

BDA 507 - TERM PROJECT PROPOSAL

Introduction

As a coffee addict, I am really appreciate to Starbucks because I can get a cup of coffee whenever or wherever I want. Because of easy accessibility of Starbucks, I've wondered how many Starbucks exist all over the world. I have learnt the company now operates more than 24000 retail stores in 70 countries. So, I've started to search for a data collection about location of all Starbucks around the world to understand the details.

Dataset

After some research, I've found a dataset on Kaggle. It can be accessible on this url:

<https://www.kaggle.com/starbucks/store-locations/data>

This dataset includes a record for every Starbucks or subsidiary store location currently in operation as of February 2017 and contains 25600 rows and 13 columns.

Column Metadata

Column details can be examined on the table as below:

Column Name	Column Definition	Data Type
Brand	Starbucks	String
Store Number	Unique number for each store.	String
Store Name	Names according to their location.	String
Ownership Type	Company owned, licenced or franchise etc.	String
Street Address	Real address of the store.	String
City	Which city store is located. (Name of City)	String
State/Province	Which state/province store is located.	String
Country	Which country store is located. (ISO 3166-1 alpha-2 standard)	String
Postcode	Postcode of the store.	String
Phone Number	Phone Number of the store.	Numeric
Timezone	Timezone of the store. (GMT Standard.)	String
Longitude	Longitude of the store.	Numeric
Latitude	Latitude of the store.	Numeric

Objective

The main objective of the project is understanding the distribution of Starbucks stores all around the world and especially in Turkey. I will start with discover general information about stores all around the world and after that, I will focus on Turkey data. Examine the number of Starbucks stores according to countries can be first step. Subsequently, I will narrow the dataset as stores in Turkey. The distribution of Starbucks stores according to cities, the closest/ farthest stores in Turkey can be appraised on this phase.