Cluster classification of safe places in the US to reopen Starbucks

Balachandar Guduri
Virginia Tech student
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1. Introduction

The pandemic due to COVID-19 has been significantly affecting not only human lives but also the economy of government, industries and restaurants globally. By 17th April, 2020, a few countries have reached a plateau in terms of COVID-19 cases and are started investigations to open the country to run the economy with an assumption that the worst situation has been just handled. Recently, the president of the US, Mr. Trump, has announced that the Whitehouse committee is looking forward to "Opening up America Again" by lifting the lock down and relaxing social distancing measures in a few states in the first week of May.

Business problem:

As data analytic enthusiast, it motivates me to inspect the safer locations in the US which were not affected by COVID-19 for reopening a particle business. The **Starbucks Inc.**, the largest coffee chain, sees 47% drops in second-quarter earnings from Coronavirus hit [1]. Like many restaurants, Starbucks closed many stores in the US for two weeks and has been operating drive-thru and delivery only in some places in aid to stop the spread of the virus [2]. Now the US government is focusing on relaxing social distancing in some places. This required further investigation by Starbucks to inspect which are safe places to operate so that it ensures the safety of customers. Thus the objective of this project is to find clusters of safe locations in the US to reopen **Starbucks** stores.

Deliverables:

1. Safe counties in the US to operate or reopen the business
2. Six clusters of Starbucks venues located in those safe counties for reopening

References:

1. https://www.reuters.com/article/us-health-coronavirus-starbucks/starbucks-sees-47-drop-in-second-quarter-earnings-on-coronavirus-hit-idUSKCN21Q3BG
2. https://edition.cnn.com/2020/03/21/business/starbucks-closing-covid-19/index.html