



STARBUCKS CUSTOMER SURVEY ANALYSIS



INTRODUCTION

This project analyzes customer behavior at Starbucks based on 122 survey responses from Malaysia.

GOALS

- Improving the menu offerings by identifying popular items and customer preferences and enhancing marketing strategies.
- Targeted engagement of specific customer segments based on demographic characteristics and spending patterns.
- Reducing food waste by understanding purchasing habits and rarely purchased items.

METHODS

- The CRISP-DM (Cross-Industry Standard Process for Data Mining):

1- Business Understanding:

Define goals, such as improving the menu, targeting customer segments, and reducing waste.

2.Data Understanding:

Analyze survey data to identify patterns in customer behavior.

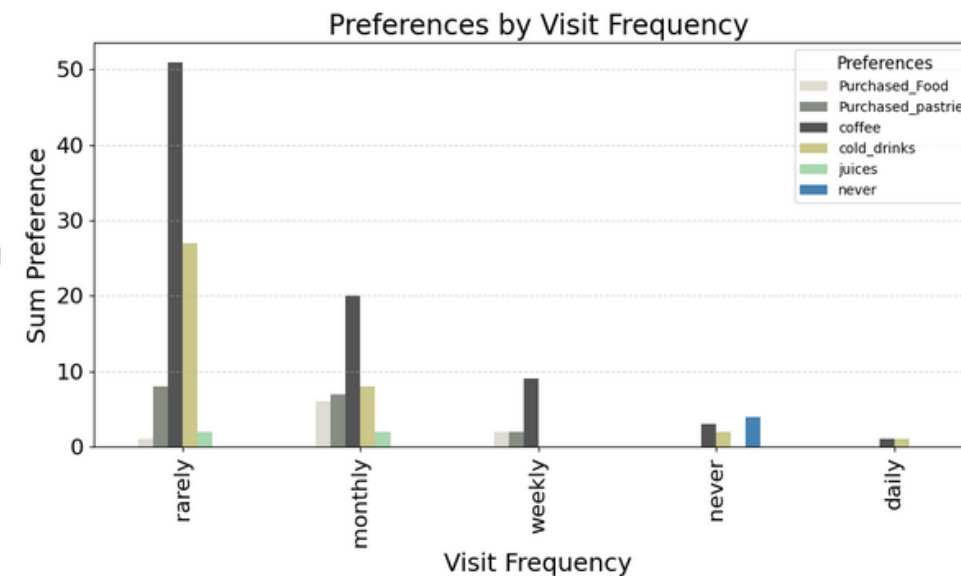
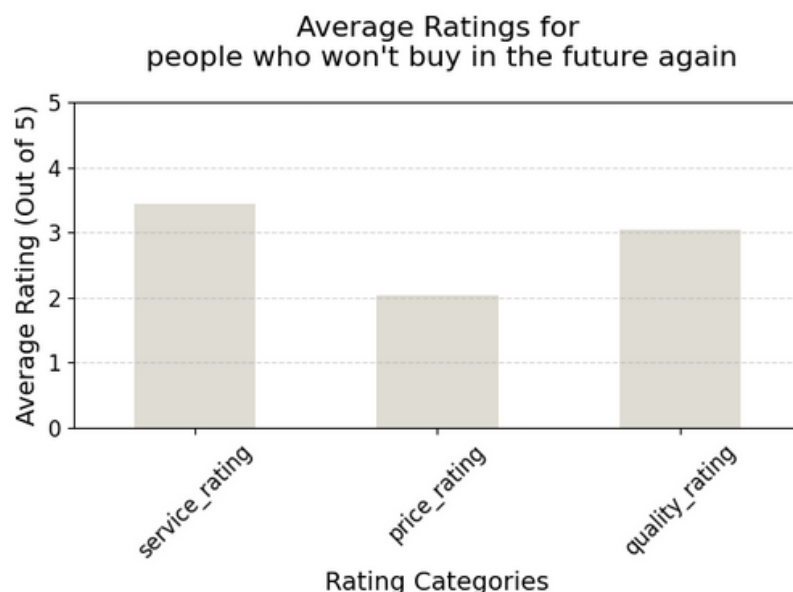
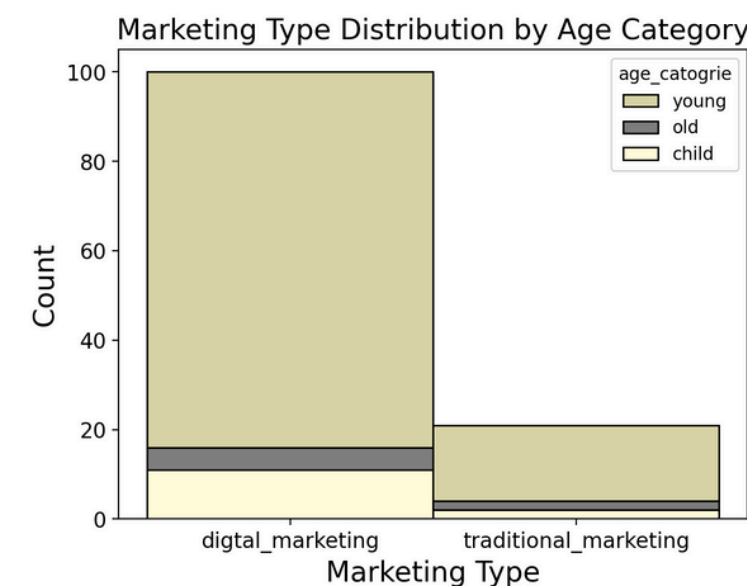
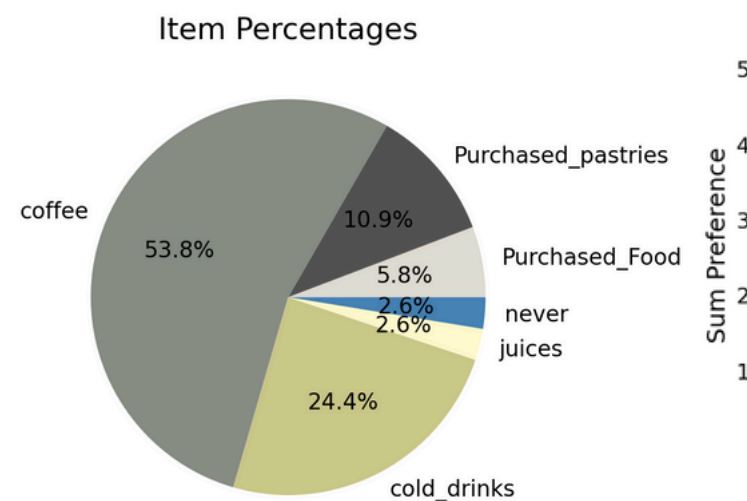
3.Data Preparation:

Clean, preprocess, and create relevant features from the data.

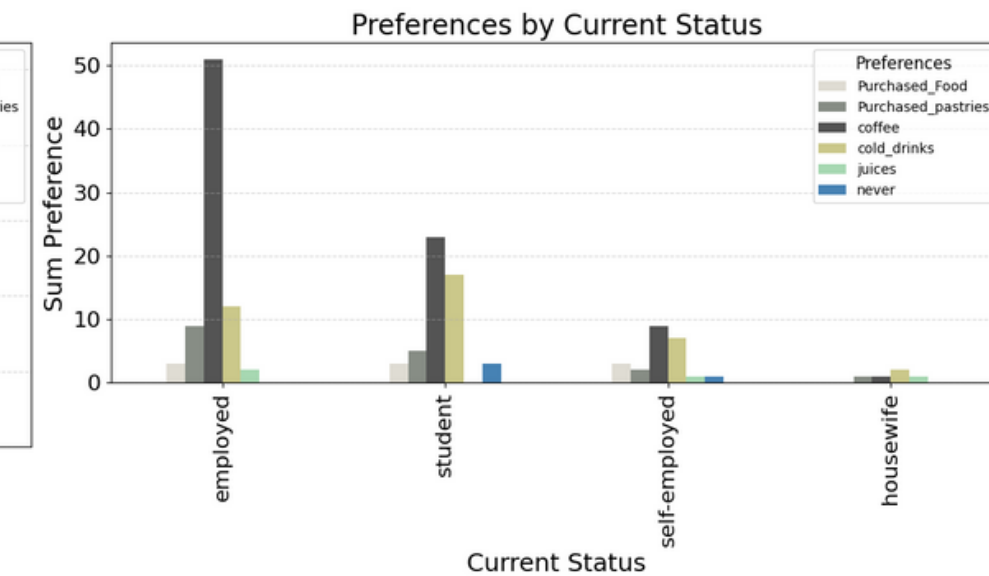
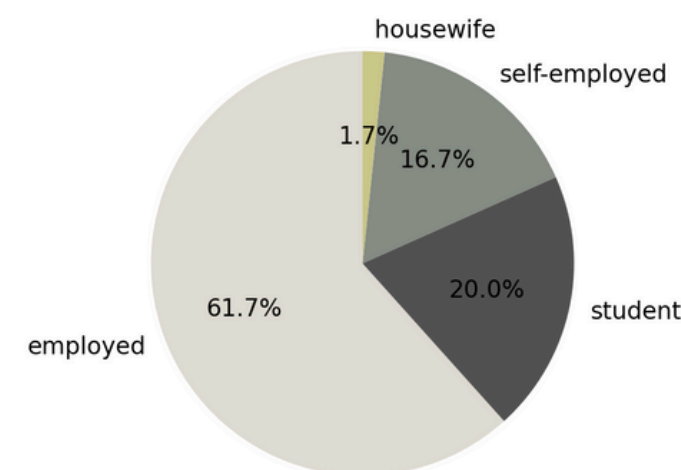
4.Analysis:

Summarize and visualize the data to extract meaningful insights.

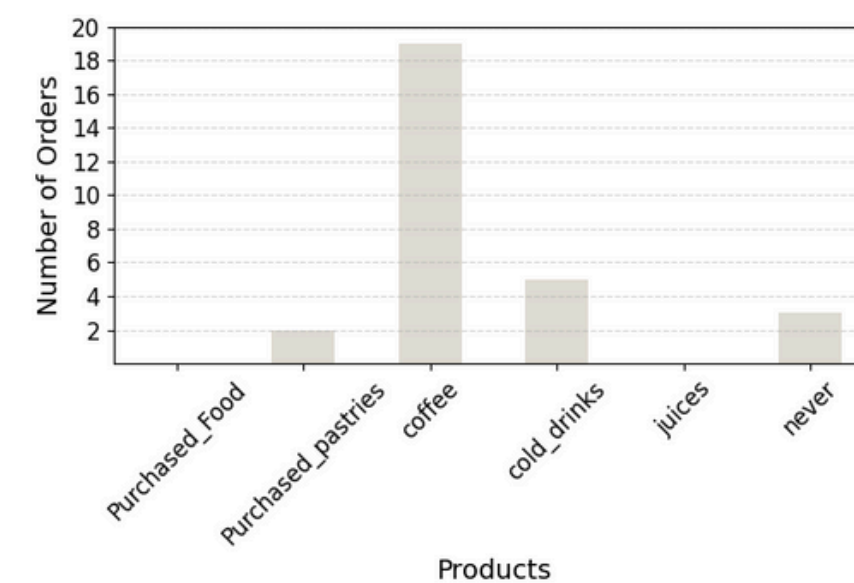
VISUALIZATION



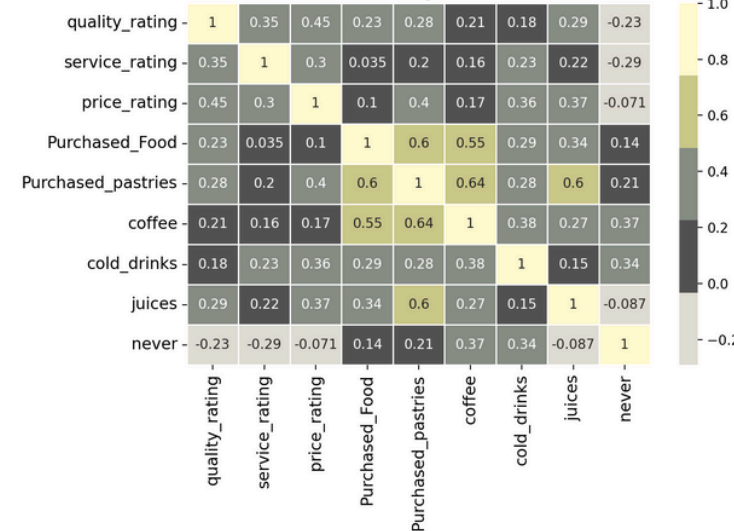
Distribution of Current Status Among Members



Products Ordered by People Who Won't Buy in the Future Again



Correlation Between Ratings and Product Purchases



- Mohamed Ibrahim
- Mustafa Hussein
- Moustafa Elmehy
- Ali Elshafey

RESULTS

- Juices:** Least ordered product.
- Coffee:** Most popular product.
- Employees:** Highest demand, mainly order coffee.
- Housewives:** Lowest demand
- Daily Visitors:** Smallest customer category.
- Digital Marketing:** Most effective strategy, especially for younger audiences.
- Employees:** Largest group with memberships.
- Coffee:** Frequently ordered by customers who don't return and relatively lower price ratings.
- Coffee:** Somewhat low service and price ratings.
- Food:** Relatively low service rating.
- Coffee Orders:** Strongly correlate with food orders.
- Coffee Orders:** Strongly correlate with pastry orders.

CONCLUSION

- Increase focus on coffee:** Improve quality, pricing, and service to meet customer demand.
- Reduce production of juices and low-demand food items** to minimize waste.
- Daily promotions** for employees and students, especially for members.
- Digital marketing** campaigns to attract more daily visitors.
- Introduce offers** like coffee + food for breakfast and coffee + pastries to improve sales.
- Enhance food service quality** to improve the overall customer experience.