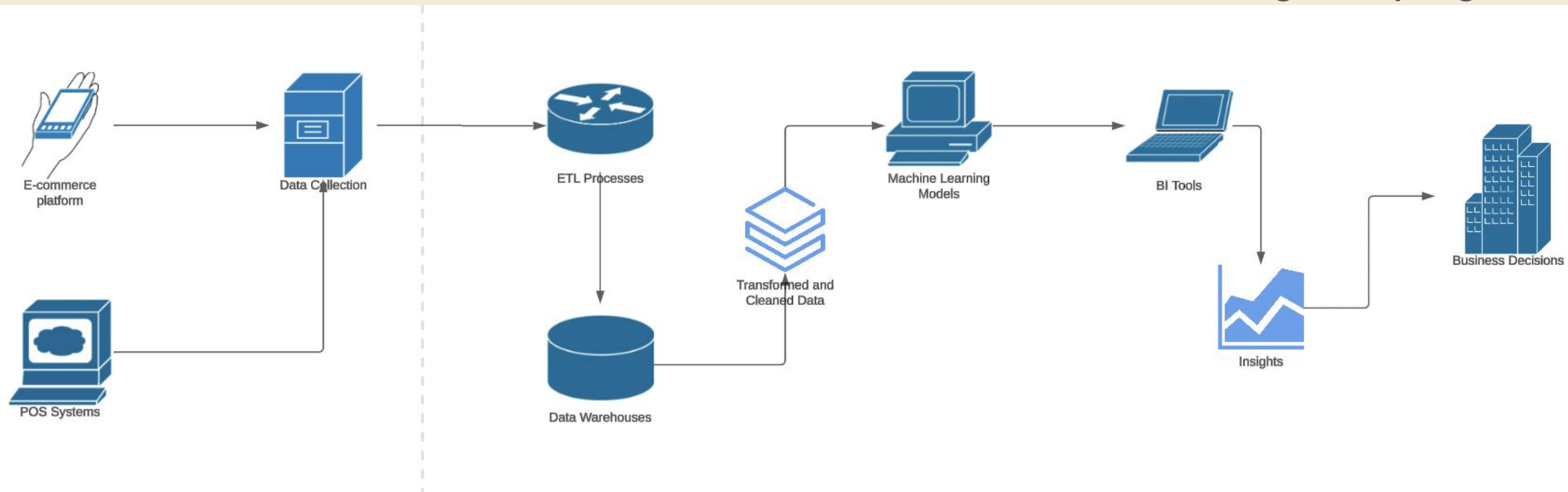
- **Consumer data**
  - Demographics, activity, retention
- **Transaction data**
  - Products, services
- **Marketing data**
  - Campaign stats, feedback
- **Operational data**
  - inventory, logistics, employee
- **Product data**
  - Brewing, popularity



# Key Metrics

## Data Flow

- Transactions through POS systems and E-commerce platforms (mobile)
- Data Collection
- ETL Processes
- Data Storage (data warehouse)
- Data Analysis (Machine learning, Business intelligence tools)
- Data Visualization (Dashboards, reports)
- Business Decisions (marketing campaigns, costs)



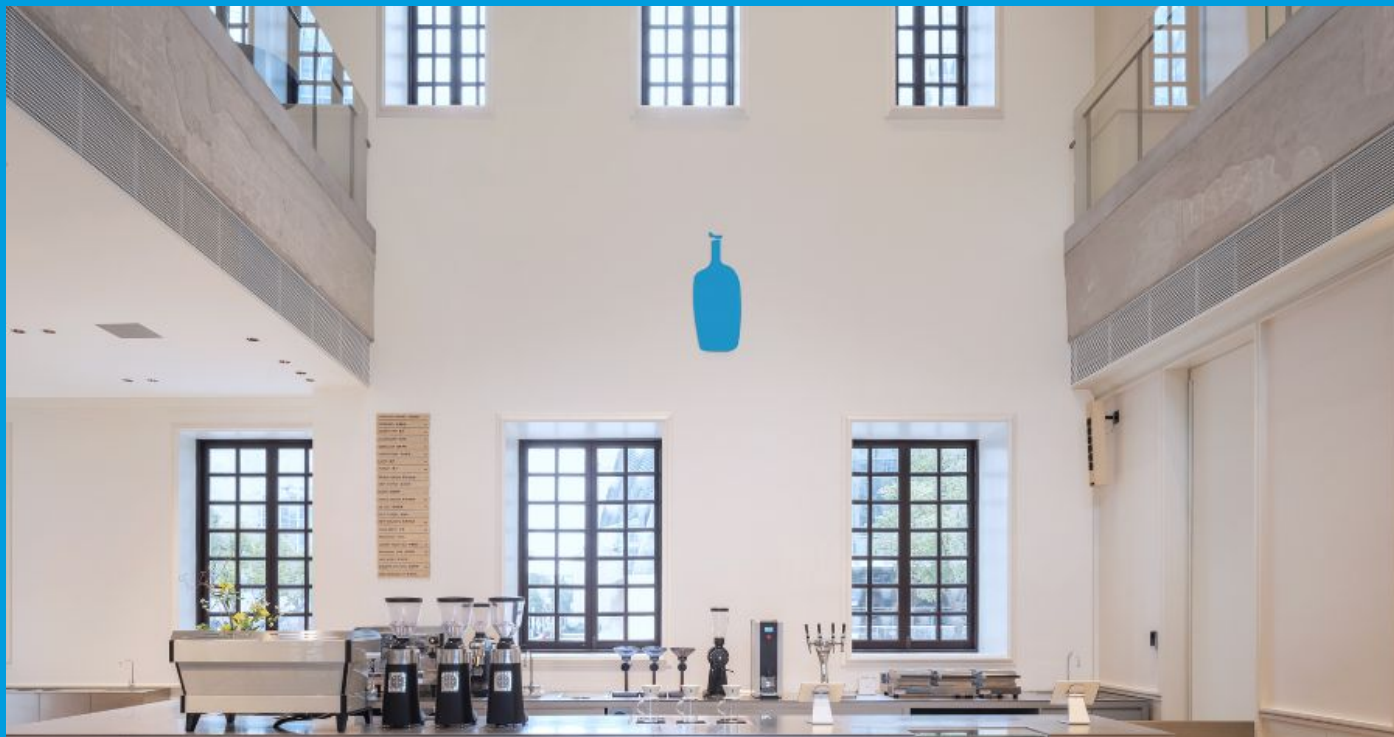


# Strategies for Success



- Customer segmentation
  - Marketing campaigns
  - Retention improvement
  - Product development
- POS data analysis
  - Pricing strategies
  - Product adjustment
- Market research
  - Location updates





# Process

- Identify Business problem
- Choose adequate dataset
- Data preparation
- Create models
- Evaluate
- Visualize
- Generate Business strategies



Thank you  
for listening!





# Sources Used

- Fonts
  - TAN Mon Cheri
  - Poppins Medium
  - Poppins Light
- Lucid Chart
  - Generative ai feature
    - Input example of data flow to produce flow
    - replaced some icons
      - Outcome on page 8
- Website
  - <https://bluebottlecoffee.com/us/eng/shop/coffee>
  - <https://www.canva.com/>

