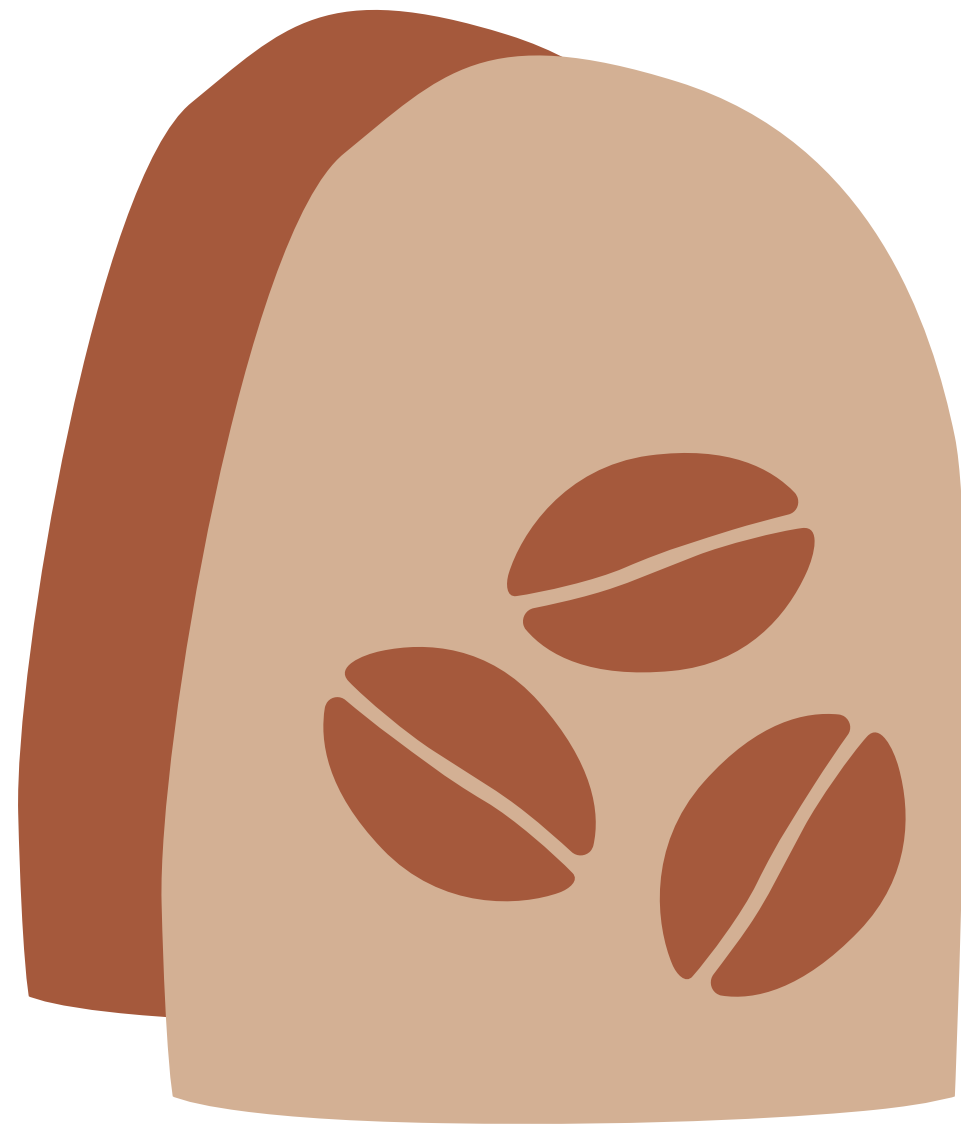




Starbucks Dunkin Donuts

A2: NPL Visualization & EDA

Emilie Lopez



Agenda

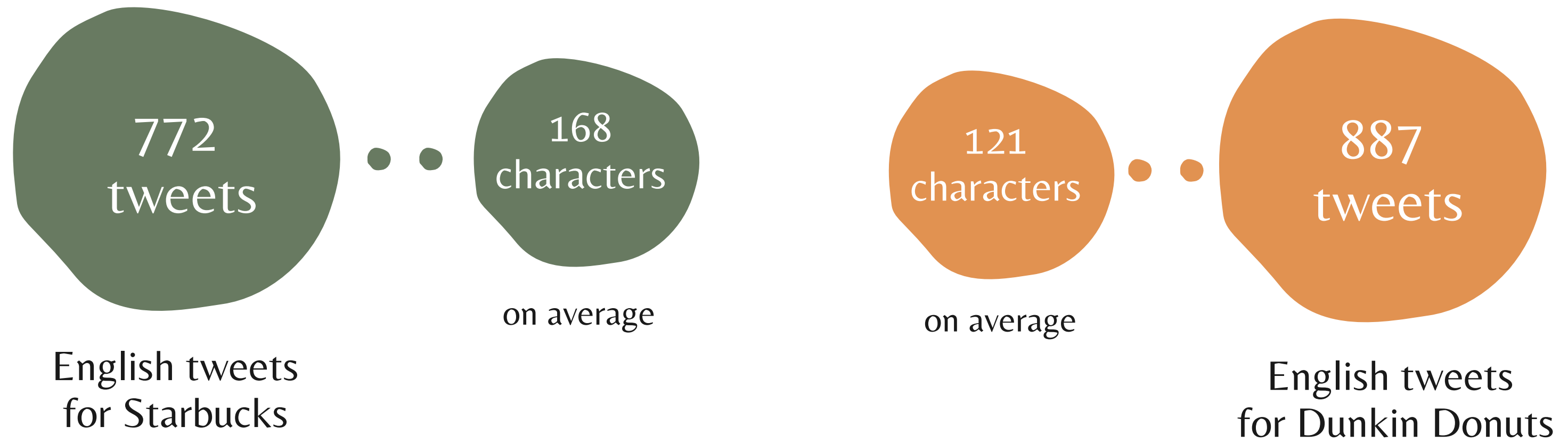
- Problem statement
- Data description
- Starbucks analysis
- Dunkin analysis
- Starbucks & Dunkin analysis

Problem Statement

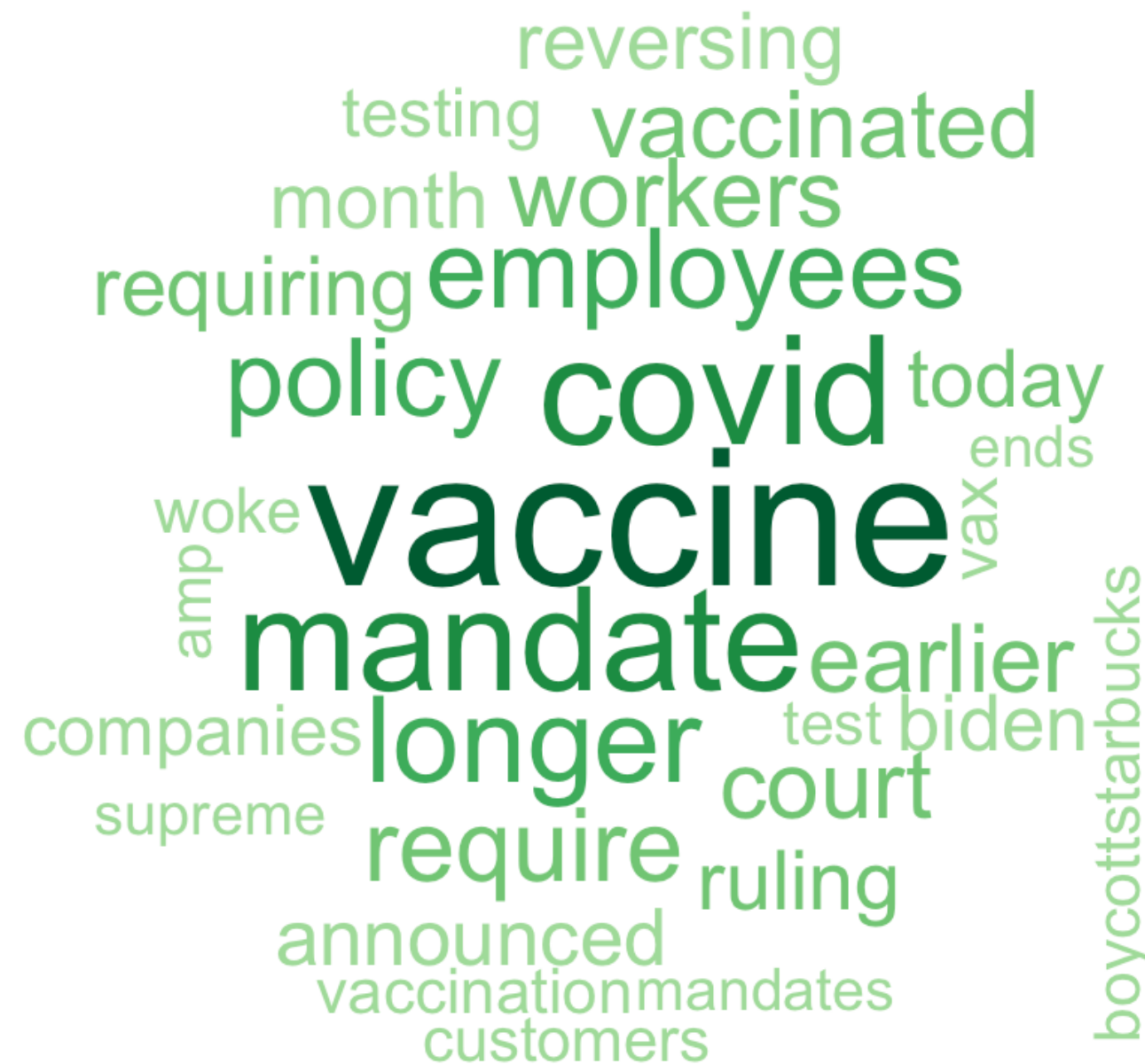


Understand individual corpus of data
about Starbucks and Dunkin Donuts

Data description



Starbucks analysis

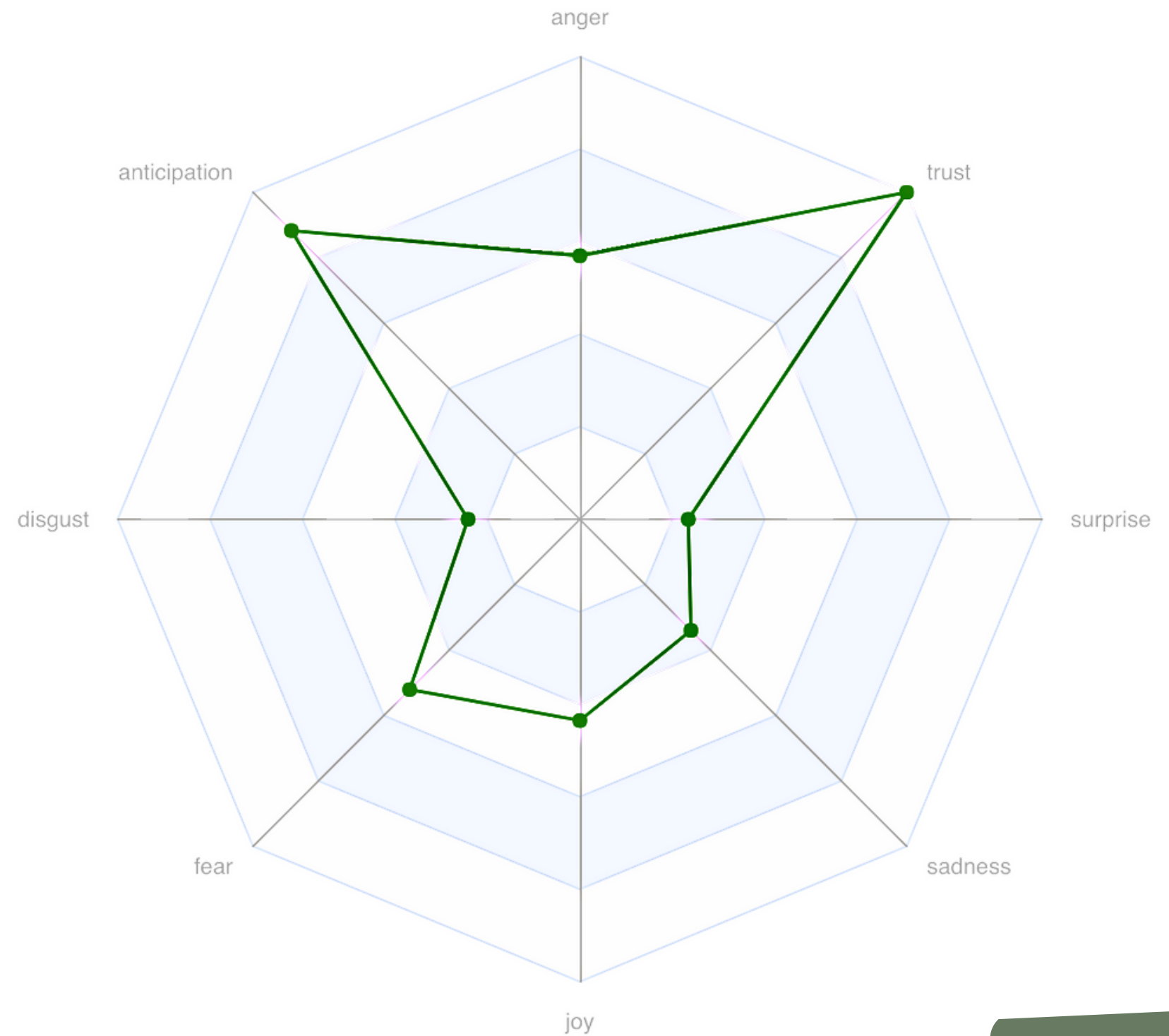


- The terms appearing the most belongs to the coronavirus lexical field.
- Reason: Starbucks stopped requiring vaccination / weekly testing for its employees.

#BoycottStarbucks appears as people are not supporting the new policy

Starbucks analysis

- Overall, tweeterer are using a vocabulary of trust and anticipation towards the Starbucks brand.
- The new policy causes certain tweeterer to feel scared or angry



Dunkin analysis



- The terms appearing the most are related to SB19 new song.
- Reason: the music group SB19 released the music 'Bazinga' in collaboration with Dunkin Phillipines.

Dunkin analysis

- Words used are mostly positive towards the Dunkin brand
- Tweeterers seem excited about the company and the collaboration.
- The feeling "fear" is inflated by the frequent word "buzz" who is classified as a word of fear.



Starbucks and Dunkin analysis



When combining tweets for Starbucks and for Dunkin

- The hype around the SB19 song is dominant
- The coronavirus subject stay important
- New terms such as "uber" appear

Conclusion

The Starbucks logo is a dark green, horizontally-oriented oval shape with a white border. The word "Starbucks" is written in white, serif font in the center.

Starbucks

- Starbucks tweets are focused on the new employees policy regarding vaccination and testing.
- While the majority of twitterer trusts the brand, some are angry and calling to boycott the company.

The Dunkin logo is an orange, horizontally-oriented oval shape with a white border. The word "Dunkin" is written in white, serif font in the center.

Dunkin

- Dunkin tweets are applauding the new song collaboration between SB19 and Dunkin Phillipines .
- Overall, a feeling of excitement and joy is reflected online.