

Outreach Recommendations for Starbucks Spring Breakfast Menu Prototype



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Outreach Recommendations for Starbucks Spring Breakfast Menu Prototype



Starbucks Objectives:

Prototype a Spring breakfast menu in a few stores in New York City

- a. *optimize* preparation and serving processes
- b. *gather feedback* about products and services



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Starbucks Objectives:

Prototype a Spring breakfast menu in a few stores in NYC

- a. optimize preparation and serving processes
- b. gather feedback about products and services

BDS Outreach Goals:

Get customers *in stores*

Get customers to *try the new products*

Get customers to *give feedback*



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Initial Solution Constraints:

Prototype processes in a few stores



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Initial Solution Constraints:

Prototype processes in a few stores

Look for new customers with spontaneous foot traffic



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Questions:

- Which locations to focus on? Why?
- What should the outreach look like?
- Can we limit the outreach?



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Problem statement:

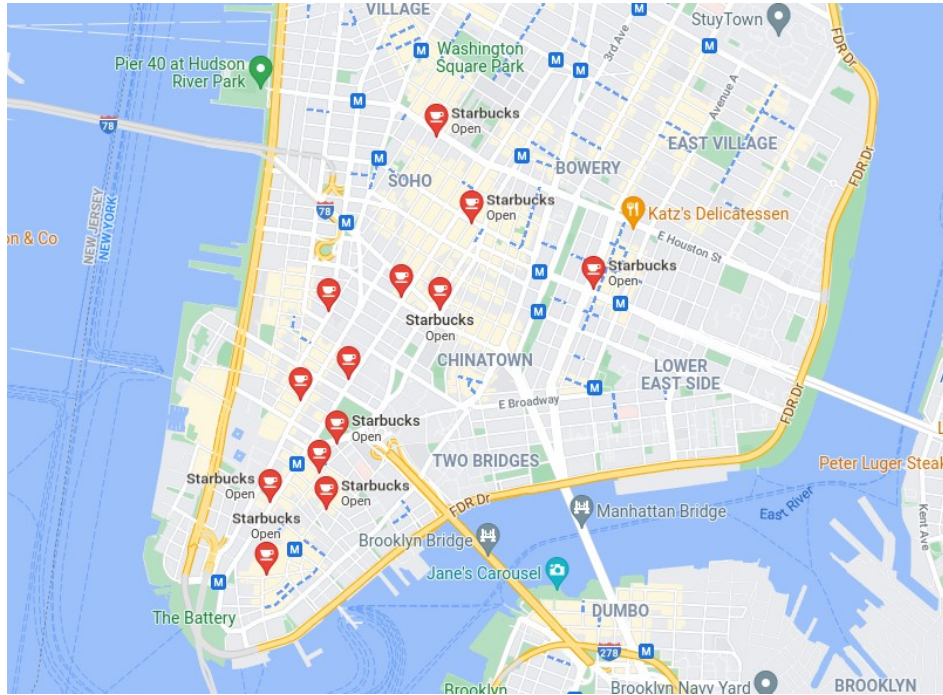
We will use data to choose locations and design outreach model for Starbucks Breakfast menu prototype in NYC.



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Lower Manhattan has a high density of Starbucks

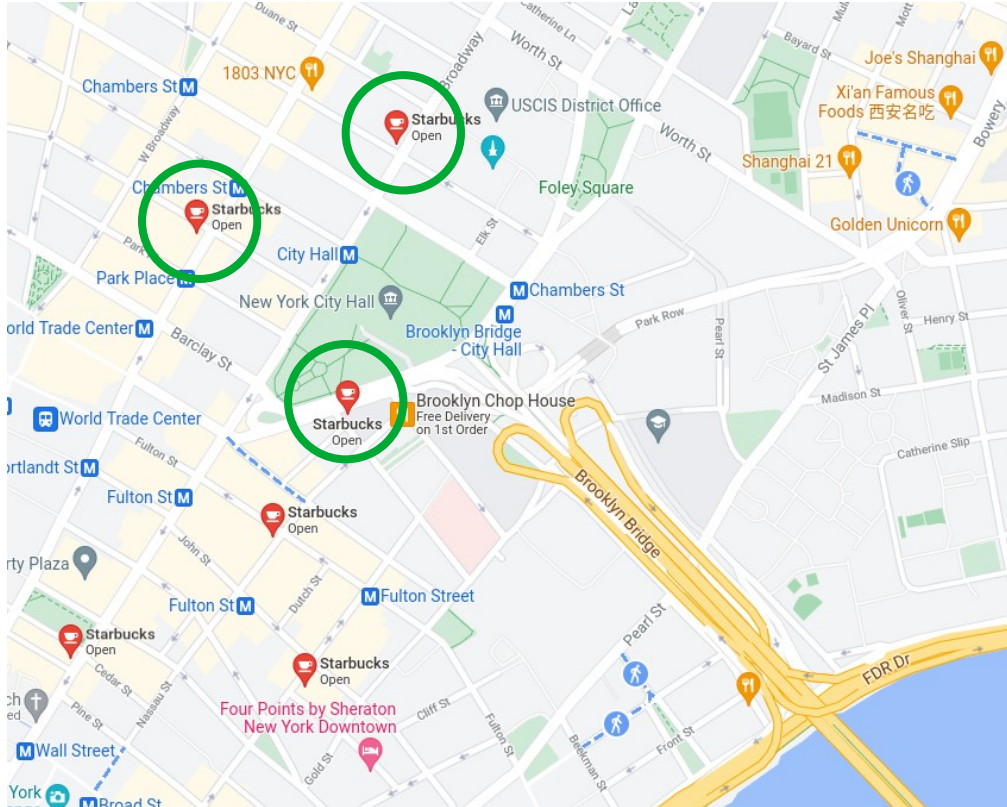
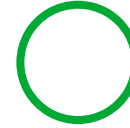
High potential to have focused outreach at only a few stations

High potential to reach folks from many burrows of NYC (e.g. x-town traffic)

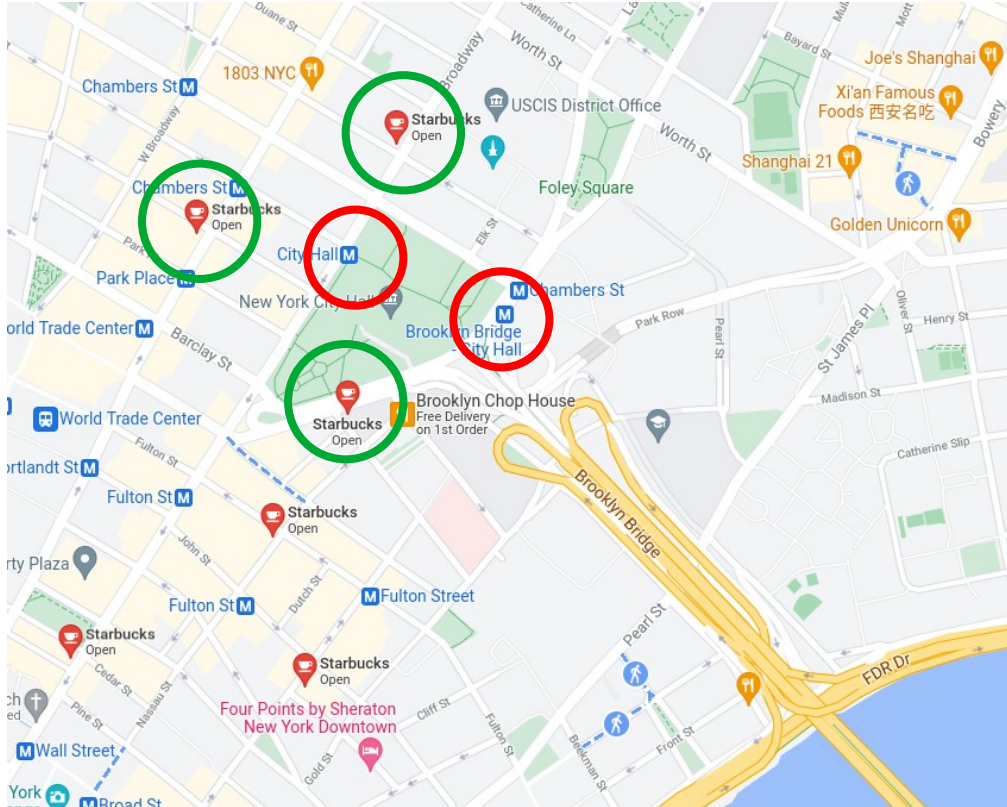
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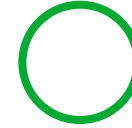
Choose these three Starbucks



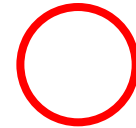
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Choose these three Starbucks



Choose these stations (after some exploration)



MTA Focus Stations

City Hall

Brooklyn Bridge



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Next Questions:

When (exactly) and *How* should the outreach happen?

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Next Questions:

When (exactly) and *How* should the outreach happen?

Exploratory data analysis of MTA data will present some *constraints* and *inspiration* on how to proceed.

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Data:

MTA Turnstile Data – MTA ridership

<http://web.mta.info/developers/turnstile.html>

Google Maps – location of MTA stops, street views, and Starbucks

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Tools:

Ubuntu 20.04 – Operating system

DB browser for SQLite3 – initial data
browsing and ideation

Python – for analysis and visualization
numpy
Pandas
Matplotlib

Data:

MTA Turnstile Data – MTA ridership

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Google Maps – location of MTA stops, street
views, and Starbucks

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Description of relevant data:

April data from 2015-2019
4-hourly turnstile entries and exits
MTA Line
MTA Station



pixabay.com

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Description of relevant data:

April data from 2015-2019
4-hourly turnstile entries and exits
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Also available:

SCP, UNIT, Control Area (C/A)



pixabay.com

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City Hall MTA Stop (Lines = NRW, R):

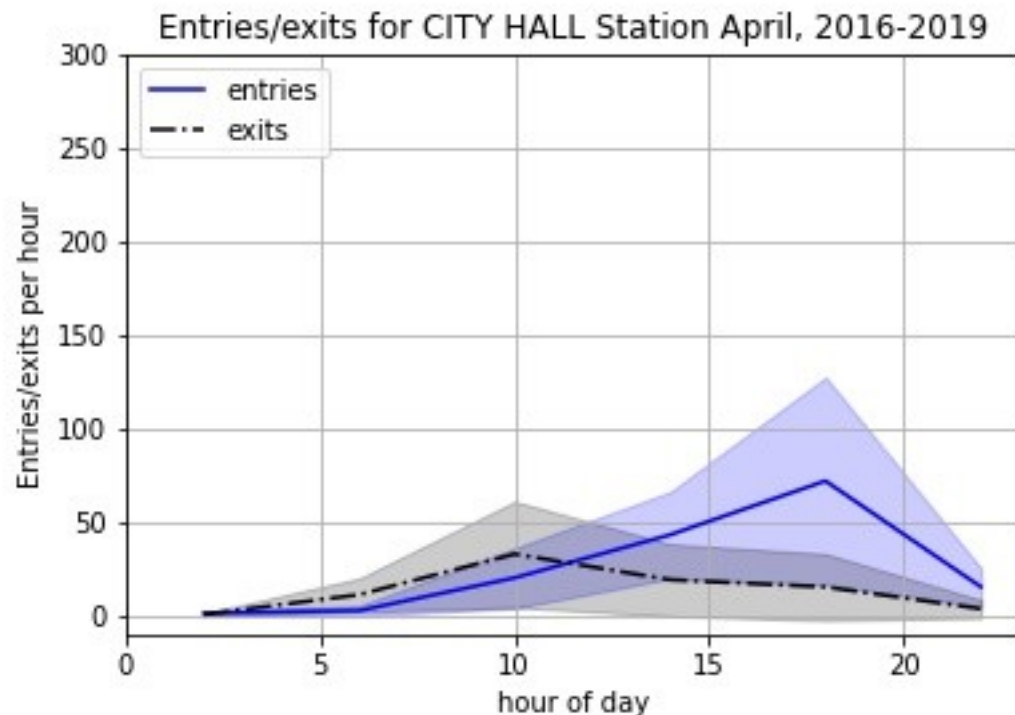


maps.google.com

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City Hall MTA Stop (Lines = NRW, R):



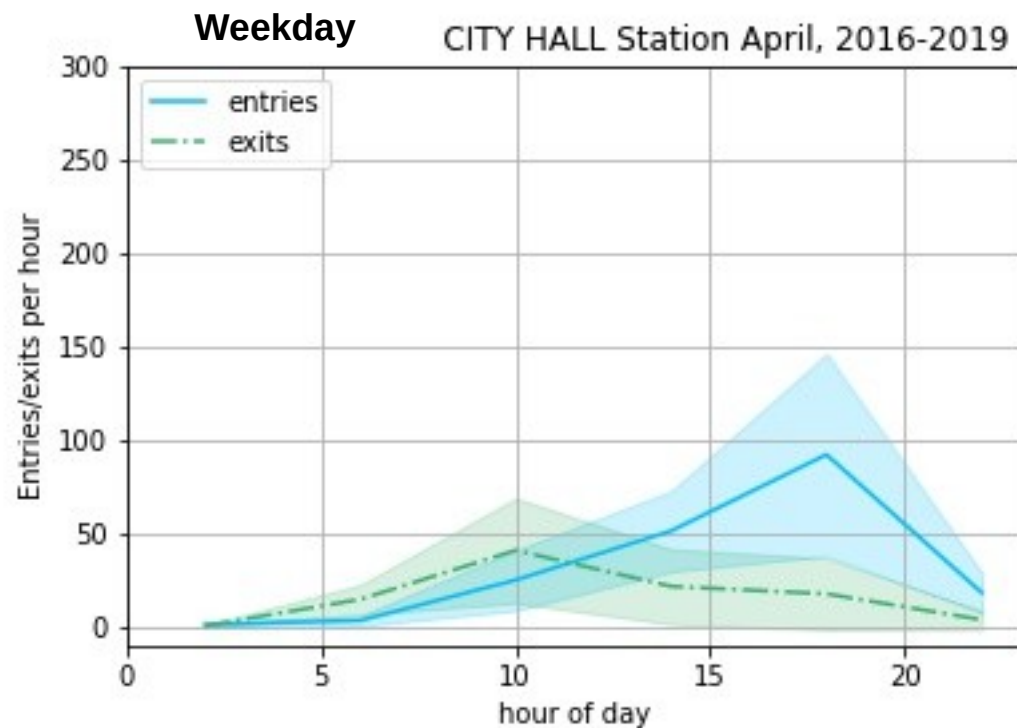
maps.google.com

more entries than exits at this stop

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City Hall MTA Stop (Lines = NRW, R):



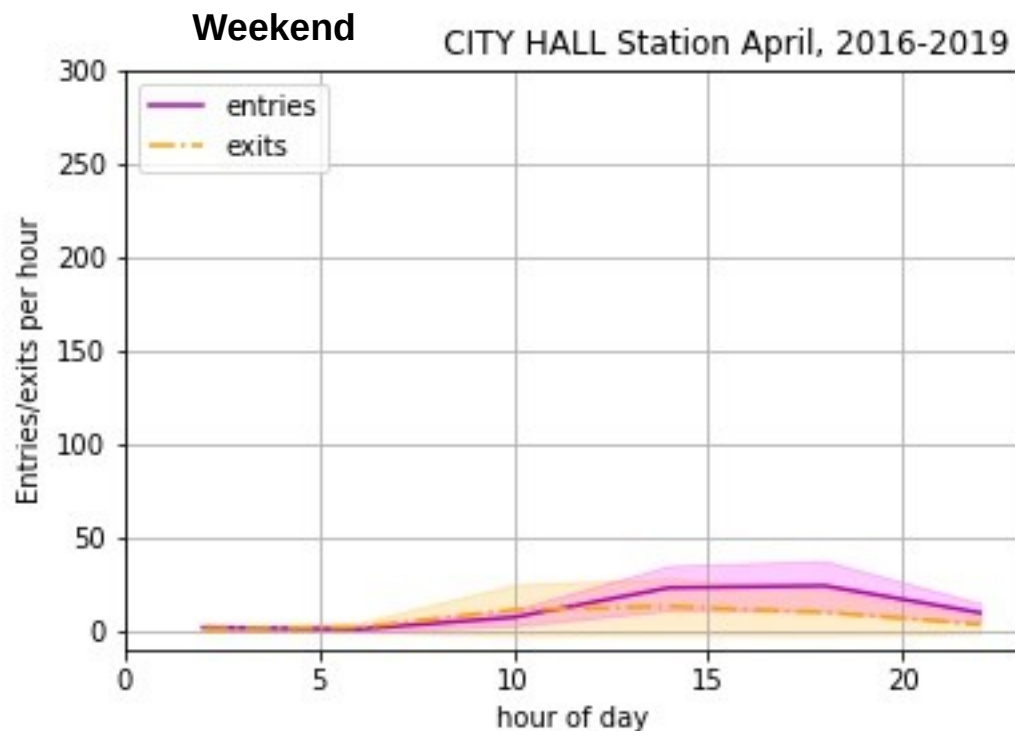
maps.google.com

Weekday exits peak in the morning
Although central, not a high flow rate

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City Hall MTA Stop (Lines = NRW, R):



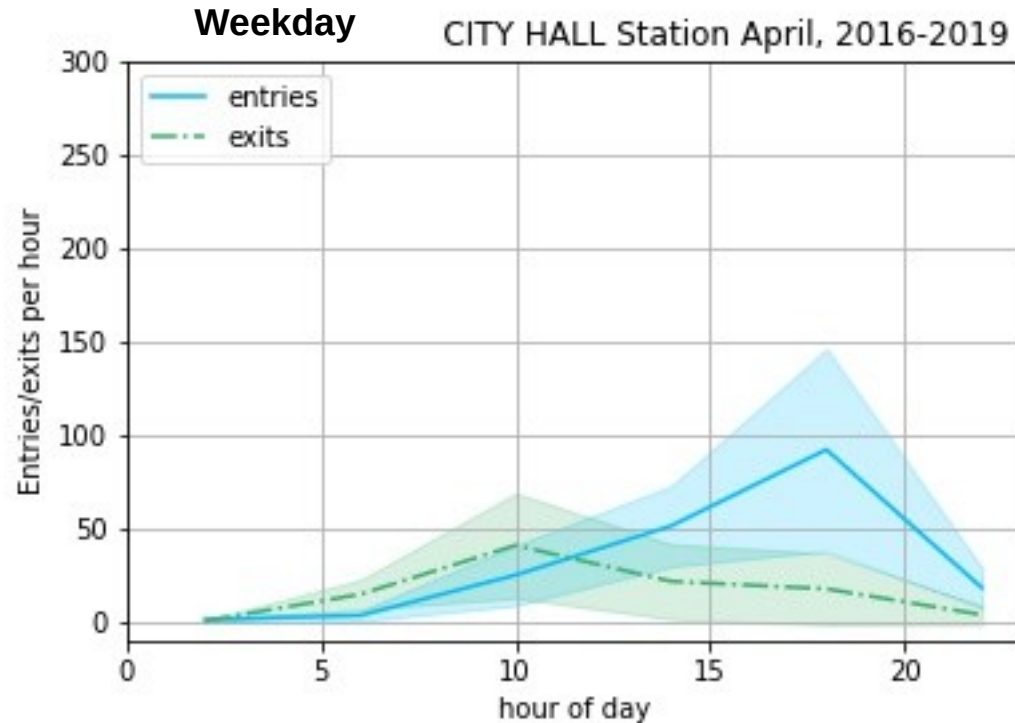
maps.google.com

Very low flow rate during weekends
Peaks in late morning/afternoon

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City Hall MTA Stop (Lines = NRW, R):



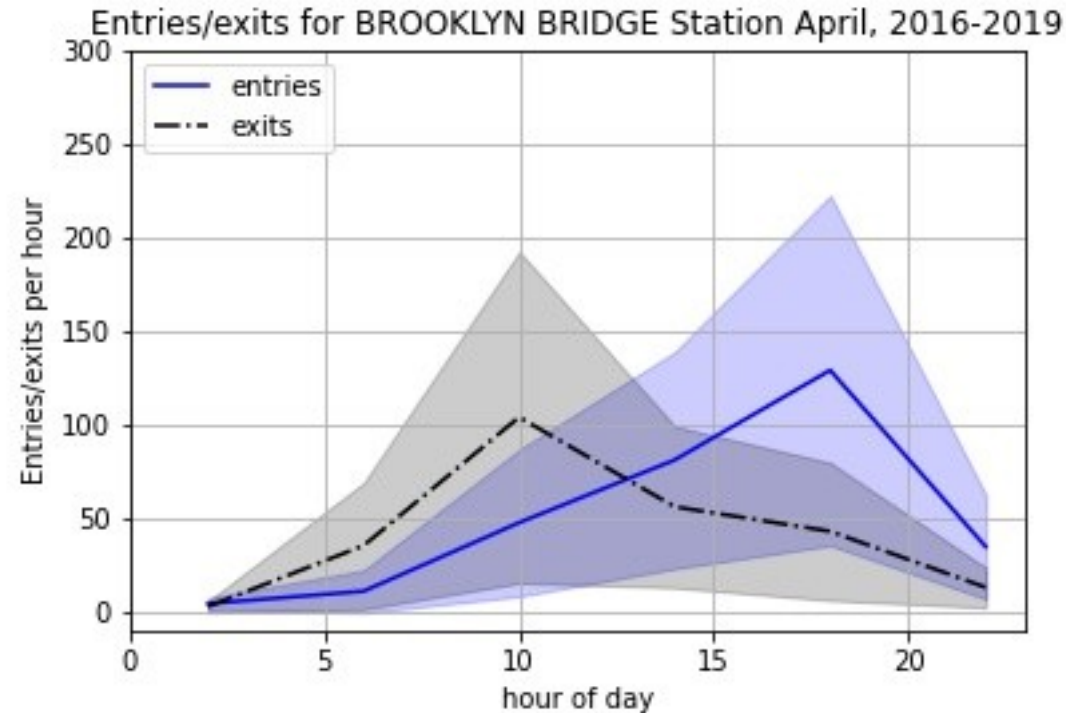
maps.google.com

Weekday exits peak in the morning
Although central, not a high flow rate

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Brooklyn Bridge-City Hall MTA Stop (Lines = 456JZ):



maps.google.com

Exits peak in the morning

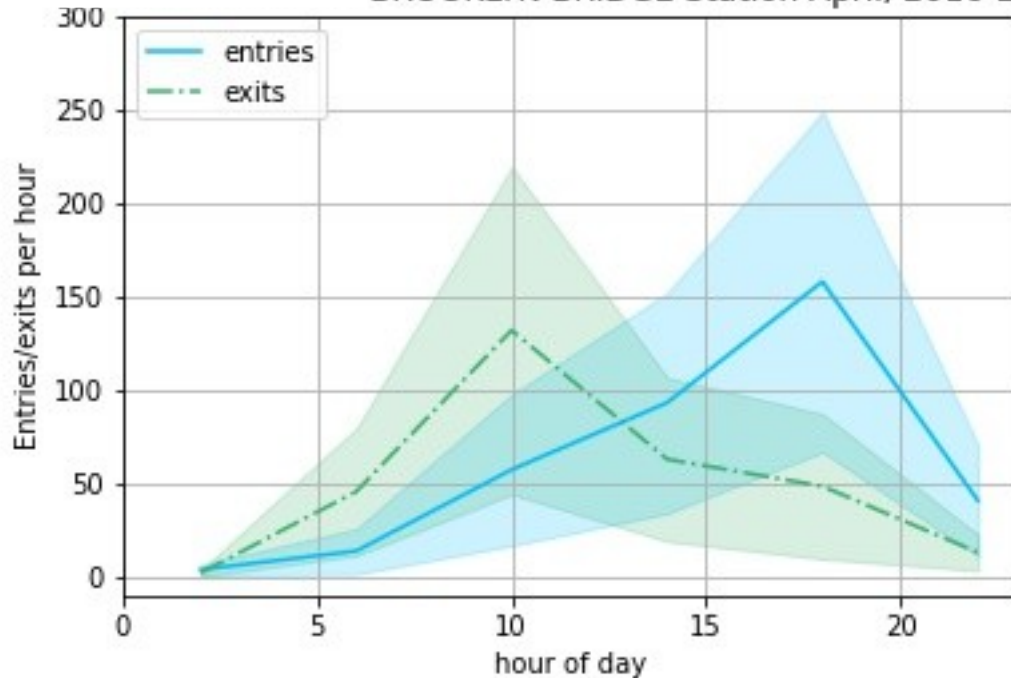
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Brooklyn Bridge-City Hall MTA Stop (Lines = 456JZ):

Weekday

BROOKLYN BRIDGE Station April, 2016-2019



maps.google.com

Exits peak in the morning

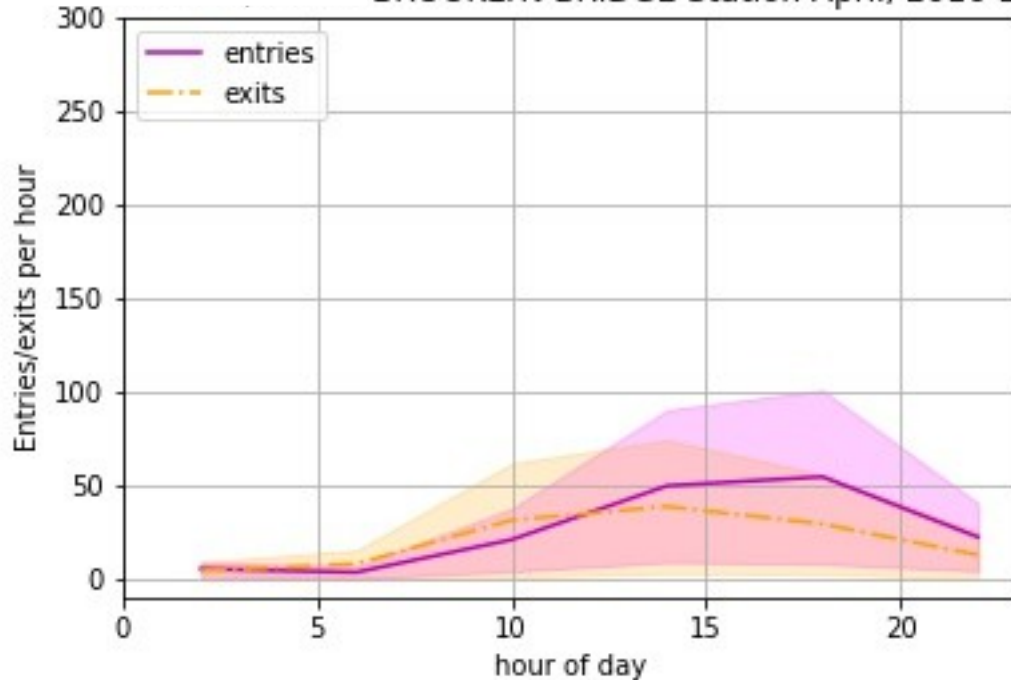
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Brooklyn Bridge-City Hall MTA Stop (Lines = 456JZ):

Weekend

BROOKLYN BRIDGE Station April, 2016-2019



maps.google.com

Low flow rate on the weekends
Exits peak in the late morning/afternoon

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Recommendations for outreach model:

Data indicate a peak in morning exits

Data indicate high weekday traffic

Data indicate low weekend traffic

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Recommendations for outreach model:

Data indicate a peak in morning exits

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Data indicate low weekend traffic



ny.curbed.com



pinterest.com



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Recommendations for outreach model:

Data indicate a peak in morning exits
Data indicate high weekday traffic
Data indicate low weekend traffic



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pinterest.com



Focusing on exit traffic will mitigate
nuisance advertizing sentiment

FREE STUFF
(e.g. 8 oz drip
5\$ QR Code
for focus SBs)

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Questions/Comments?



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Recommendations for outreach model:

Giveaway to entice new users to enter store and experience new products

Inside station posted signs alerting riders to expect free stuff as they surface.

Streetside, have tables to give away free 8oz drip with a QR code 5\$ credit for the three Starbucks stores.

Deployment only during the morning commute (8 am – 12 pm, weekdays).

Rationale:

(New) customers (w/ incentives) are more likely to be open to new experiences and give feedback.

Stations chosen have (relatively) high exit traffic in the morning.

Alert-giveaway model mitigates disruption to traffic flow, which is variable (but often high).

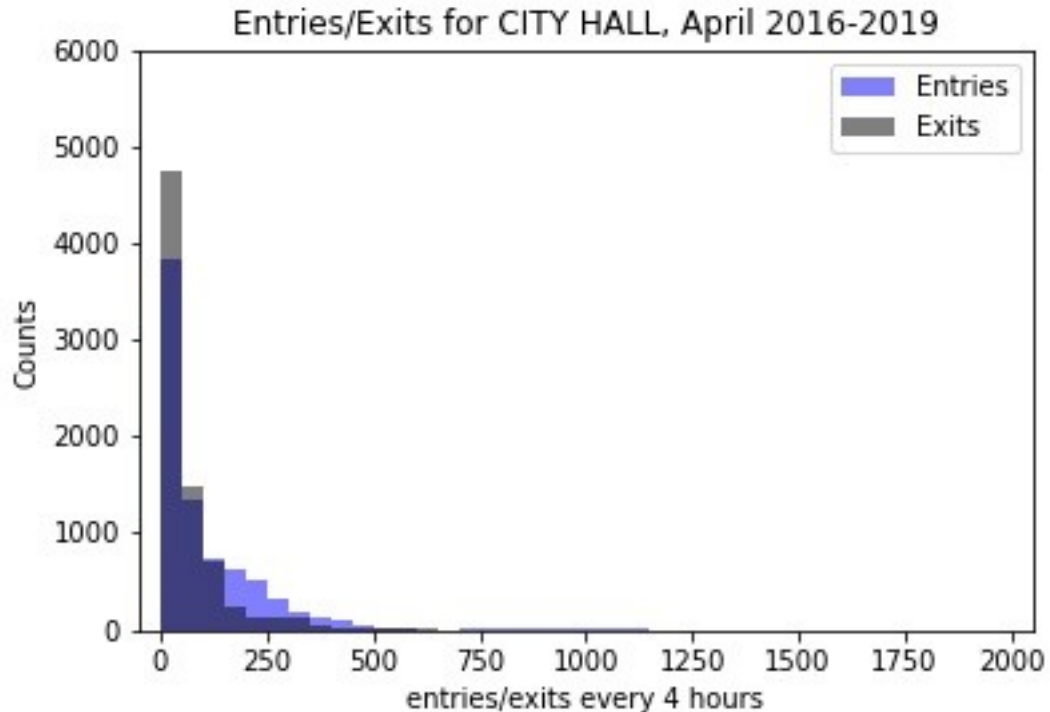
Stations are chosen for complimentary MTA Line (i.e. demographic) coverage

Weekend traffic is low and shifted towards afternoons.

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City Hall MTA Stop (Lines = NRW, R):



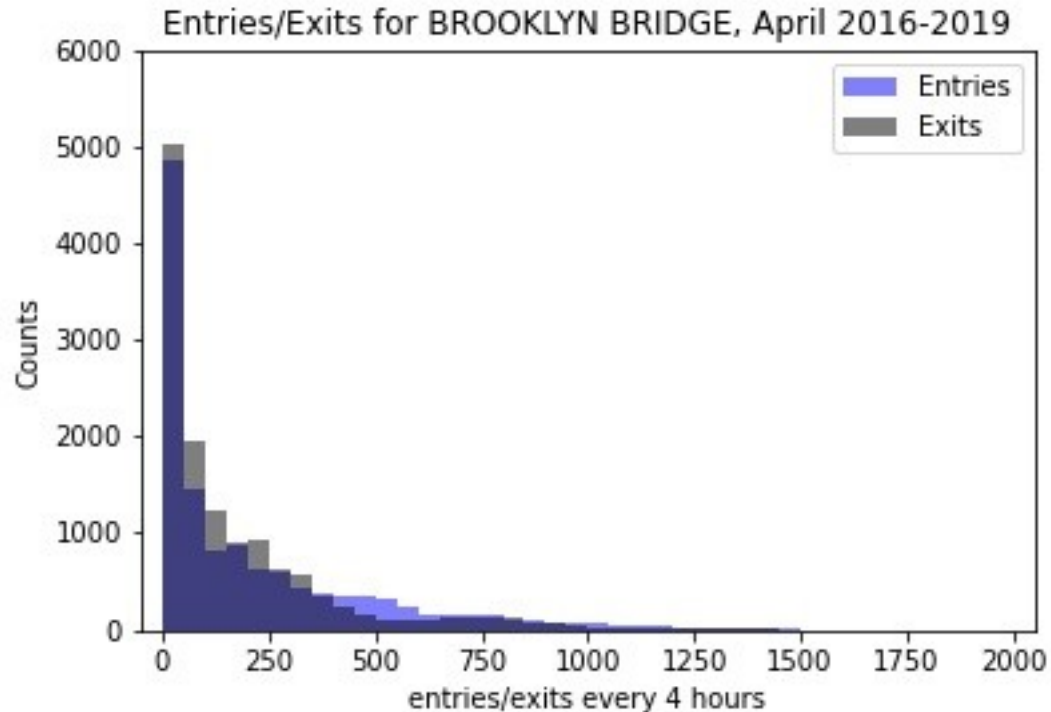
naps.google.com

more entries than exits at this stop

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Brooklyn Bridge-City Hall MTA Stop (Lines = 456JZ):



maps.google.com

Higher flow rate than city hall