Panera Unlimited Sip Club

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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 are methods of creating revenue by offering a service that is exclusive to people who pay the repeated fee after a designated time period passes. Whether it is to avoid ads like Spotify, and Youtube Premium or to get unlimited free drinks from Panera Bread, subscriptions are everywhere and only seem to become even more lucrative as businesses look to profit and add subscriptions to whatever they can.

Questions to Solve, and Why You Should Care

The question that we want to solve is how the introduction of subscription-based services drives business and what it is about these models that seems appealing to consumers. How does it increase customer satisfaction/behavior?

There are several reasons why this topic should be cared about

- It could **help businesses** evaluate their business models if they see subscription-based services being a benefit to their current status.
- 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

Data

In order to pursue and attempt to answer these questions, the data that we need to collect are the following:

- Scope - The scope of the data should focus on businesses that have subscriptions or recently introduced a subscription system to their business model
- Time To Collect - Moderate effort in data collection, aiming to secure data within the next month.
- Type of Data - Ideally, the type of data should include how the business has increased foot traffic, revenue, and impacted customer satisfaction and behavior since the subscription has launched

Solutions and expected deliverables/findings

How do we plan to approach this problem?

- By using descriptive/predictive analytics , we can uncover patterns in subscription usage and customer satisfaction. With these methods, we can determine how or why the Panera Unlimited Sip Club has increased revenue, and impacted their customers behavior and satisfaction pre/post subscription launch.

Envision Result Vision:

- 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.

Solutions and expected deliverables/findings Continued..

Techniques to Analyze Data: Data analytics and Machine Learning through python (pandas, etc.)

Interactive/Static: Interactive (dashboard)

Hope to Achieve for Progress Report: Completed preliminary findings ready to review and initial data collection and analysis