



# STARBUCKS ANALYSIS

DataVizards

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# USER STORIES

Possible users: Starbucks Executives, Competitor Analysts

User

Stories:

1. Starbucks Executives: Starbucks Executives can use the analysis for strategic expansion. They can use the analysis to pinpoint optimal locations for new stores based on income, population trends, and existing store density. Analysis will allow them to tailor marketing and product offerings by understanding income distribution and correlating it with store locations. Starbucks can be used for competitor Benchmarking. Benchmark performance against competitors, analyze coffee market trends, and maintain a competitive edge.
2. Competitor Analysts: Analyze Starbucks' market dominance and potential areas for competition. Competitor analysts can use the dot map to understand the concentration of Starbucks stores. By cross-referencing this information with income distribution and population trends, analysts can identify areas where competitors could gain market share.

# OTHER USER STORIES

1. As a business analyst, I want to visualize the number of Starbucks stores worldwide compared to the number of countries where they have a presence, filtered by continent, to identify potential market expansion opportunities.
2. As a real estate agent, I want to analyze the relationship between median income and the number of Starbucks stores in California using a combined choropleth and dot map to identify potential investment opportunities.
3. As a coffee enthusiast, I want to understand the overall trend of Starbucks store openings over time using a scatter plot to identify patterns and growth trends.
4. As a local resident of Los Angeles County, I want to visualize the location of Starbucks stores using a Mapbox map to explore the accessibility of Starbucks outlets in my area.
5. As a coffee consumer, I want to compare the distribution of Starbucks stores and other coffee stores in California using a dot map to assess market saturation and potential competition

# DATA

1. This study utilizes data from data.world, encompassing diverse CSV files focused on Starbucks.
2. The dataset spans global, California city, and county levels, detailing the store count in each country, city, or county, accompanied by their respective latitude and longitude coordinates.
3. For California county and city levels, additional information such as median household income and median age is included for each location.
4. In the California dataset, additional details are available for each store, including amenities such as free WiFi, drive-through, oven-warmed food, etc.
5. The dataset also encompasses information on ownership type, address, coordinates, phone number, store timings, and images.
6. Challenges : Data Preprocessing and Data Extraction.

Link : <https://data.world/alice-c/starbucks>

Link: <https://github.com/vuduong191/Gitbook/tree/master/resources/Yelp01/data>

# RESEARCH : SIMILAR WORK

- Few of the Starbucks location analysis we reviewed either focused only on Los Angeles.
- Some of the analysis did not leverage visualizations.
- We aim to do analysis on a global level, California and Los Angeles county and analyse unique relations between populations, median income etc. and number of starbucks stores

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

Link: [https://scholar.harvard.edu/files/nithingeereddy/files/starbucks\\_case\\_analysis.pdf](https://scholar.harvard.edu/files/nithingeereddy/files/starbucks_case_analysis.pdf)

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

# Tech Stack

1. HTML
2. CSS
3. JAVASCRIPT
4. D3.JS
5. PYTHON
6. Mapbox

# Dashboard Home Page

[DATA](#)

## Starbucks Analysis!

Welcome to the Starbucks Analysis, where we delve into the rich data surrounding Starbucks locations worldwide. Whether you're a coffee enthusiast, business strategist, or data aficionado, this analysis is designed to offer a visually engaging and informative experience.

*Hover and Select a brewing cup of Analysis !!*

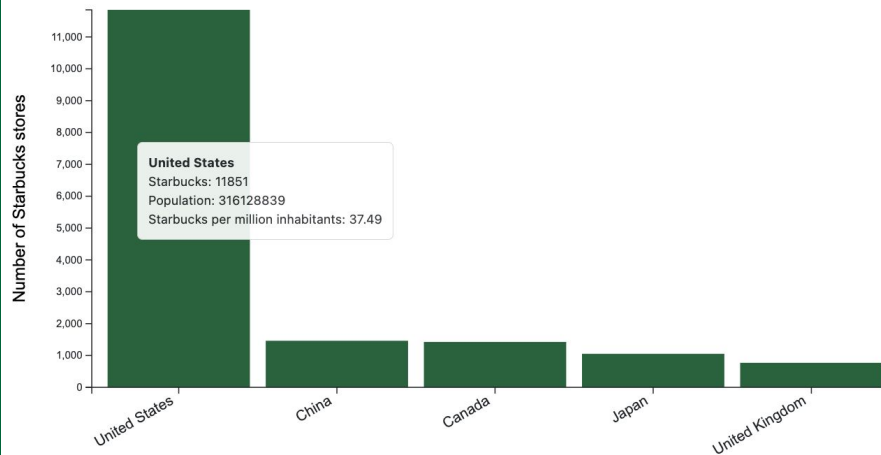


[FIND A STORE](#)

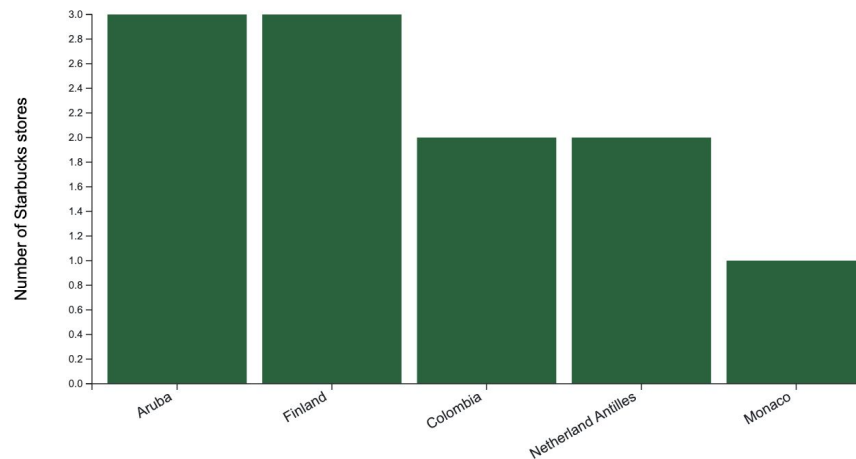


# Bar Charts : Top & Bottom Performing

Starbucks Statistics - Top 5 Countries

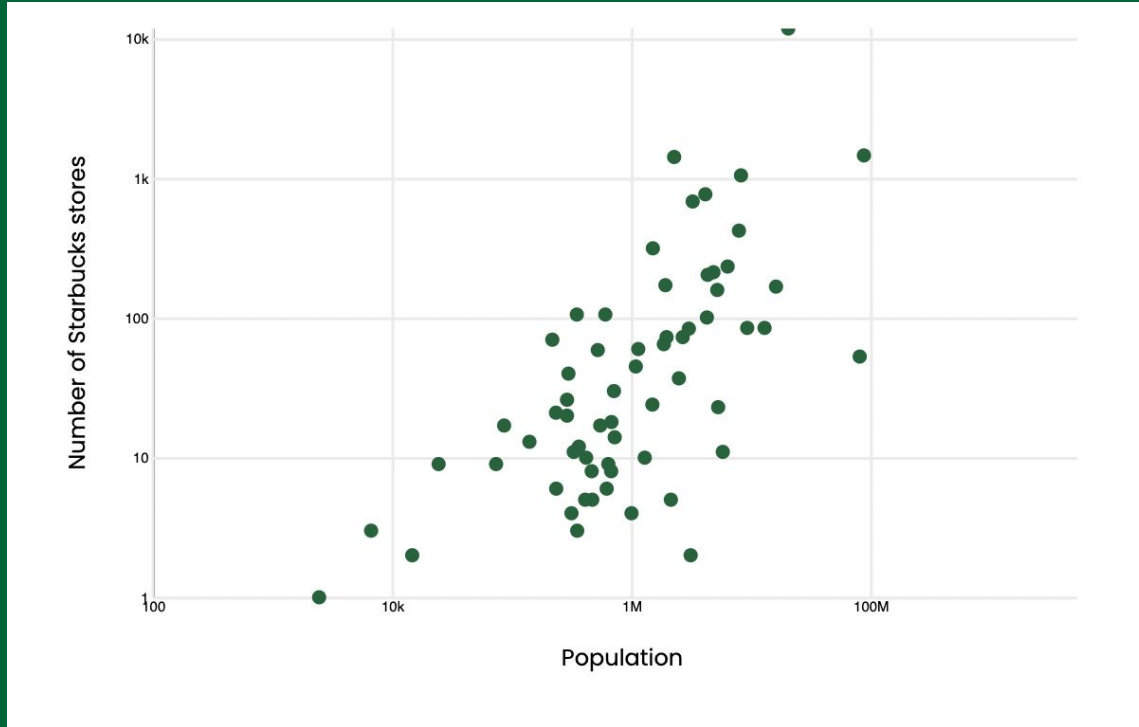


Starbucks Statistics - Bottom 5 Countries

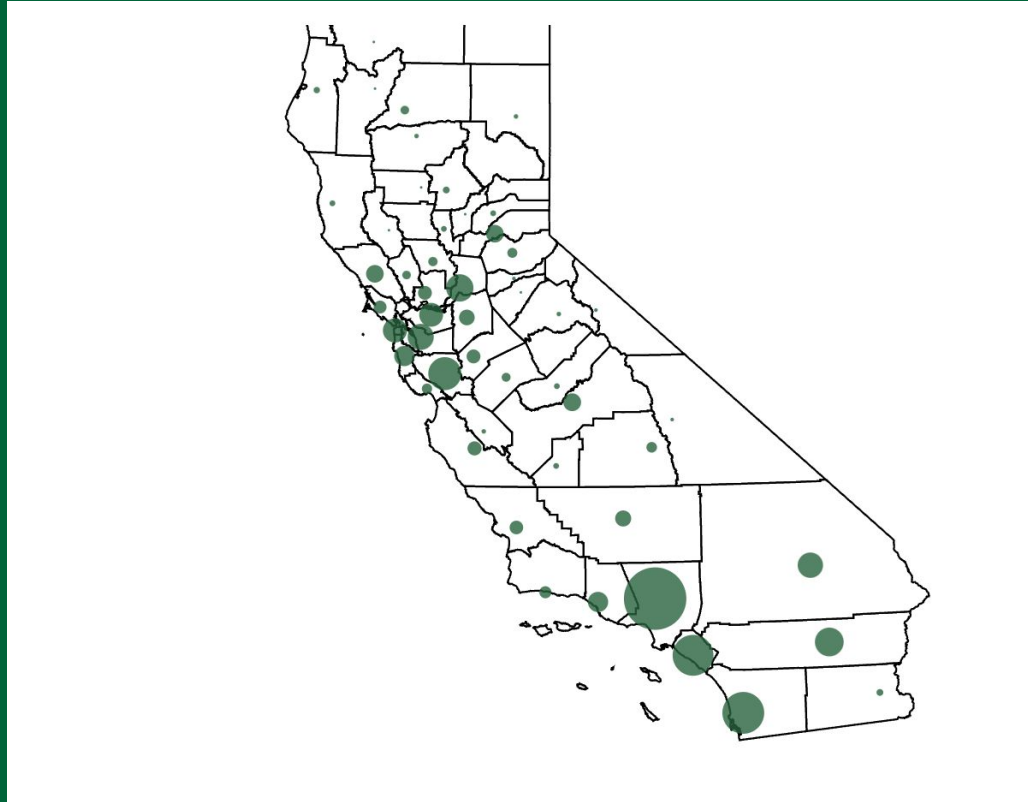




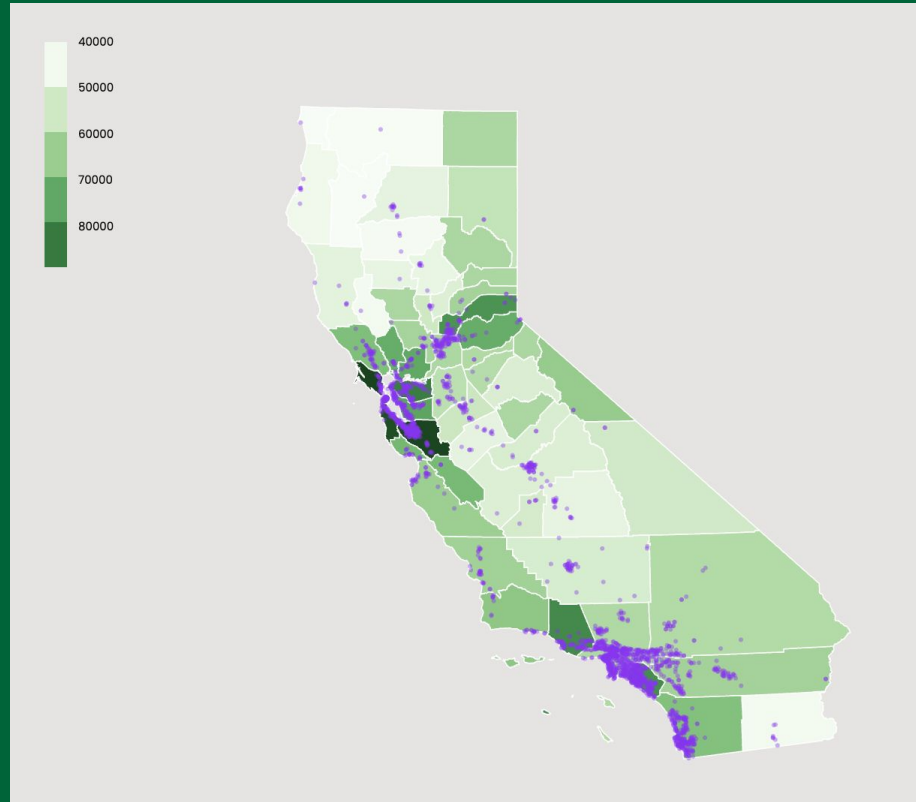
# Scatter Plot : Population Density Vs Number of Stores



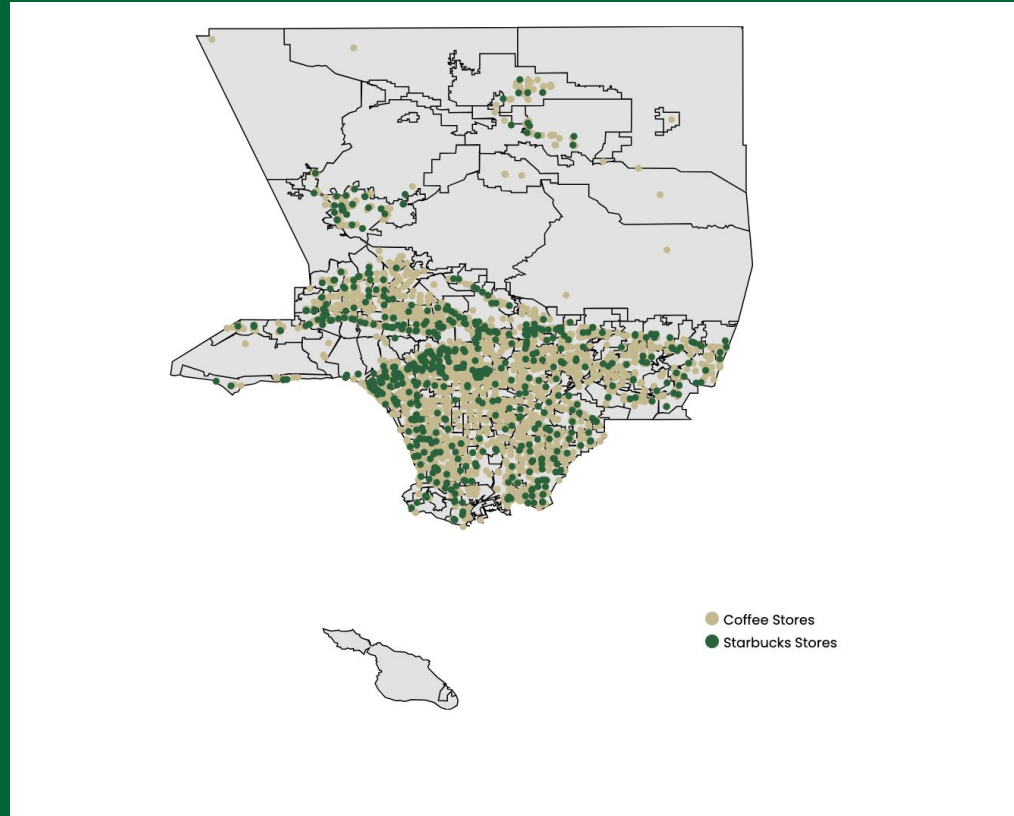
## Proportional Symbol : Number of Stores in California



# Choropleth & Dot Map : Median Income Vs No. of Stores




# Dot Map : Starbucks vs Other Coffee Stores

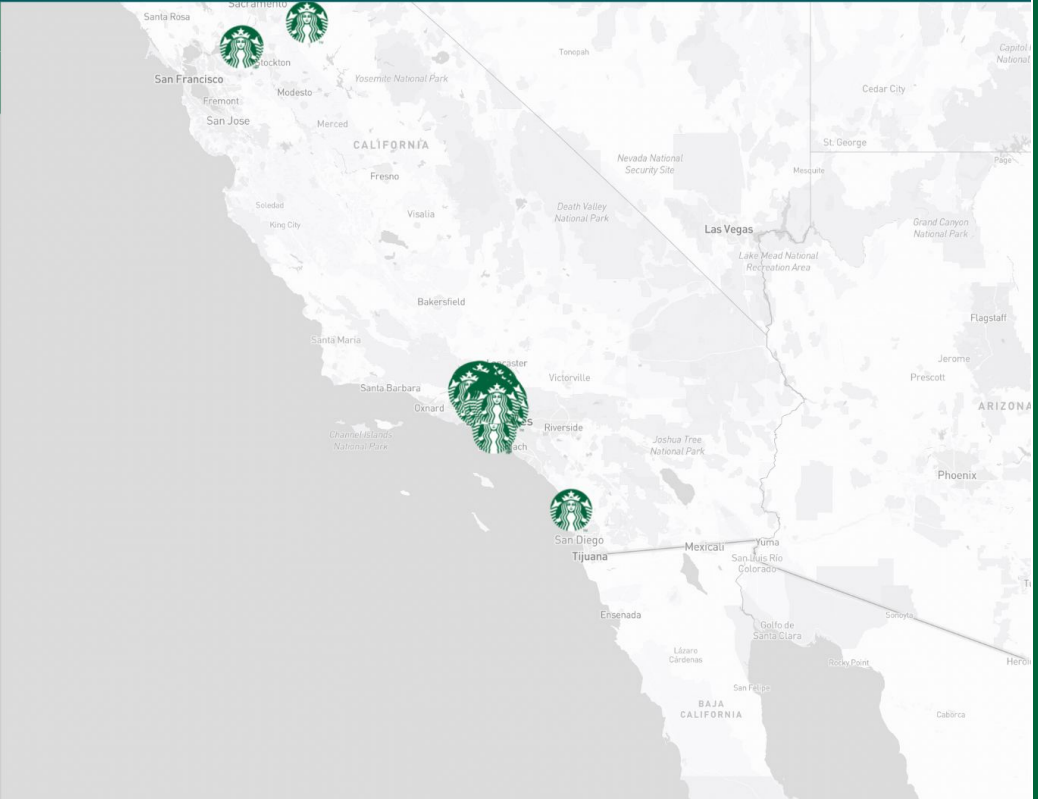


# MapBox : Find the Store

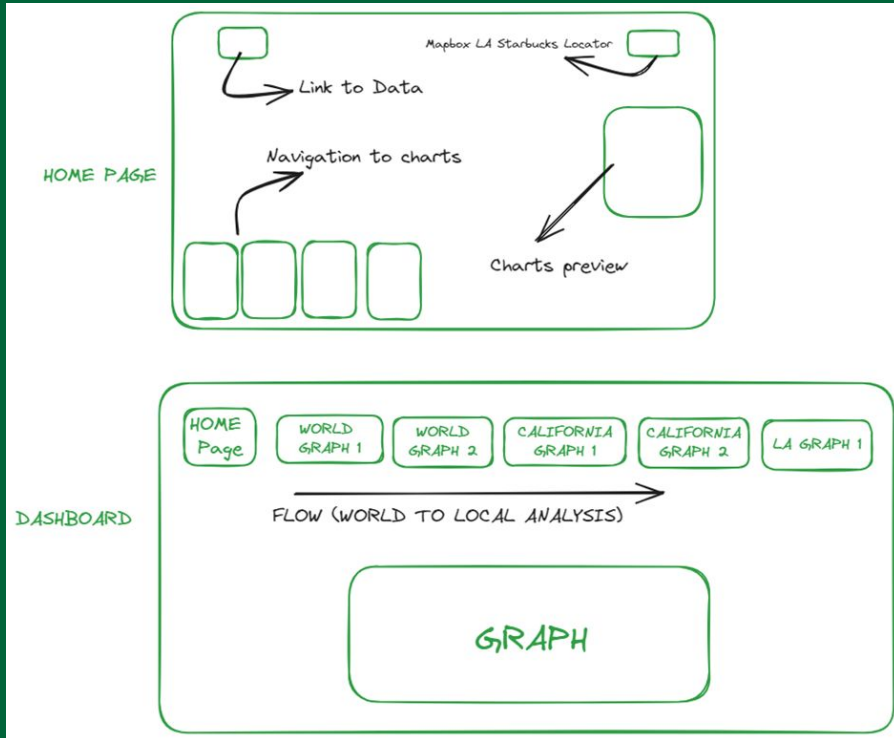
## Our Locations



<b>1111 South Grand Avenue - 900152176</b> Los Angeles · 213-749-1751
<b>1149 S. Hill Street - 900152212</b> Los Angeles · 213-749-0487
<b>1875 Century Park East - 900672501</b> Los Angeles · (310) 553-8226
<b>1999 Avenue of the Stars - 900676022</b> Los Angeles · (310) 557-0785
<b>2049 Century Park East - 900673101</b> Los Angeles · (310) 286-3023
<b>2952 Beverly Glen Circle - 900771724</b> Los Angeles · (310) 470-8121
<b>138 S. Central Avenue - 900123913</b> Los Angeles · 213-613-0393
<b>330 South Hope Street - 900713115</b> Los Angeles · (213) 620-1945
<b>3853 E. 3rd Street - 900632403</b> Los Angeles · 323-265-4124
<b>444 South Flower Street - 90071</b> Los Angeles · (213) 622-4493
<b>445 S. Figueroa Street - 900711600</b> Los Angeles · (213) 623-9191
<b>505 S. Flower Street - 90071</b> Los Angeles · (213) 488-9049
<b>523 West 6th Street - 900141217</b> Los Angeles · 213-327-0208

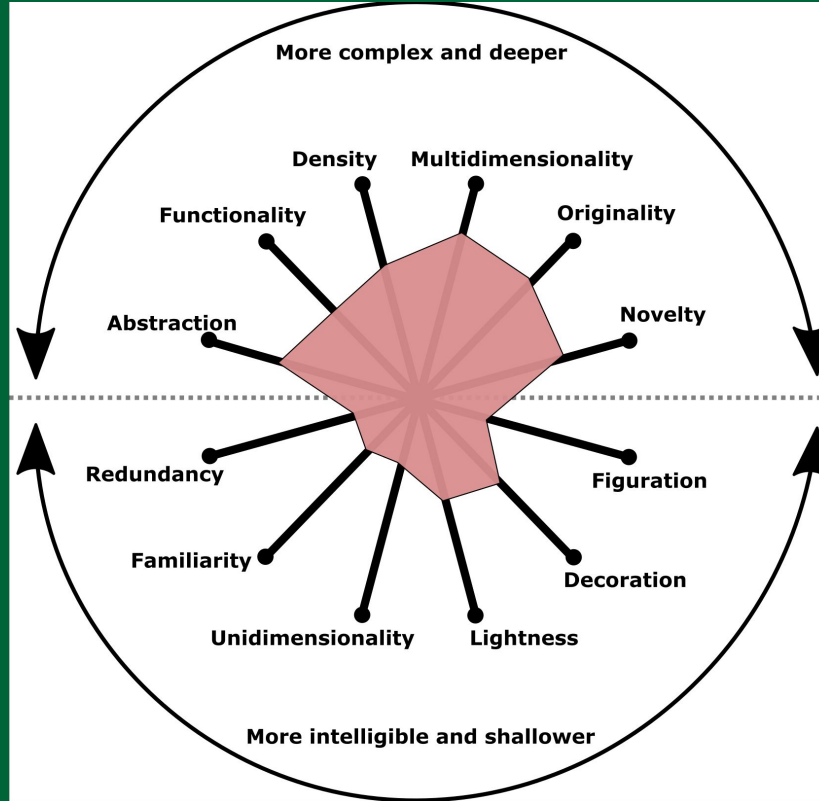


# Wireframe - Homepage



1. Homepage design is intuitive and allows user to see a glimpse of the analysis, overview of data used, and a store locator to locate stores in LA
2. Flow of Analysis allows users to begin with a world level view, digging deeper into a california distribution of Starbucks and LA
3. Ease of Navigation by allowing the user to switch between visualizations using navigation bar

# Visualization Wheel



# Visualization Takeaways

1. As population increases Starbucks tends to increase their number of stores in a given Country
2. In California, Starbucks stores are widely located in areas with high working population like San Mateo, Santa Clara, Los Angeles etc. This shows that Starbucks majority sales come from working population areas opposed to other areas.
3. Starbucks stores are located where median income of people is above \$70000



# Challenges and Future Scope

1. Data availability of Starbucks did not include income of individual stores or County. This data could have helped to draw better correlation if any present between number of stores, median income etc and store income
2. Limited free data availability of other Coffee shops data limited to LA. Future scope could be analysing other coffee shops and Starbucks together on a larger scale

# END

Questions?