## Data Mining For Managers – Field Research Data Collection

**Description**: You are asked to collect time series data in a coffee shop, preferably a Starbuck’s restaurant over a period of **at least 30 minutes collected in 15min increments**. Ideally, the study would need four 15 minute successive increments resulting in an hour long observation from each researcher. As a class, we are attempting to collect time series data related to the drink ordering, preparation and delivery for use in a forecasting exercise.

NAME :

DATE:

SHOP NAME & LOCATION:

HOURS OF OPERATION:

### Qualitative Questions to ask a barista (time permitting):

1. How often does your schedule change?

2. How far in advance do you get a schedule? How many days does it cover?

**Instructions**: In the following table each row represents a 15min time window. Please enter the start time and end time with AM or PM for each row. Next, enter the number of baristas working the registers, and *any* other function in the appropriate column. In the next column called “# cu in queue/served”, for each period, enter the number of customers waiting in line, paying or completing an order to get a total number of patrons served within the 15 minute period. Lastly, as drinks are prepared and patron names are called out, please mark the total number of drinks prepared and handed to the patron. Keep in mind, a patron may order more than one drink or may just order food and no drinks. Here is an example data table.

*If a transaction starts in one time period but concludes in another, please assign it to the first period.*

*If an employee moves i.e. drinks to registers, please assign the barista to her/his original station.*

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| --- | --- | --- | --- | --- | --- |
| Start Time | End Time | # of Baristas at register | # of Baristas at drink preparation | # cu in queue/  served | # of drinks made |
| 5:15 PM | 5:30PM | 2 | 4 | Image result for tick marks | Image result for tick marks |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Start Time | End Time | # of Baristas at register | # of Baristas at drink preparation | # cu in queue/ served | # of drinks made |
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Other observations & notes: