# Starbucks Data Analytics Assignment

To develop a marketing strategy, there is a need to understand who our customers and their needs are to make our product that really fits their needs. Here my work of analysing the market will begin, which will help the company develop a better company growth strategy. Along with understanding customers, I will also analyse the strategy of Costa coffee, Seattle’s Best Coffee, Dunkin Donuts, and Nestle, which are the main competitors of Starbucks. After analysing this, I will tell strategy makers to do what others are doing for their profits.

Before Starting the analysis, I will assume that our company's data and our competitor's data are already stored in companies Big Data. I will understand the current market. I will use sentimental analysis on big data of our company. The sentimental analysis will help me get an overview of our customer's opinions about our products and their recommendations to improve product quality and taste. Customers use social media as a tool to criticize things like the services of stores. I will use Twitter, Facebook, or any other popular social media sentimental analysis for diving through our customer's thoughts. I will also analyse reviews on indeed and other platforms written by employees working in our company and stores.

I will give an overview of our customers and employees review to higher authorities and will suggest to them that employee satisfaction and customer reviews are very crucial for any company growth. It will help our company retain its customers and employees, which will eventually help in its development.

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