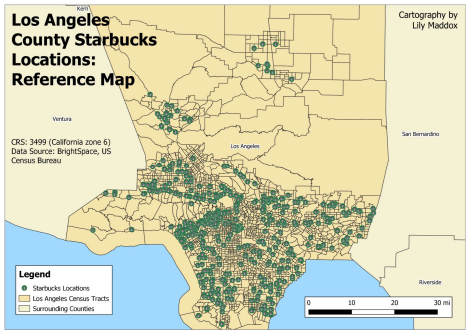
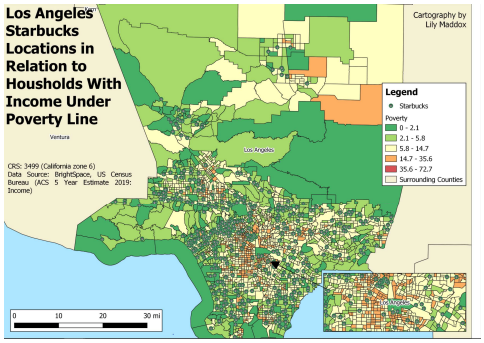
Research on similar visualizations:

Link: https://storymaps.arcgis.com/stories/e236e40cc259480d936c480ad982a2ad

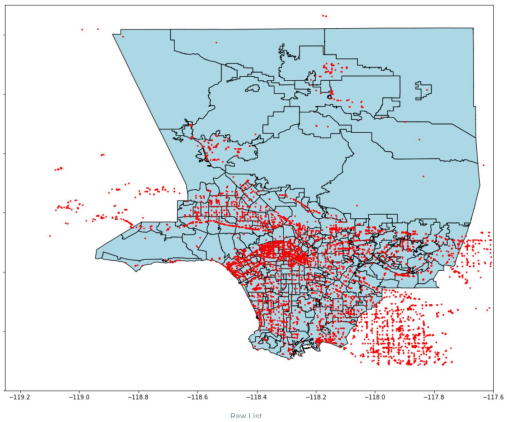




We took inspiration for our visualizations. Utilizing an interactive Mapbox, we plotted Starbucks stores in Los Angeles, going beyond a standard dot map by also incorporating the locations of regular coffee stores. This dual representation allowed for a comprehensive understanding of the distribution patterns between Starbucks and other coffee establishments in the area.

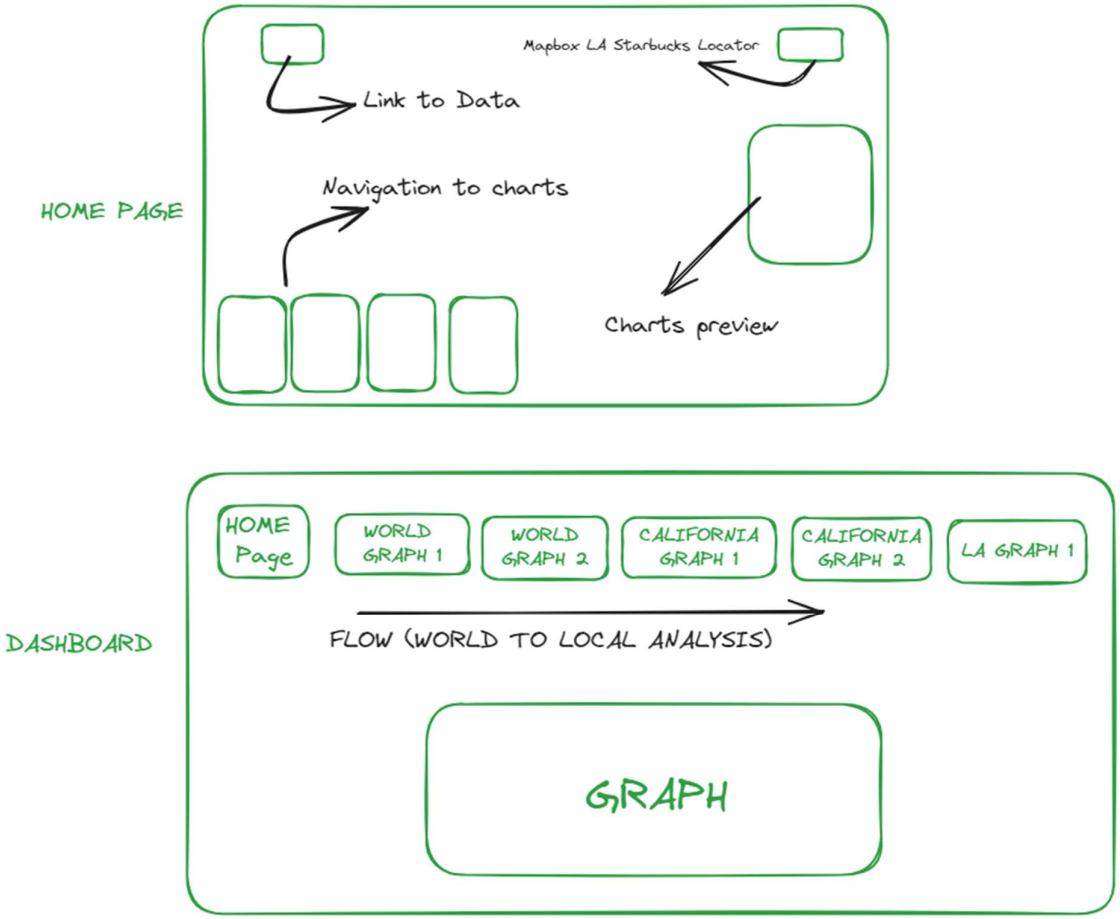
Inspired by the analysis of Starbucks locations in relation to households with incomes below the poverty line, we extended this methodology to the broader context of California. Employing a similar graph, we explored the spatial relationship between Starbucks stores and areas with households falling under the poverty line across the state. This approach provided nuanced insights into the socioeconomic aspects influencing Starbucks' geographic positioning in California.

Link: https://vu-d.gitbook.io/journey/data-analytics/complete-data-set-on-coffee-shop-footprints-in-los-angeles-county



Took inspiration from this chart to plot coffee houses in LA. Cleaned data for removing dot(coffee houses outside LA

Design Process:



(Made using Excalidraw)

Theme ideation:

1. Use Starbucks green and white for all pages
2. Use Starbucks Icon in Mapbox to show locations
3. Keep Font constant for the entire web design
4. Allow easy navigation through navigation bar
5. Keep flow from global breaking down to local analysis

Wire Frame:

MAIN PAGE

Sample Dashboard View

Theme inspiration for home page:

https://www.youtube.com/watch?v=91Q6RvKvd7o

https://www.youtube.com/watch?v=riiFdR-qQPk

https://www.youtube.com/watch?v=x_n2FGNsm0o

Data Cleaning:

1. To refine the Starbucks stores in California dataset, cleaning and processing were necessary using data.world CSV files. Specifically, for the LA County graph, relevant data was extracted from the broader California county-level dataset through Python. Subsequently, a more focused CSV file pertaining to coffee shops specifically in LA County was generated.
2. Cleaning involved converting median income data, initially in string format (e.g., "median income $40,000"), into numeric values by leveraging Python's split function.
3. Additionally, latitude and longitude information, originally presented in the format "POINT(latitude, longitude)," underwent parsing using Python to extract precise geographic coordinates.
4. To enrich the Starbucks dataset on a global scale, continents were incorporated. This addition aimed to provide supplementary insights into Starbucks store distribution.