Panera Unlimited-Sip Club

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Agenda

- The Unlimited Sip Club – What Is It?

- The Big Idea

- The Questions to Solve

- The Data

- The Solutions

- The Findings

- Final Takeaways and Comments

What is the Panera Unlimited Sip Club?

For $11.99/month plus tax, you **can enjoy** any size drip hot coffee, hot tea, iced coffee, iced tea, Charged Sips, lemonade, or fountain beverage every two (2) hours during regular bakery-café hours, including free refills of the same beverage at any participating U.S. Panera Bread bakery-cafes.

The Big Idea Behind Subscriptions

- Subscriptions create revenue by offering a service that is exclusive to people who pay the repeated fee after a designated time passes.

- Whether it is to avoid ads on Spotify and YouTube, or to get unlimited free drinks from Panera Bread, subscriptions are everywhere and look to become even more lucrative as businesses look to profit and add subscriptions to whatever they can.

Questions To Solve

- How does the introduction of subscription-based services drive business

- What it is about these models seems appealing to consumers?

- How does it increase customer satisfaction/behavior?

We should care because:

- It could help businesses evaluate their business models if they see subscription-based services being a benefit to their current model based off how well the Panera Subscription seems to be received by its users.

- It could allow consumers to evaluate the subscriptions that they pay and see how their money assists in the success of the businesses they support

About the Data

The collected data aimed to address the proposed questions and included the following details:

- Scope - The data primarily covered businesses that have introduced subscription services or have an existing subscription model.

- Time To Collect - Moderate effort in data collection. We secured the data within 4 – 6 weeks using an online form

- Type of Data - Data collected revolved around the user's experience with the Unlimited Sip Club, general feedback about the subscription, and information about the user

Examples of Cleaned Data

Before Cleaning:

Timestamp	Age Group	Membership Status	Motivation
2021-06-01 12:34:56	18-24	Yes	Convenience, Value for money, Variety
2021-06-02 14:20:30	-----	No	--------

After Cleaning:

Timestamp	Age Group	Convenience	Value for Money	Variety
2021-06-01 12:34:56	18-24	1	1	1
2021-06-02 14:20:30	none	0	0	0

==We used Google forms to collect information from participants, the data that was collected was extracted to a CSV file and cleaned using pandas in python:==

- All the data was normalized by converting everything into a consistent format while also getting rid of spaces. Helps avoid duplicate data.

- Missing data was identified and filled using default values of 1 and 0 (missing entries with 0)

- Responses to MC options were separated into distinct binary columns like shown. (1 as selected and 0 as not selected)

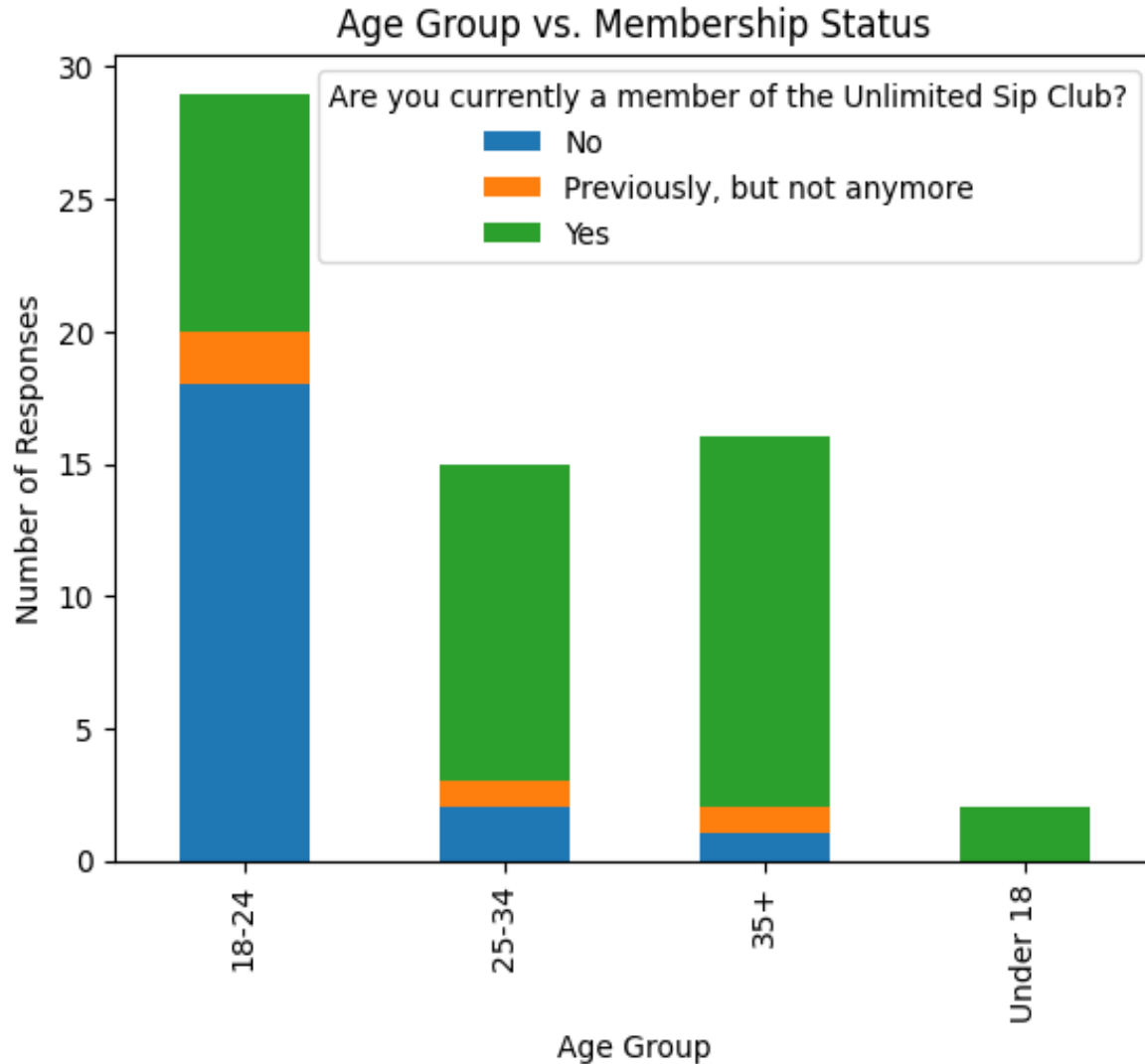- Conversion of dates and time

Solutions

The approach used for this project included using descriptive/predictive analytics to identify patterns in subscription usage and customer satisfaction with the Panera Bread subscription service. This analyses helps us predict trends that could apply to other businesses with similar subscription models.

<mark>Anticipated Outcomes at the beginning of the project:</mark>

- Dashboard to visualize the impact of Panera's Unlimited Sip Club based on revenue, customer satisfaction/behavior.

- Predictive insights on how this will continue to improve customer engagement.

- Think about factors that may influence why certain demographics may be more opinionated about the Sip Club than others

Deliverables - Graphs

Age Group vs. Membership Status

Are you currently a member of the Unlimited Sip Club?
- No
- Previously, but not anymore
- Yes

Y-axis: Number of Responses
X-axis: Age Group (18-24, 25-34, 35+, Under 18)

For our analysis, one of the main focuses was on the age demographic and how it correlates to their membership status to the Sip Club
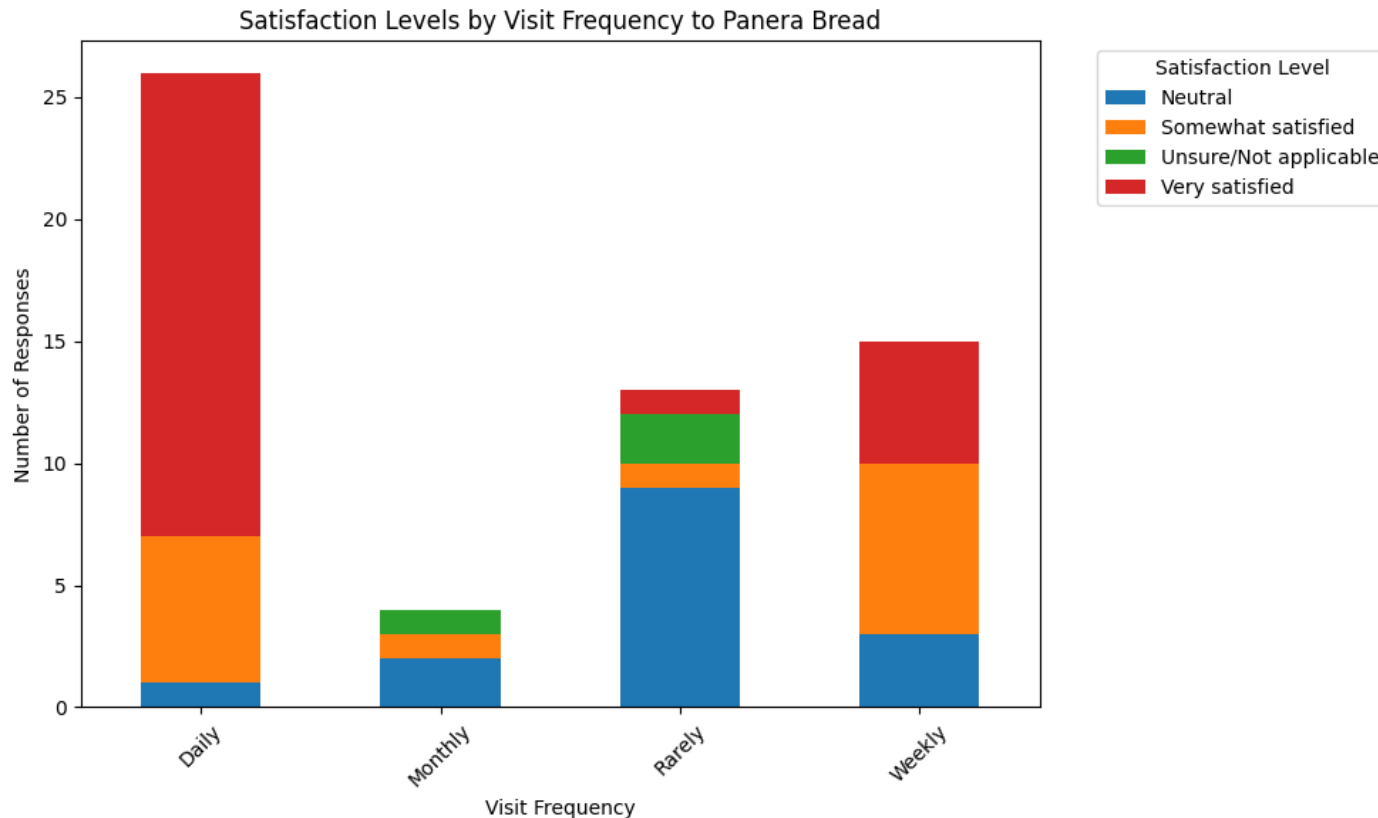
What We Noticed:

- Younger age groups are more likely to be members and engage frequently with the Unlimited Sip Club

Think About:

- What potential trends can explain this spread of status?

Distribution of age vs current membership status

Deliverables - Graphs

Satisfaction vs the Frequency of Visits

To better understand the reception of the subscription-based service is received, we analyzed the data to explore the relationship between the frequency of visits and participant satisfaction.

What We Noticed:

- The more frequent the visits, the more likely the participant was to feel satisfied
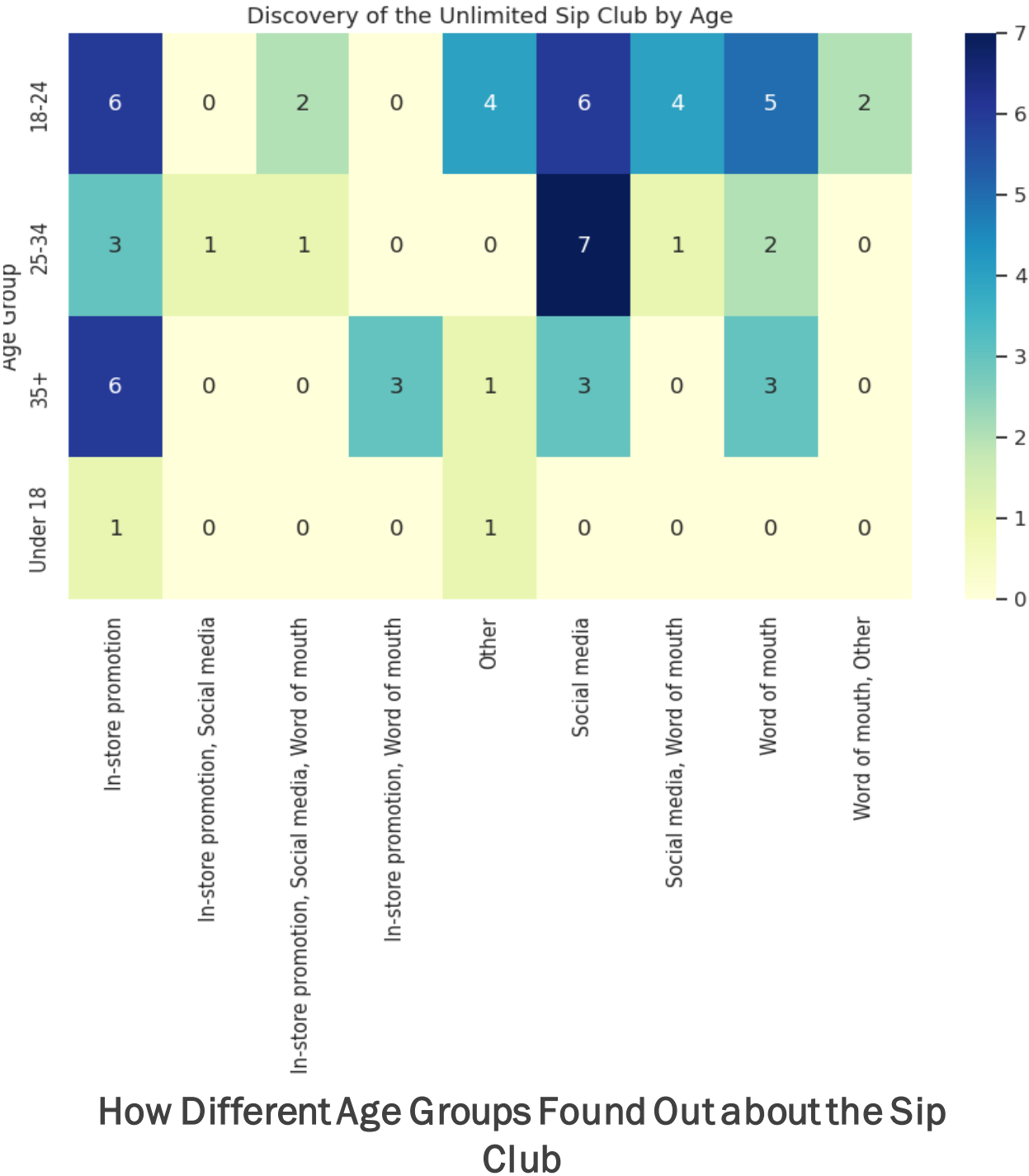
Think About:

- Which groups of people would be using their subscription daily?

Deliverables - Graphs

To analyze how different age groups discovered the Unlimited Sip Club, we evaluated the various channels through which they were introduced to the service.
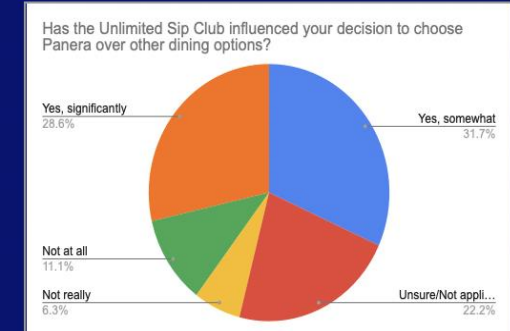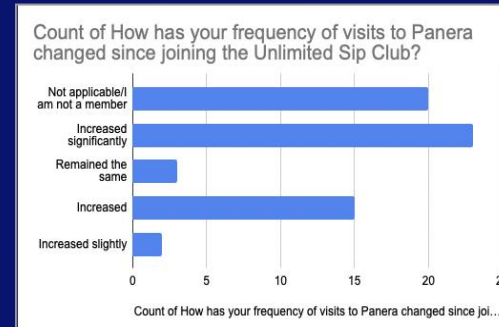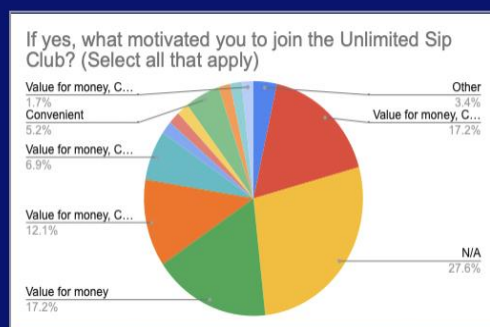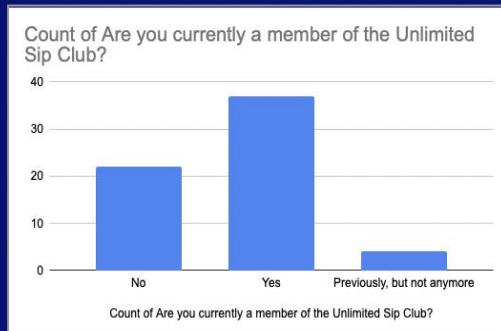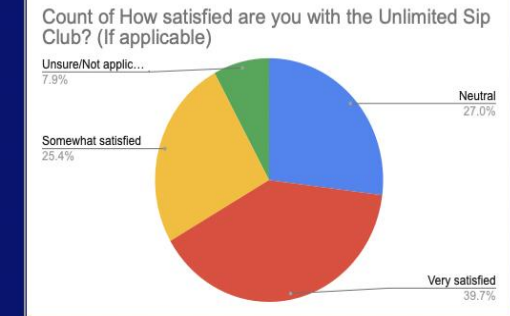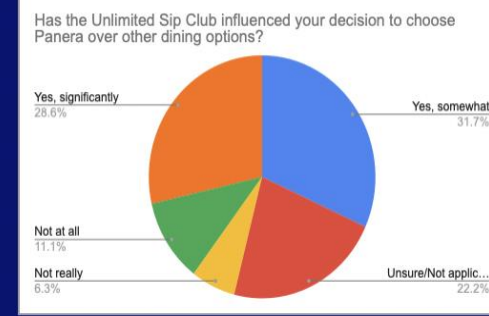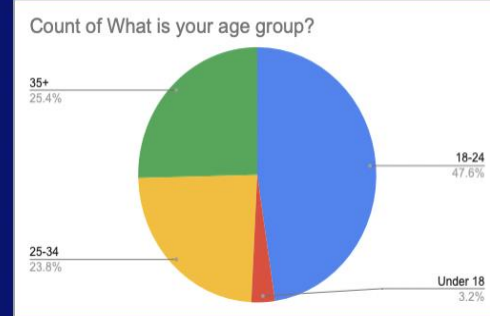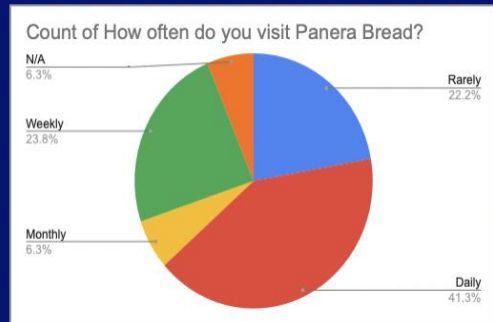
What We Noticed: Younger age groups predominantly learned about the service through digital channels like social media, while older age groups were more likely to discover the service through in-store promotions or traditional marketing.

Think About: How can we tailor our marketing strategies to better target specific age demographics

Discovery of the Unlimited Sip Club by Age

Age Group	In-store promotion	In-store promotion, Social media	In-store promotion, Social media, Word of mouth	In-store promotion, Word of mouth	Other	Social media	Social media, Word of mouth	Word of mouth	Word of mouth, Other
18-24	6	0	2	0	4	6	4	5	2
25-34	3	1	1	0	0	7	1	2	0
35+	6	0	0	3	1	3	0	3	0
Under 18	1	0	0	0	1	0	0	0	0

How Different Age Groups Found Out about the Sip Club

Deliverables - Dashboard

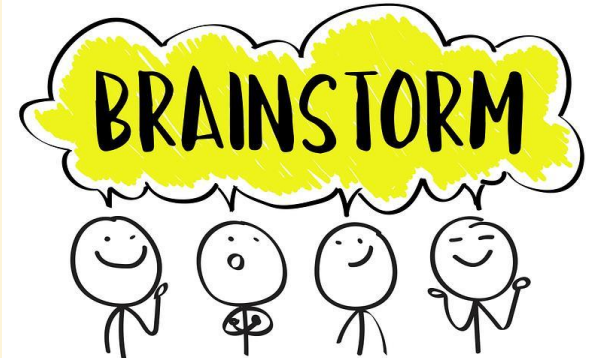Unlimited Sip Club Dashboard in Google Sheets with some of our metric.

Findings

From our research and analysis, we found that:

- The age demographic likely to be more aware of the subscription are adults, who have more of a social media presence.

- An overwhelming 60.3% enjoy the Panera subscription because of its value for their money, which can suggest that because of the current economy, many are looking for more cost-effective options for their consumption

- High satisfaction rates correlate strongly with frequent visits (more foot traffic) which suggests that the subscription service is valuable.

- Subscribers generate more consistent revenue compared to the occasional customer.

What Worked Well VS. What Didn't

What Worked Well	What Needs Improvement
• Utilizing google forms for data collection. • Visualizations on our data was effectively portrayed. Metrics/visuals readily available on google forms. • High rates of satisfaction among the Panera Sip club highlighted how the subscription-based service helped increase revenue and foot traffic. • ML and data analyses really helped provide us with deeper insights and predictive analyses.	• Outreach to a younger demographic. Most sip club members were over 18 years old. • Streamlining data collection and analyses could help manage workload.

What We Tried VS. What We Could

What We Tried	What We Could Try
• Increased efforts in promoting the survey in Panera locations, online and using social media.	• Implement more robust data collection platforms • Improve/work creating a more interactive dashboard that updated as a user fills out a survey. • Get real data sets from Panera

Final and Main Takeaways

- The Panera Unlimited Sip Club is a compelling example of how subscription-based services can boost customer satisfaction, retention and new foot traffic.

- The findings from this project can be used to boost revenue in other businesses to enhance customer engagement.

- Valuable feedback from customers showed that Panera could make some changes to keep customers satisfied.

Thank you!