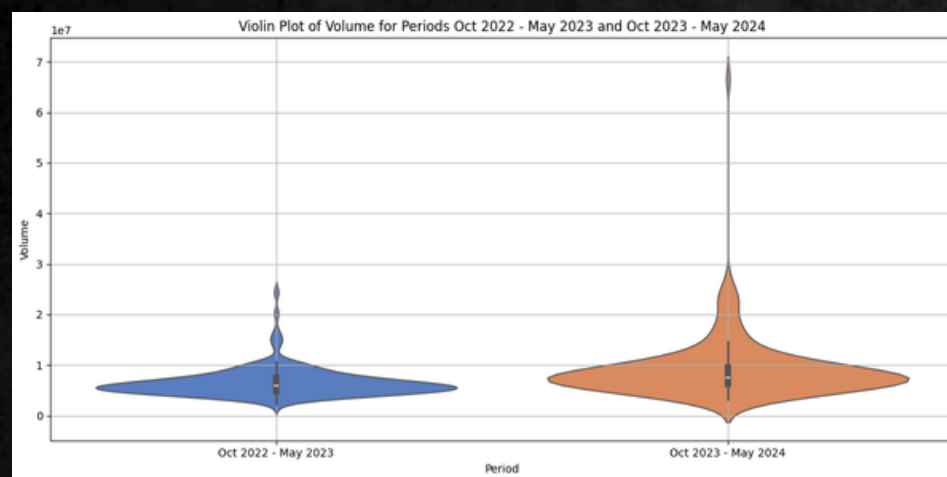


INTRODUCTION

Global markets are increasingly influenced by political and social trends, impacting companies like Starbucks. Ongoing boycotts, social movements, and the effects of the COVID-19 pandemic present both challenges and opportunities for the company. This analysis provides insights into key trends shaping Starbucks' market performance, aiding strategic decision-making.

ANALYSIS



DATASET

The dataset contains Starbucks's historical data in the stock market from 26 June 1992 till present day (23/5/2024).

- The used columns for our hypothesis:
 - Date: The date of the trading day.
 - Close: The closing price of the stock on that day.
 - Volume: The number of shares traded on that day.



STARBUCKS' STOCKS & THE BOYCOTT

Volume:

From October 2022 to May 2023, trading volume was consistent and moderate. From October 2023 to May 2024, volume distribution was broader with peaks at higher values, indicating more volatile trading influenced by significant market events.

Analysis:

Higher trading volumes in the latter period suggest a more reactive market influenced by the boycott and other economic factors. These patterns highlight the importance of considering external events when analyzing stock performance and investor behavior.

HYPOTHESIS

- Null Hypothesis 1: There is no difference between the means of close prices from October 2022 to May 2023 and October 2023 to May 2024.
 - Alternative Hypothesis 1: The average close price in the former period is less than the latter.
- Null Hypothesis 2: There is no difference between the means of volume from October 2022 to May 2023 and October 2023 to May 2024.
 - Alternative Hypothesis 2: The average volume in the former period is less than the latter.

RESEARCH QUESTIONS

1. Did the boycott have a significant impact on Starbucks' closing stock prices?
2. Did the boycott have a significant impact on Starbucks' trading volume?



From 2022-2023, the median closing price of Starbucks stock was around 100, with an interquartile range (IQR) of 90-110 and several outliers below 90. In 2023-2024, the median dropped to 95, with an IQR of 85-105 and more outliers below 85. This indicates a general decline in closing prices and more frequent lower prices in the latter period. The downward shift in median and IQR, along with increased outliers, suggests a less favorable market sentiment for Starbucks in 2023-2024 compared to the previous year.

CONCLUSION

For Hypothesis 1, which tests if there is a difference between the means of closing prices for two periods, the p-value was less than 0.05, leading to the rejection of the Null Hypothesis. Similarly, for Hypothesis 2, testing the difference in trading volumes, the p-value was also below 0.05, rejecting the Null Hypothesis. Thus, at a 5% significance level, there is sufficient evidence to support that both closing prices and trading volumes differ between October 2022-May 2023 and October 2023-May 2024. The unusual decrease in average closing prices is likely influenced by the recent boycott, although other factors may also play a role.