FY24 Q4 Insights Report

STARBUCKS GLOBAL ACADEMY

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Contents

- Course Performance
- Campaign Outreach
- Behavioral Analytics
- Learner Feedback

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Region Breakdown

US

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SGA Year over Year

Filters

Region: us | Location: (All) | Fiscal Year: (Multiple values) | Quarter: All | Collections: (All)

Course Enrollments

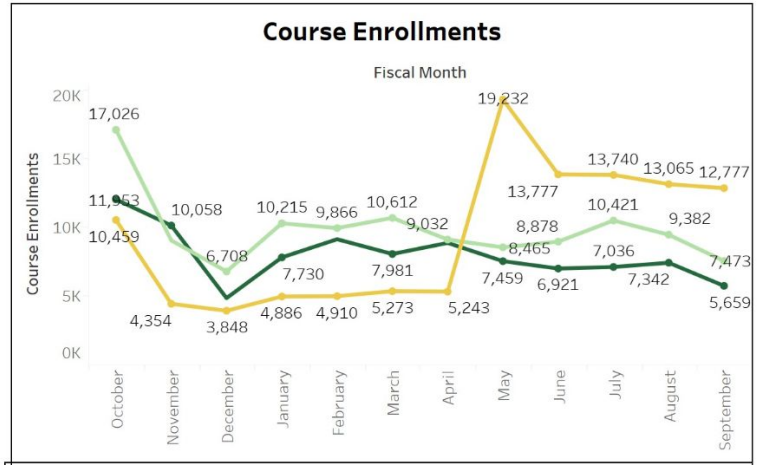
FY 2023	FY 2024
243,906	251,855

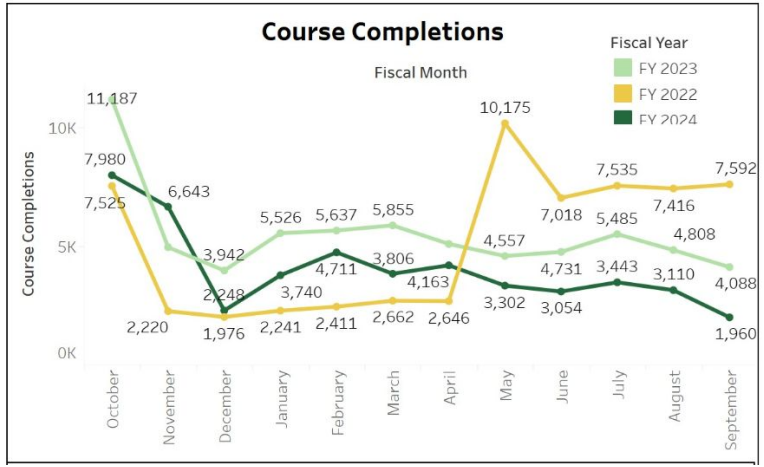
YoY Change +3.259%

Course Completions

FY 2023	FY 2024
144,589	148,358

YoY Change +2.61%





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US Q3 Course Performance

Course Launch	Course Name	Language	90-Day Performance Enrollment	Completion
4-Apr-24	Greener Apron (Traditional Chinese)/更環保的綠圍裙(course-v1:ASU+GATC01+2022_2)	Traditional Chinese	66	6
8-Apr-24	Diálogo cordial sobre el sesgo de la sexualidad (course-v1:ASU+TBWS800+2023)	Spanish Latin	4	1
16-Apr-24	星巴克咖啡學院300：產地和道德採購(course-v1:ASU+CATC300OE+2022)	Traditional Chinese	7	1
25-Apr-24	Tiendas más ecológicas para los profesionales (course-v1:ASU+GSPS01+2023)	Spanish Latin	2	0
1-May-24	Défenseur de la communauté: Au service de votre communauté (course-v1:ASU+CCSFC01+2023)	Canadian French	3	0
16-May-24	星巴克咖啡學院300：烘焙和綜合(course-v1:ASU+CATC300RB+2023)	Traditional Chinese	25	14
6-Jun-24	星巴克咖啡學院300：沖煮和調製(course-v1:ASU+CATC300BC+2022)	Traditional Chinese	17	3
13-Jun-24	프랙티셔너를 위한 그리너 스토어 (course-v1:ASU+GSPKR01+2023)	Korean	3	1
27-Jun-24	Avental mais verde (course-v1:ASU+GAP01+2022)	Brazilian Portuguese	18	1
27-Jun-24	Delantal Más Verde (course-v1:ASU+GAS01+2022_2)	Spanish Latin	4	1

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US Q4 Course Performance 1/2

Course Launch	Course Name	Language	Performance since launch Enrollment | Completion	
18-Jul-24	Punti vendita più ecologici per gli specialisti (course-v1:ASU+GSPI01+2023)	Italian	1	0
25-Jul-24	Diálogo cordial sobre el sesgo racial (course-v1:ASU+TBWS200+2023)	Spanish Latin	4	0
30-Jul-24	Des salons plus écologiques pour les professionnels (course-v1:ASU+GSPFF01+2023)	French France	3	0
30-Jul-24	実務者のための Greener Stores (course-v1:ASU+GSPJ01+2023)	Japanese	1	0
13-Aug-24	Starbucks Coffee Academy 300: Estrazione e artigianalità (course-v1:ASU+CAI300BC+2023)	Italian	8	1
13-Aug-24	Starbucks Coffee Academy 300: Provenienze e filiera etica (course-v1:ASU+CAI300OE+2023)	Italian	4	1
13-Aug-24	Starbucks Coffee Academy 300: Tostatura e miscelatura (course-v1:ASU+CAI300RB+2023)	Italian	5	1
13-Aug-24	Lojas Mais Ecológicas para os Praticantes (course-v1:ASU+GSPP01+2023)	Brazilian Portuguese	1	0

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US Q4 Course Performance 2/2

Course Launch	Course Name	Language	Performance since launch Enrollment | Completion	
20-Aug-24	(course-v1:ASU+GSPA01+2023) المتاجر الأكثر صداقة للبيئة للمهنيين)	Arabic	6	2
3-Sep-24	Greener Stores for Practitioners (course-v1:ASU+GSPG01+2023)	German	3	0
17-Sep-24	環保門市從業人員 (course-v1:ASU+GSPTC01+2023)	Traditional Chinese	2	0
24-Sep-24	Nozioni di base sui Community Champion di Starbucks (course-v1:ASU+CCBI01+2023)	Italian	1	0
24-Sep-24	Community Champion Starbucks: Fundamentos (course-v1:ASU+CCBP01+2023)	Brazilian Portuguese	1	0
25-Sep-24	스타벅스 커뮤니티 챔피언: 기초 (course-v1:ASU+CCBKR01+2023)	Korean	1	0
25-Sep-24	Starbucks Community Champion: Grundlagen (course-v1:ASU+CCBG01+2023)	German	1	0
25-Sep-24	Champion de la collectivité Starbucks : principes fondamentaux (course-v1:ASU+CCBFF01+2023)	French France	1	0

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Region Breakdown

CA

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SGA Year over Year

Filters

Region: canada | Location: (All) | Fiscal Year: (Multiple values) | Quarter: All | Collections: (All)

Course Enrollments

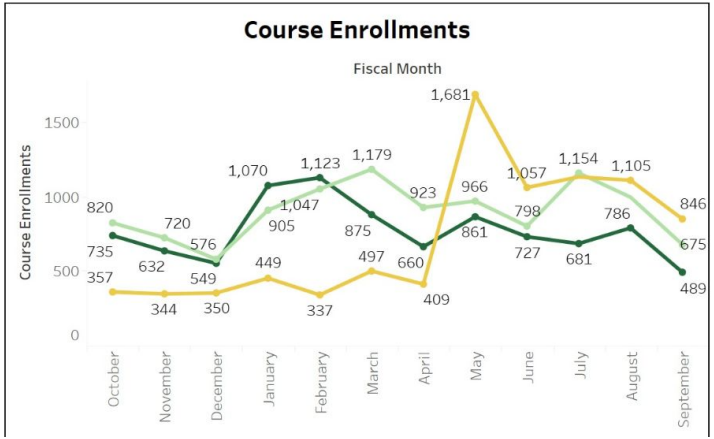
FY 2023	FY 2024
243,906	251,855

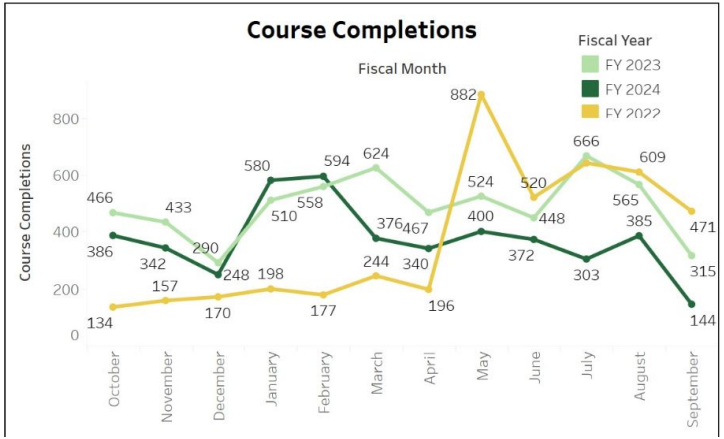
YoY Change +3.259%

Course Completions

FY 2023	FY 2024
144,589	148,358

YoY Change +2.61%





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CA Q3 Course Performance

Course Launch	Course Name	Language	90-Day Performance Enrollment	Completion
1-May-24	Défenseur de la communauté: Au service de votre communauté (course-v1:Canada+CCSFC01+2023)	Canadian French	4	0
16-May-24	Community Champion: Serving Your Community (course-v1:Canada+CCS01+2023)	English	64	12

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CA Q4 Course Performance

Course Launch	Course Name	Language	90-Day Performance Enrollment | Completion

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Region Breakdown

LAC

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SGA Year over Year

Filters

Region: lac | Location: (All) | Fiscal Year: (Multiple values) | Quarter: All | Collections: (All)

Course Enrollments

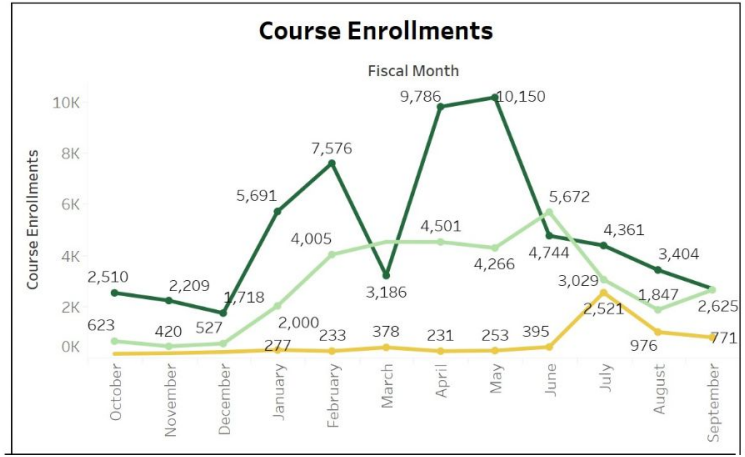
FY 2023	FY 2024
243,906	251,855

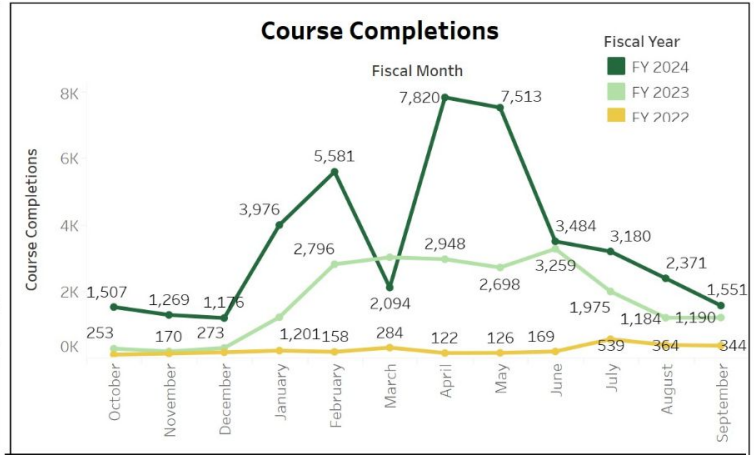
YoY Change +3.259%

Course Completions

FY 2023	FY 2024
144,589	148,358

YoY Change +2.61%





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LAC Q3 Course Performance

Course Launch	Course Name	Language	90-Day Performance Enrollment | Completion		Completion rate
8-Apr-24	Diálogo cordial sobre el sesgo de la sexualidad (course-v1:LAC+TBWS800+2023)	Spanish Latin	454	278	61%
25-Apr-24	Tiendas más ecológicas para los profesionales (course-v1:LAC+GSPS01+2023)	Spanish Latin	26	4	15%
27-Jun-24	Avental mais verde (course-v1:LAC+GAP01+2022)	Brazilian Portuguese	105	5	5%
27-Jun-24	Delantal Más Verde (course-v1:LAC+GAS01+2022_2)	Spanish Latin	502	183	36%

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LAC Q4 Course Performance

Course Launch	Course Name	Language	Performance since launch Enrollment | Completion	
25-Jul-24	Diálogo cordial sobre el sesgo racial (course-v1:LAC+TBWS200+2023)	Spanish Latin	208	112
13-Aug-24	Lojas Mais Ecológicas para os Praticantes (course-v1:LAC+GSPP01+2023)	Brazilian Portuguese	6	0
24-Sep-24	Community Champion Starbucks: Fundamentos (course-v1:LAC+CCBP01+2023)	Brazilian Portuguese	4	0

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Region Breakdown

EMEA

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SGA Year over Year

Filters

Region: emea | Location: (All) | Fiscal Year: (Multiple values) | Quarter: All | Collections: (All)

Course Enrollments

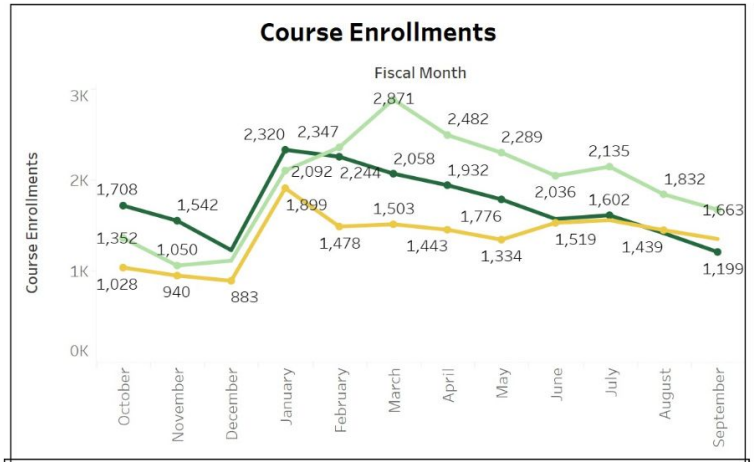
FY 2023	FY 2024
243,906	251,855

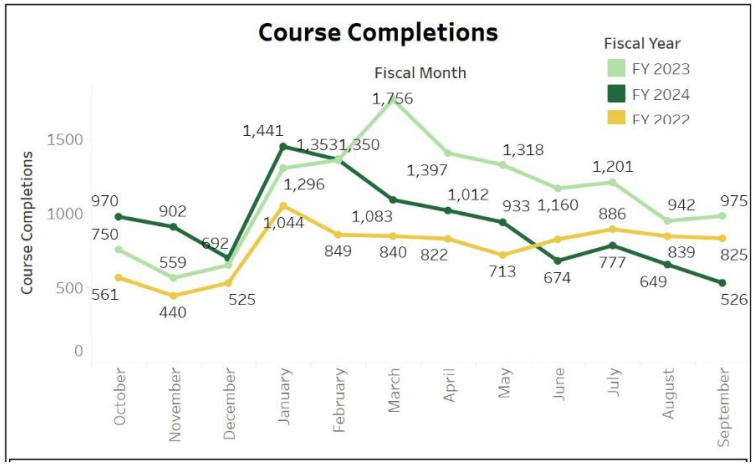
YoY Change +3.259%

Course Completions

FY 2023	FY 2024
144,589	148,358

YoY Change +2.61%





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EMEA Q3 Course Performance

Course Launch	Course Name	Language	90-Day Performance Enrollment | Completion

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EMEA Q4 Course Performance

Course Launch	Course Name	Language	Performance since launch Enrollment | Completion	
18-Jul-24	Tiendas más ecológicas para profesionales (course-v1:EMEA+GSPSS01+2023)	Spanish Spain	9	1
18-Jul-24	Punti vendita più ecologici per gli specialisti (course-v1:EMEA+GSPI01+2023)	Italian	5	0
25-Jul-24	Lojas mais ecológicas para profissionais (course-v1:EMEA+GSPPP01+2023)	Portuguese Portugal	7	1
13-Aug-24	Starbucks Coffee Academy 300: Estrazione e artigianalità (course-v1:EMEA+CAI300BC+2023)	Italian	94	4
13-Aug-24	Starbucks Coffee Academy 300: Provenienze e filiera etica (course-v1:EMEA+CAI300OE+2023)	Italian	119	3
13-Aug-24	Starbucks Coffee Academy 300: Tostatura e miscelatura (course-v1:EMEA+CAI300RB+2023)	Italian	79	3
20-Aug-24	(course-v1:EMEA+GSPA01+2023) المتاجر الأكثر صداقة للبيئة للمهنيين	Arabic	13	2
30-Jul-24	Des salons plus écologiques pour les professionnels (course-v1:EMEA+GSPFF01+2023)	French France	4	0
3-Sep-24	Greener Stores for Practitioners (course-v1:EMEA+GSPG01+2023)	German	12	0
24-Sep-24	Nozioni di base sui Community Champion di Starbucks (course-v1:EMEA+CCBI01+2023)	Italian	4	0

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Region Breakdown

AP

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SGA Year over Year

Filters

Region: ap | Location: (All) | Fiscal Year: (Multiple values) | Quarter: All | Collections: (All)

Course Enrollments

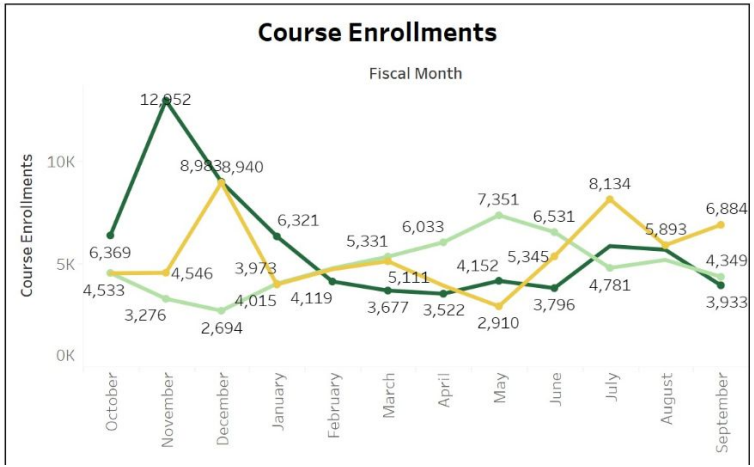
FY 2023	FY 2024
243,906	251,855

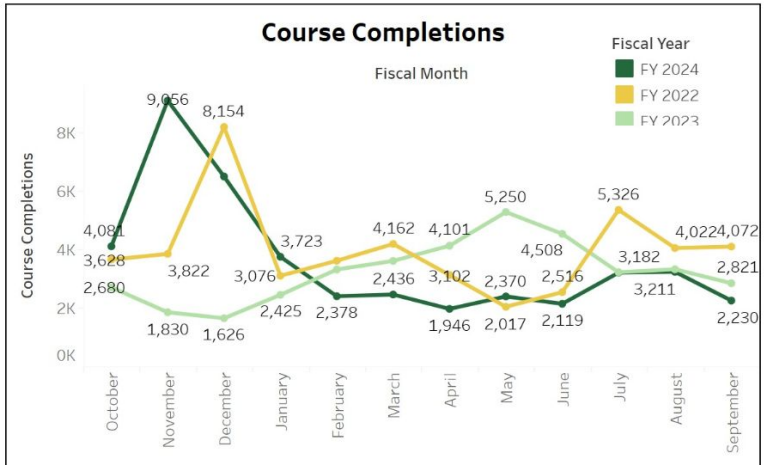
YoY Change +3.259%

Course Completions

FY 2023	FY 2024
144,589	148,358

YoY Change +2.61%





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US Q3 Course Performance

Course Launch	Course Name	Language	90-Day Performance Enrollment	Completion
4-Apr-24	Greener Apron (Traditional Chinese)/更環保的綠圍裙 (course-v1:AP+GATC01+2022_2)	Traditional Chinese	5191	3818
16-Apr-24	星巴克咖啡學院 300：產地和道德採購 (course-v1:AP+CATC300OE+2022)	Traditional Chinese	822	594
16-May-24	星巴克咖啡學院 300：烘焙和綜合 (course-v1:AP+CATC300RB+2023)	Traditional Chinese	772	602
6-Jun-24	星巴克咖啡學院 300：沖煮和調製 (course-v1:AP+CATC300BC+2022)	Traditional Chinese	920	648
13-Jun-24	프랙티셔너를 위한 그리너 스토어 (course-v1:AP+GSPKR01+2023)	Korean	23	1

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AP Q4 Course Performance

Course Launch	Course Name	Language	Performance since launch Enrollment	Completion
30-Jul-24	実務者のための Greener Stores (course-v1:AP+GSPJ01+2023)	Japanese	46	1
17-Sep-24	環保門市從業人員 (course-v1:AP+GSPTC01+2023)	Traditional Chinese	57	34
25-Sep-24	스타벅스 커뮤니티 챔피언: 기초 (course-v1:AP+CCBKR01+2023)	Korean	4	0

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Email Campaign

OUTREACH

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Q4 Email Campaigns

of email campaigns

5

Site visits through email campaigns

8,411

Opened emails through email campaigns

41,320

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Q4 Email Campaign Performance

Deployment Date	Email Campaign	Delivered	Unique Opens	Open Rate	Unique Clicks	Click Rate	Click to Open Rate
9/4/24	EMEA Coffee Academy Ongoing Learning Update	18,899	10,370	54.87%	658	3.48%	6.35%
7/18/24	LAC Connecting Over Coffee Update	11,993	1,548	12.91%	197	1.64%	12.73%
7/18/24	US Connecting Over Coffee Update	129,858	18,818	14.49%	6,473	4.98%	34.40%
7/18/24	AP Connecting Over Coffee Update	41,134	5,935	14.43%	418	1.02%	7.04%
7/18/24	EMEA Connecting Over Coffee Update	20,590	4,649	22.58%	665	3.23%	0.14%
TOTALS		222,474	41,320	23.87%	8,411	2.87%	12.13%

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Q3 Email Campaigns

of email campaigns

3

Site visits through email campaigns

1,382

Opened emails through email campaigns

14,597

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Q3 Email Campaign Performance

Deployment Date	Email Campaign	Delivered	Unique Opens	Open Rate	Unique Clicks	Click Rate	Click to Open Rate
5/14/24	CA French Connecting Over Coffee Update	838	523	62.41%	58	6.92%	11.09%
5/14/24	CA English Connecting Over Coffee Update	7,945	4,943	62.22%	612	7.70%	12.38%
5/2/24	EMEA Coffee Academy Ongoing Learning Summer	17,784	9,131	51.34%	712	4.00%	7.80%
TOTALS		26,567	14,597	58.65%	1,382	6.20%	10.42%

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Google Analytics

Engagement / Behavior

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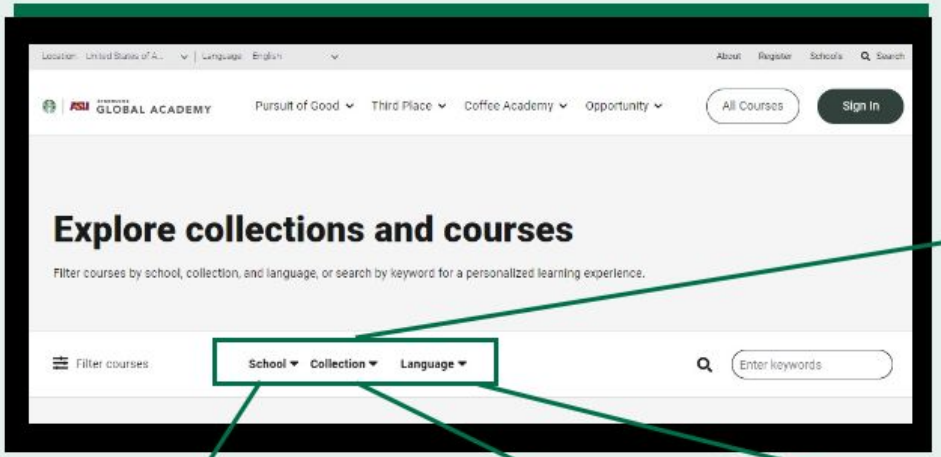
SGA Explore visitors engaging with filters 23-24 FY

Percentage of SGA Explore visitors engaging with filters



% of SGA Explore visitors engaging with filters

17.19%

39.8%

% of SGA Explore visitors engaging with SCHOOL filters

6.91%

47.9%

% of SGA Explore visitors engaging with COLLECTION filters

7.25%

35.7%

% of SGA Explore visitors engaging with LANGUAGE filters

3.55%

N/A

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SGA Explore visitors engaging with filters 23-24 FY

School filters by visitors

	School	Users ▾	% Δ	User %	% Δ
1.	coffee academy	3,971	524.4% ↑	89.74%	-2.4% ↓
2.	opportunity	449	570.1% ↑	10.15%	4.8% ↑
3.	third place	316	558.3% ↑	7.14%	3.0% ↑
4.	pursuit of good	247	586.1% ↑	5.58%	7.3% ↑

Collection filters by visitors

	Collection	Users ▾	% Δ	User %	% Δ
1.	coffee academy	3,552	458.5% ↑	76.5%	-4.9% ↓
2.	to be welcoming	551	606.4% ↑	11.87%	20.3% ↑
3.	additional courses	480	548.6% ↑	10.34%	10.5% ↑
4.	project management	394	488.1% ↑	8.49%	0.2% ↑
5.	greener apron	308	431.0% ↑	6.63%	-9.5% ↓
6.	personal finance	259	516.7% ↑	5.58%	5.1% ↑
7.	design thinking	258	514.3% ↑	5.56%	4.7% ↑
8.	third place development series	256	412.0% ↑	5.51%	-12.8% ↓
9.	greener stores	152	442.9% ↑	3.27%	-7.5% ↓
10.	community champion	142	-	3.06%	-
	Grand total	**4,643**	**487.0% ↑**	**100%**	**0.0%**

Language filters by visitors

	Language	Users ▾	% Δ	User %	% Δ
1.	english	1,852	-	81.48%	-
2.	spanish	403	-	17.73%	-
3.	traditional chinese	75	-	3.3%	-
4.	japanese	34	-	1.5%	-
5.	canadian french	31	-	1.36%	-
6.	brazilian portuguese	23	-	1.01%	-
7.	italian	13	-	0.57%	-
8.	german	8	-	0.35%	-
9.	korean	8	-	0.35%	-
10.	arabic	7	-	0.31%	-
	Grand total	**2,273**	**-**	**100%**	**-**

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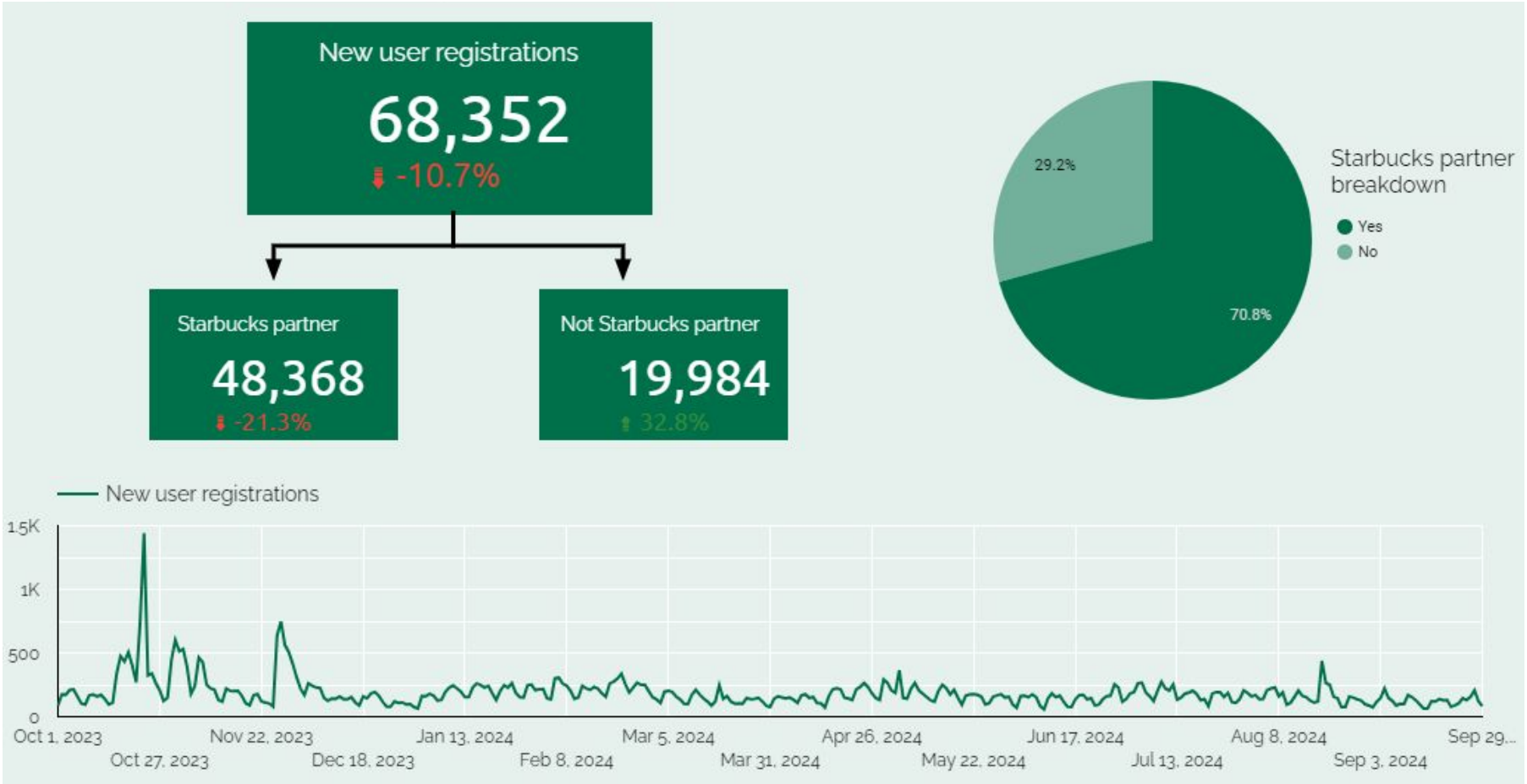
New User Registrations 23-24 FY



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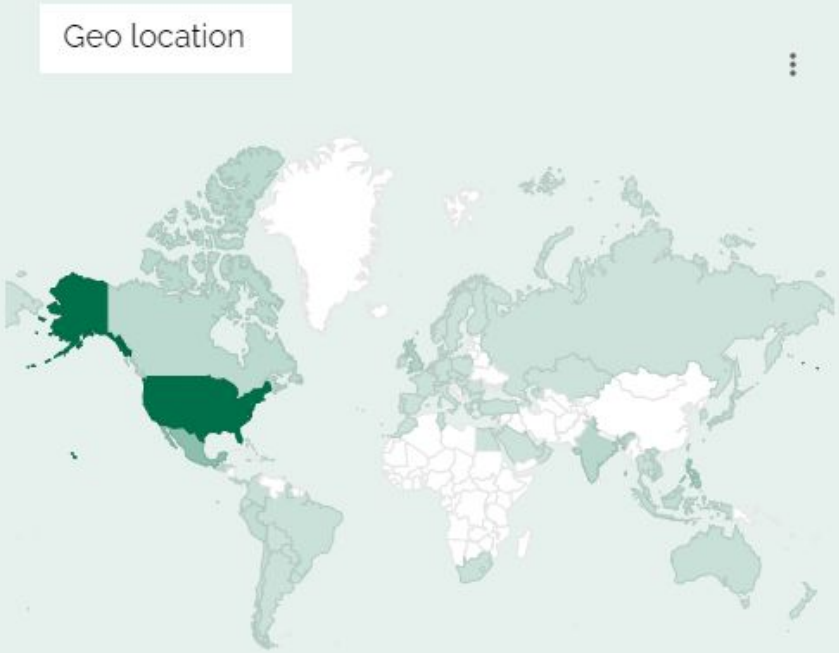
New User Registrations 23-24 FY



Country	New user registrations
United States of America	28,401
Mexico	8,757
Philippines	5,327
United Kingdom	3,390
India	2,475
Canada	2,021
Hong Kong	1,879
Asia Pacific Support Center	1,697
Malaysia	1,284
Japan	1,219
Indonesia	1,161

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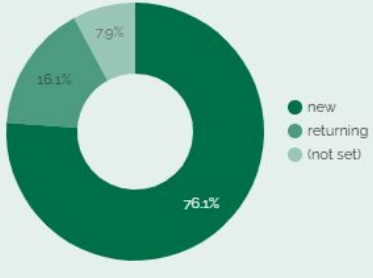
User Demographics 23-24 FY

Users location

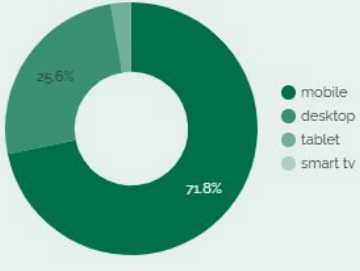
Country	Region	Total users ▾
United States	California	44,286
United Kingdom	England	36,955
Malaysia	Federal Territory of K...	27,558
United States	Washington	27,311
United States	Texas	24,669
United States	Virginia	24,257
Philippines	Metro Manila	22,451
United States	Arizona	17,909
Indonesia	Jakarta	17,500
United States	Florida	17,146

1 - 10 / 1626

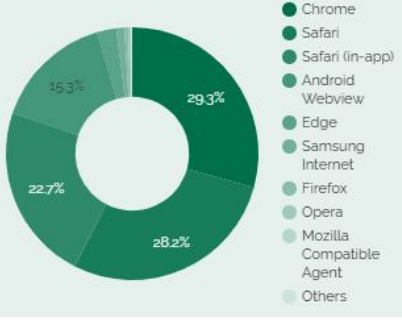
Returning users



Device category



Browser type



2024 Arizona Board of Regents

New Website Changes

Connecting over Coffee

Need Advanced Vimeo Access for analytics

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End of Course Survey

Learner Feedback

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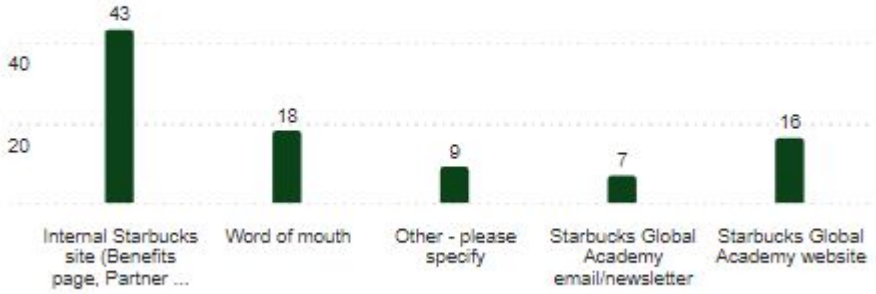
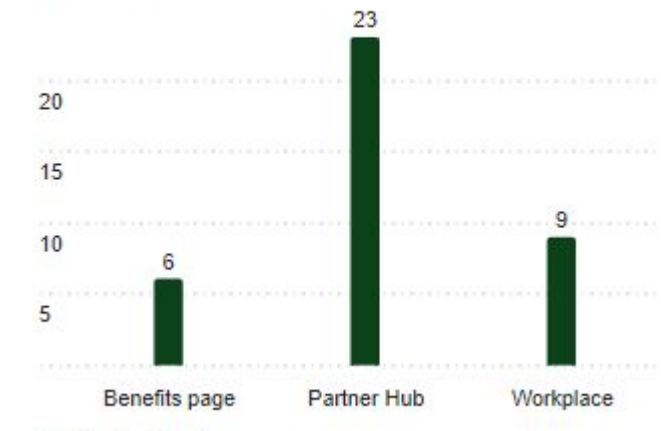
Greener Apron End of Course Survey

How did you find out about this course?



Which internal Starbucks site?



Which internal Starbucks site? If “Other”

Other - please specify - Text
GMOG and Partners for Sustainability
Manager
Email from leadership
Greener Apron: Waste Diversion
Department announcement
waste and recycling app
team
work place peer

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Greener Apron End of Course Survey

Likes

Sustainability Efforts: Participants appreciated learning about Starbucks initiatives to reduce waste and promote sustainable practices globally, both as individuals and as part of the company.
Actionable Insights: The course provided practical tips for personal and professional application, such as conserving water and implementing sustainability practices in stores.
Professional Development: Several participants noted that the course was valuable for their professional growth, especially in advancing their careers within Starbucks.
Increased Awareness: The course helped users feel more connected to Starbucks sustainability goals and increased their personal involvement in these initiatives.
Ongoing Learning Opportunities: Some highlighted the additional resources, such as the "ongoing learning" section and downloadable materials like the action guide PDF.

Dislikes

Desire for More Actionable Resources: Several respondents expressed a need for additional practical resources, such as brainstorming tools, printouts, and clear steps for implementing sustainability initiatives in stores and communities.
Skepticism about Impact: There is a desire for more transparency, specifically wanting direct, unfiltered input from farmers about whether their lives have improved due to Starbucks efforts.
Content Format Preferences: Some participants preferred reading over videos, found the visual content poorly formatted (e.g., videos enlarged or cut off), or felt that some information was presented in an overly basic or repetitive way.
Request for Specific Information: Some respondents wanted more specific details, such as information on Starbucks uniform sourcing and sustainable product SKUs for stores.
Perceived Lack of Depth: A few participants felt that the course was too basic, repetitive, or delivered in a “laundry list” style that lacked engagement or meaningful depth.

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Greener Apron End of Course Survey

Ideas for New Courses

"I would love a course on how to lean into cafe culture and expand opportunities to help the community be more sustainable, posting bus routes and community resources"

"I would love to learn how to become an ASM and how to use the star interview model and connect with other aspiring ASMs to practice interviewing"

Interest in Deeper Sustainability Education: Respondents expressed a desire for more detailed, advanced courses on sustainability, building on foundational knowledge and covering specific topics like sustainable purchasing habits, veganism, and recycling practices.

Practical, Community-Oriented Action: There is strong interest in learning how to make sustainability efforts more actionable in local communities, including café culture, posting bus routes, and getting involved in specific environmental projects.

Hands-on Sustainability Initiatives: Some participants want more hands-on ideas and practical guidance for contributing to sustainability, such as sorting plastics for recycling, using coffee grounds, and accessing local initiatives.

Career and Professional Development: One respondent sought guidance on becoming an Assistant Store Manager (ASM), particularly around using the STAR interview model and connecting with others for practice, reflecting a desire for professional growth opportunities alongside sustainability education.

Transparency and Visibility of Starbucks' Efforts: Participants recommended including more videos that showcase Starbucks' sustainability efforts across different stages—corporate, stores, farms, and manufacturing—to provide greater transparency and inspiration.

Support for Store-Level Ideas: There is hope that store teams with sustainability ideas can have more opportunities to contribute and be heard, reinforcing the importance of grassroots, team-based sustainability efforts.

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Course Engagement

User Stories

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Course Engagement FY23-24

Average **days** it takes to complete a course

microsite: (All) | Country: (All) | YearFY: (Multiple values) | Quarter: All | Collections: (All)

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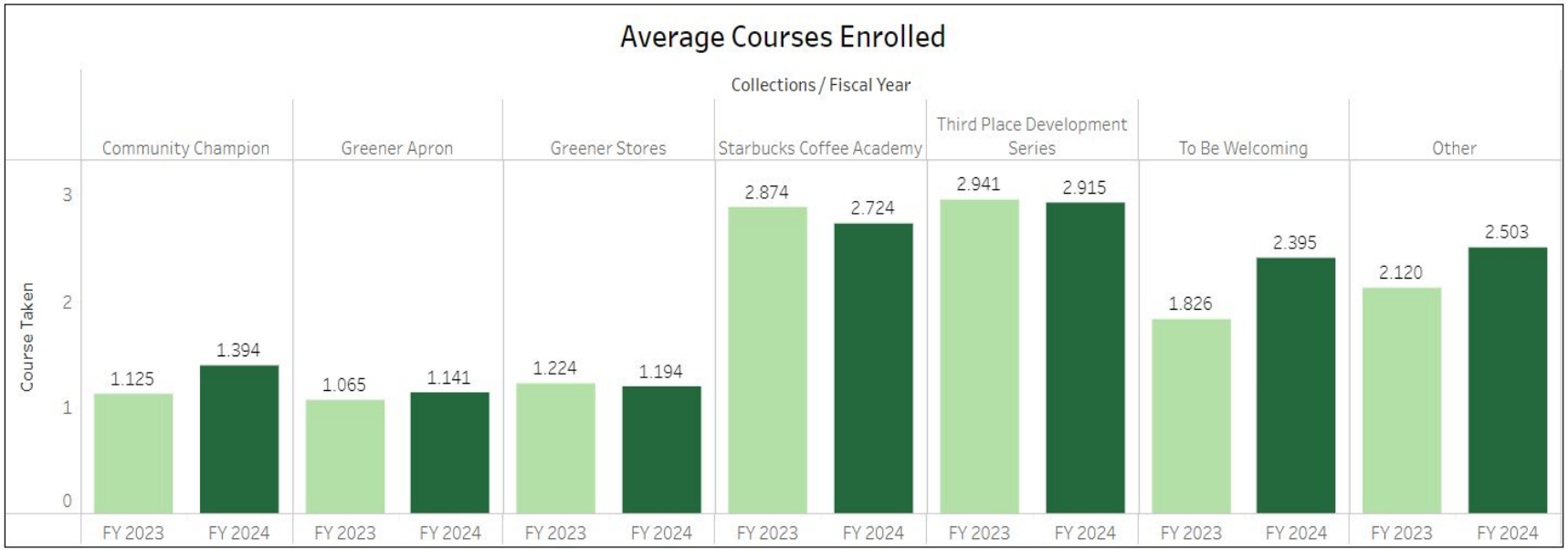
Course Engagement FY23-24



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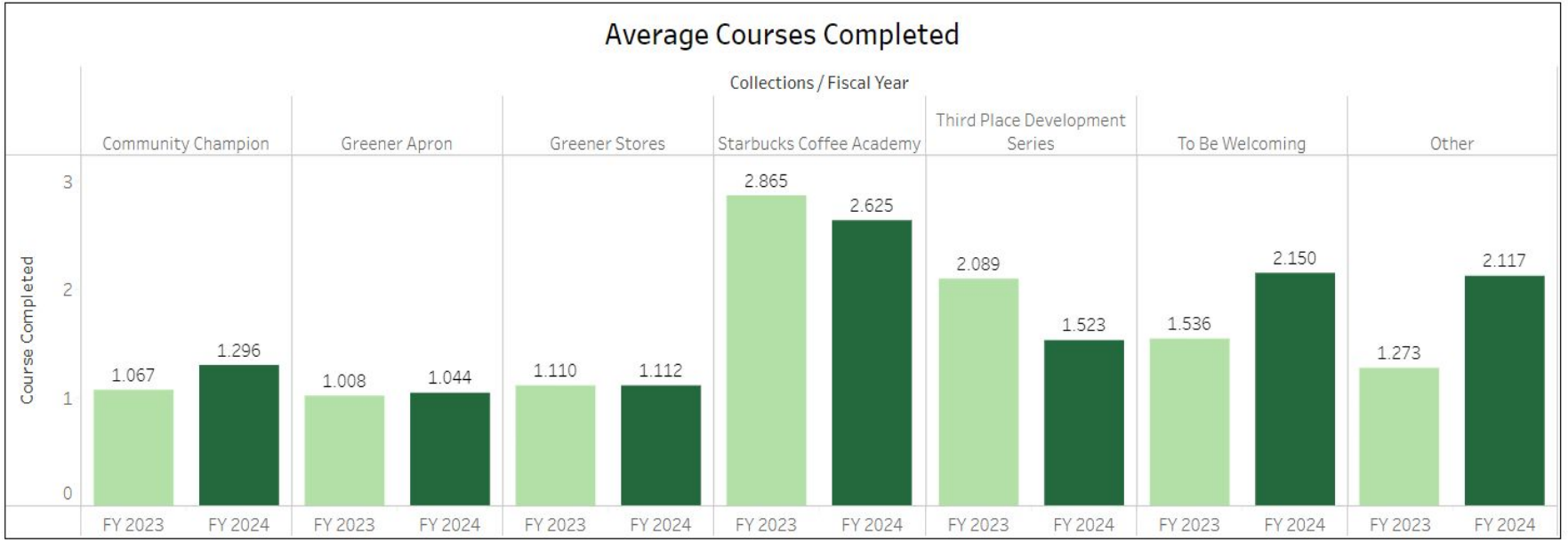
Course Engagement FY23-24



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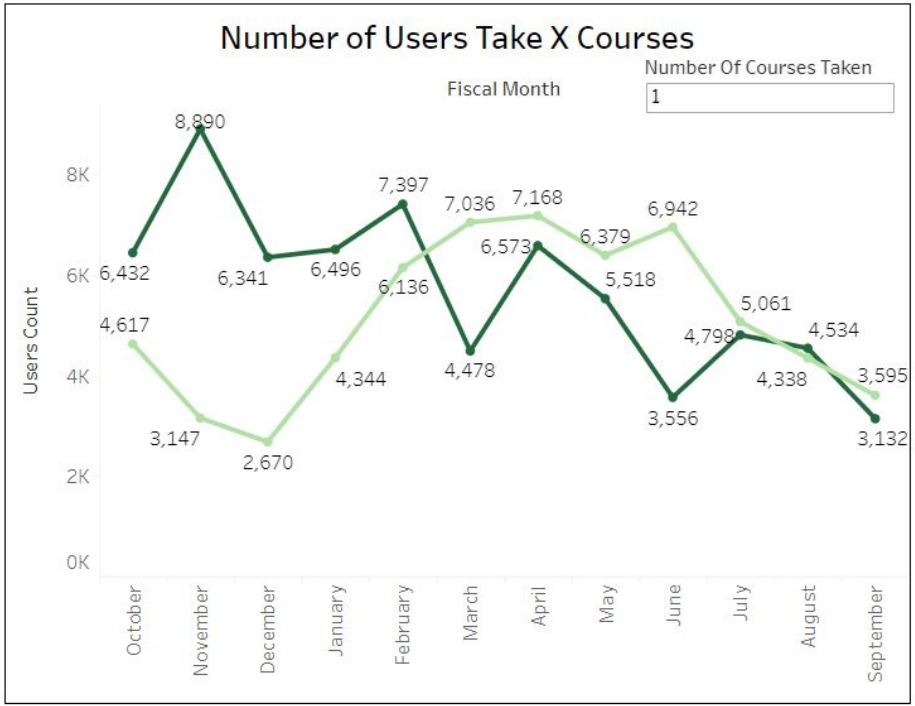
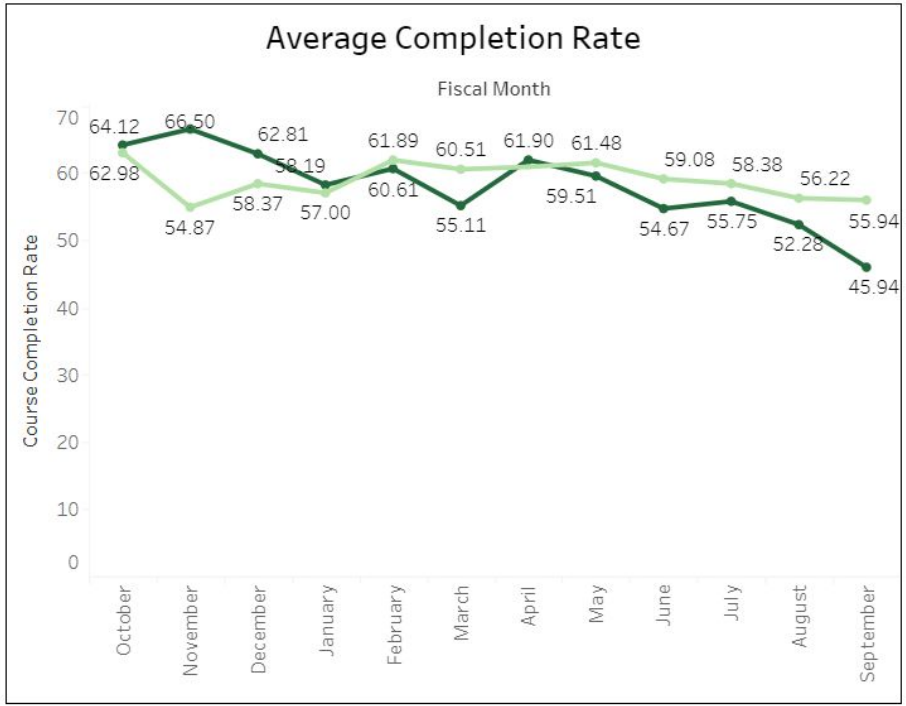
Course Engagement FY23-24





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Summary

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FY 2024

- In Q3, **11** distinct courses/translations were launched; and **16** distinct courses in Q4

- In Q4, over **220,000** emails were sent over **5** email campaigns, achieved **23.87%** open rate. The number was **26,567** emails over **3** email campaigns in Q3, achieved **58.65%** open rate

- **76.1%** of our users are **New** users, while **16.1%** are returning users.

- Of **68,352** new users, **70.8%** identified themselves as Starbucks partner, while **29.2%** are non-Starbucks partner. The new user registration peaked in the end of October and November of 2023

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FY 2024 vs FY 2023

- The number of course enrollments increased by **3.26%**, and **2.61%** for course completions in FY 2024 compared to FY 2023.

- The average number of days to finish a course dropped **65%** in FY 2024, compared to FY 2023, from around **25 days** to less than **9 days**.

- The number of courses taken by each user remain almost the same between two fiscal years over all collections, around **2-3 courses** per user.

- **Course Completion Rate** of FY 2024 is higher than that of FY 2023 from October to January (Q1), and lower on the other intervals (Q2,Q3,Q4). The rate is well above **50%** and peaked over **60%**, with the only exception in September of FY 2024 with **45.94%** completion rate

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