



# Starbucks -vs- Tim Hortons

How does a worldwide chain compare with a Canadian favorite?

# Our Canadian Friend Megan



“

Timmy's is better than Starbucks.  
YOU HAVE TO TRY IT!

”

# Our Data:

## Starbucks and Tim Hortons Yelp Reviews in Toronto



2,784 reviews



300 businesses



1 city

# What is Tim Hortons?



# Most Important Words in **Tim Hortons** Yelp Reviews

Source: Yelp



Tim Horton's popular food items probably include coffee, donuts, bagels, and soup.

**Figure 1.** This word cloud uses a word's TFIDF (Term Frequency- Inverse Document Frequency) to visualize the top 30 words in Toronto's Tim Hortons Yelp Reviews with the highest score.

*Tim Hortons*

# Most Important Words in Starbucks Yelp Reviews

Source: Yelp



Starbucks' Yelp reviews not only mention their drinks, but also discusses their drive thru and parking.

**Figure 2.** This word cloud uses a word's TFIDF (Term Frequency- Inverse Document Frequency) to visualize the top 30 words in Toronto's Starbucks Yelp Reviews with the highest score.



# Average Yelp Ratings of Toronto's Starbucks and Tim Hortons

Source: [Yelp](#)



**3.37**  
out of 5

*Tim Hortons*



**2.73**  
out of 5

Starbucks' rating is higher than Tim Horton's!

# Who are Elite Users?

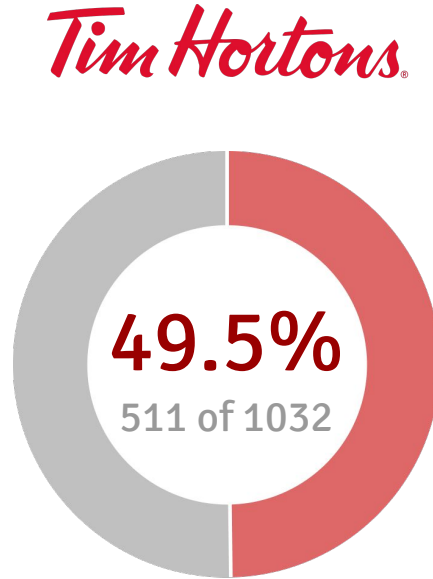
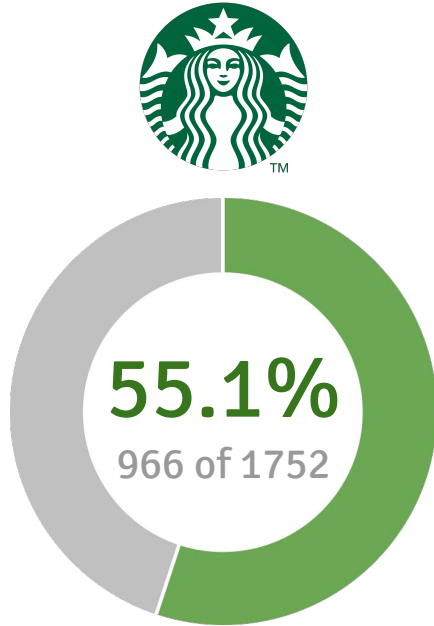
- Leaves thoughtful reviews
- Enjoys new experiences
- Dedicated Yelper selected by Yelp





# Percentage of Starbucks and Tim Hortons Reviews by Elite Users

Source: Yelp



Elite users make up a representative proportion of Starbucks and Tim Hortons Yelp reviews.

**Figure 3.** These donut charts visualize the percentage of Yelp reviews made by elite users in Starbucks and Tim Horton stores in Toronto.

# Average Yelp Ratings of Toronto's **Starbucks** and **Tim Hortons** *By Elite Users*

Source: [Yelp](#)



**3.51**  
out of 5

*Tim Hortons*



**3.10**  
out of 5

Using only ratings from elite users, Starbucks' rating is still higher!

# Average Yelp Ratings of Toronto's Starbucks and Tim Hortons *By Elite Users*

Source: [Yelp](#)



**+0.14**

2.8% ↑

*Tim Hortons*



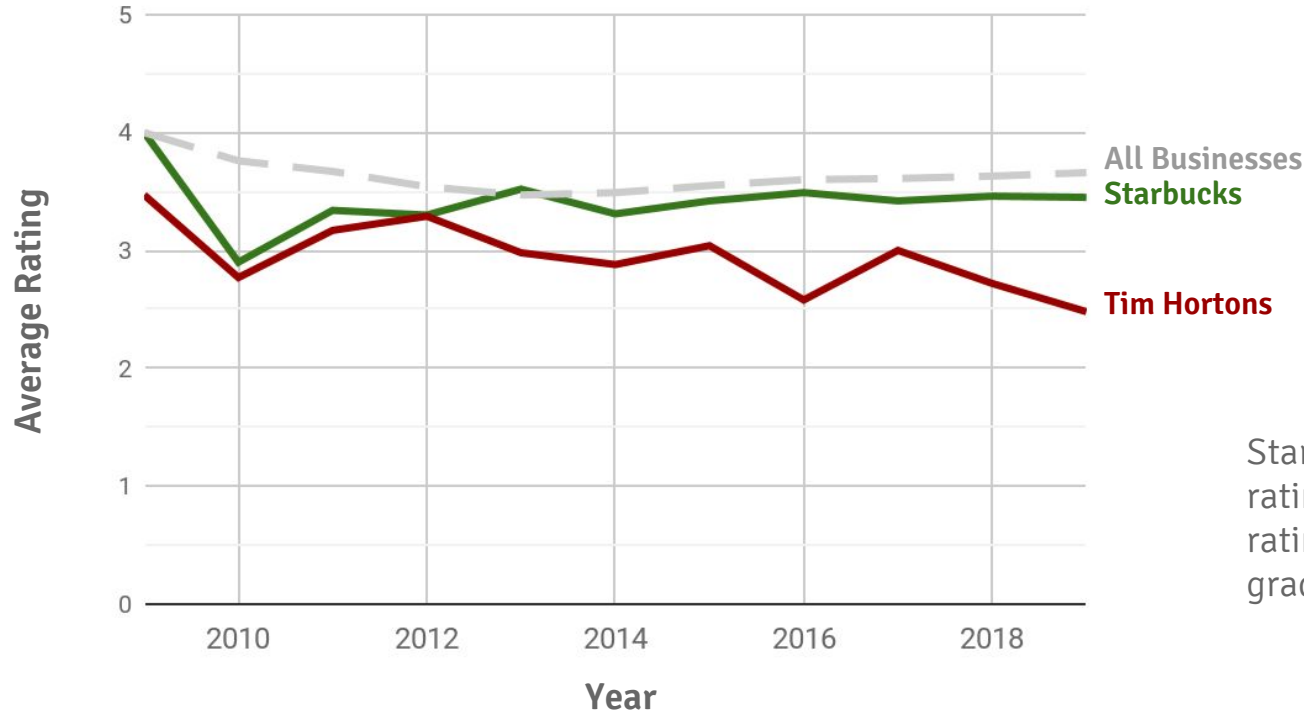
**+0.37**

7.4% ↑

Using only ratings from elite users, Tim Horton's rating increased significantly more.

# Average Yelp Ratings of Toronto's Businesses

Source: [Yelp](#)

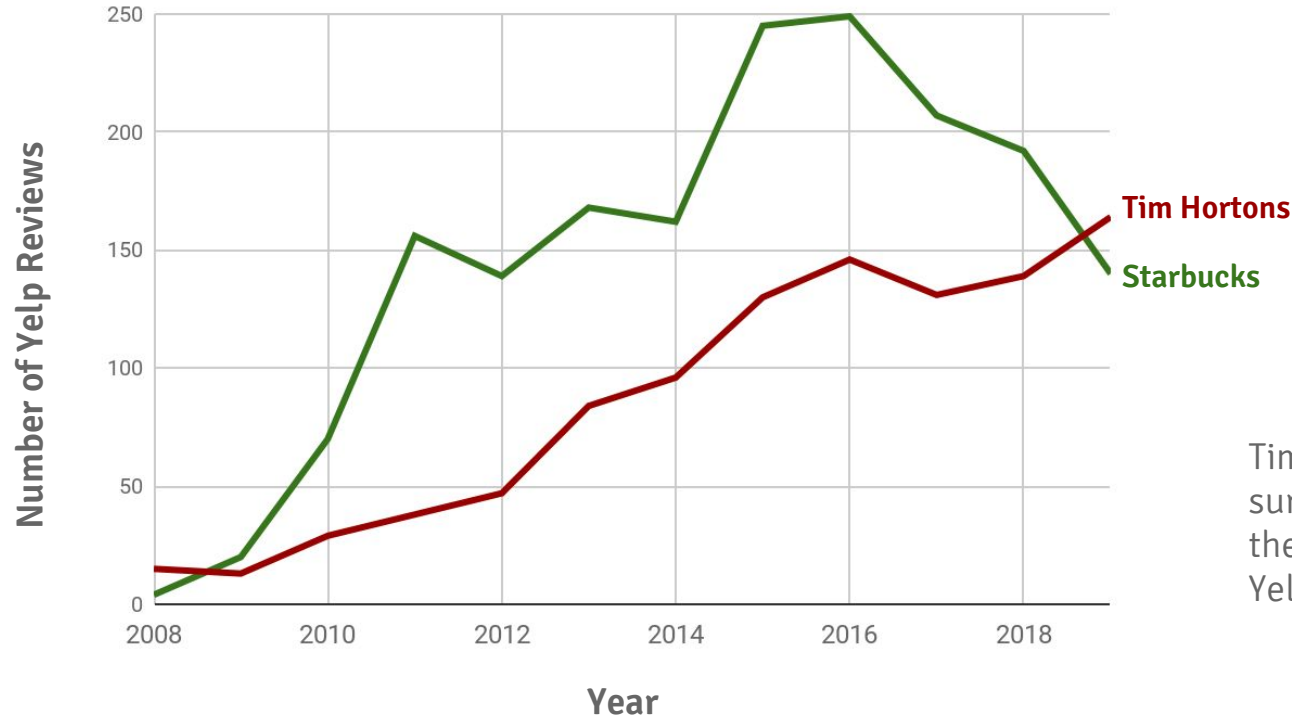


Starbucks shows a steady rating, but Tim Horton's rating has been decreasing gradually.

**Figure 4.** This line chart shows average Yelp ratings for Toronto's businesses in comparison with Starbucks and Tim Hortons from 2008 to 2019.

# Popularity of Starbucks and Tim Hortons

Source: [Yelp](#)



Tim Hortons has recently surpassed Starbucks in their growing number of Yelp reviews.

**Figure 5.** This line chart shows the number of Yelp reviews for Toronto's Starbucks and Tim Hortons stores from 2008 to 2019.

# Conclusion

- Starbucks is rated higher than Tim Horton's
- Tim Horton's rating is decreasing
- Tim Horton's popularity is increasing

**Yelp doesn't tell the whole story!**



# Contacts & Acknowledgements

**Darren Liu**    dsl030@ucsd.edu    A15040930

**Kylee Peng**    kap038@ucsd.edu    A14796023

Thank to **Yelp** for the open source dataset and graphics, **Tim Hortons** and **Starbucks** for the amazing coffee, and **Instagram** for the screenshot.

Thank you to the **DSC 106 course staff** and students for a great quarter :)