



STARBUCKS REVIEWS ANALYSIS: INSIGHTS AND TRENDS

MUHAMMED SHIBIL C V

CONTENTS

- Introduction
- Objectives
- Dataset Description
- Methodology
- Results and Discussion



STARBUCKS®

INTRODUCTION

Starbucks wants happy customers who love their coffee and comfy stores. Reading customer reviews helps to understand what works and what doesn't.

This way, Starbucks can keep their cafes welcoming and a favorite hangout spot.



STARBUCKS®

OBJECTIVES

looking at Starbucks reviews to see what makes customers happy!

- Identify the key drivers influencing customer satisfaction in Starbucks reviews. By leveraging Natural Language Processing (NLP) and sentiment analysis.
- Aim to extract meaningful insights from customer feedback, quantify the importance of various factors, and provide actionable recommendations for improving customer satisfaction.



STARBUCKS®

DATASET DESCRIPTION

Content:

- Name: *The reviewer's name, if available.*
- Location: *The location or city associated with the reviewer, if provided.*
- Date: *The date when the review was posted.*
- Rating: *The star rating given by the reviewer, ranges from 1 to 5.*
- Review: *The textual content of the review, captures the reviewer's experience and opinions.*
- Image Links: *Links to images associated with the reviews, if available.*



STARBUCKS®

METHODOLOGY

Data Collection

- Dataset contains a comprehensive collection of consumer reviews and ratings for Starbucks.
- The data was collected through web scraping and includes textual reviews, star ratings, location information, and image links from multiple pages on the Consumer Affairs website.
- It offers valuable insights into customer sentiment and feedback about Starbucks locations.



STARBUCKS®

METHODOLOGY

Data Preprocessing

Steps involved:

- Loading data into pandas DataFrames.
- Cleaning text data: removing special characters, converting text to lowercase.
- Tokenization and removing stopwords using NLTK.



STARBUCKS®

METHODOLOGY

Feature Extraction

- Using CountVectorizer from scikit-learn for text vectorization.
- Sentiment analysis performed using SentimentIntensityAnalyzer from NLTK.



STARBUCKS®

METHODOLOGY

Sentiment Analysis

The function classifies the sentiment based on the score using the following categories:

- **Negative:** If the score is less than or equal to -0.05 (e.g., -0.1, -0.08).
- **Positive:** If the score is greater than or equal to 0.05 (e.g., 0.1, 0.07).
- **Neutral:** If the score falls between -0.05 and 0.05 (e.g., 0, -0.03, 0.02).



STARBUCKS®

METHODOLOGY

Data Analysis

- Data Distribution
- Sentiment Analysis
- Feature Importance



STARBUCKS®

RESULTS AND DISCUSSION

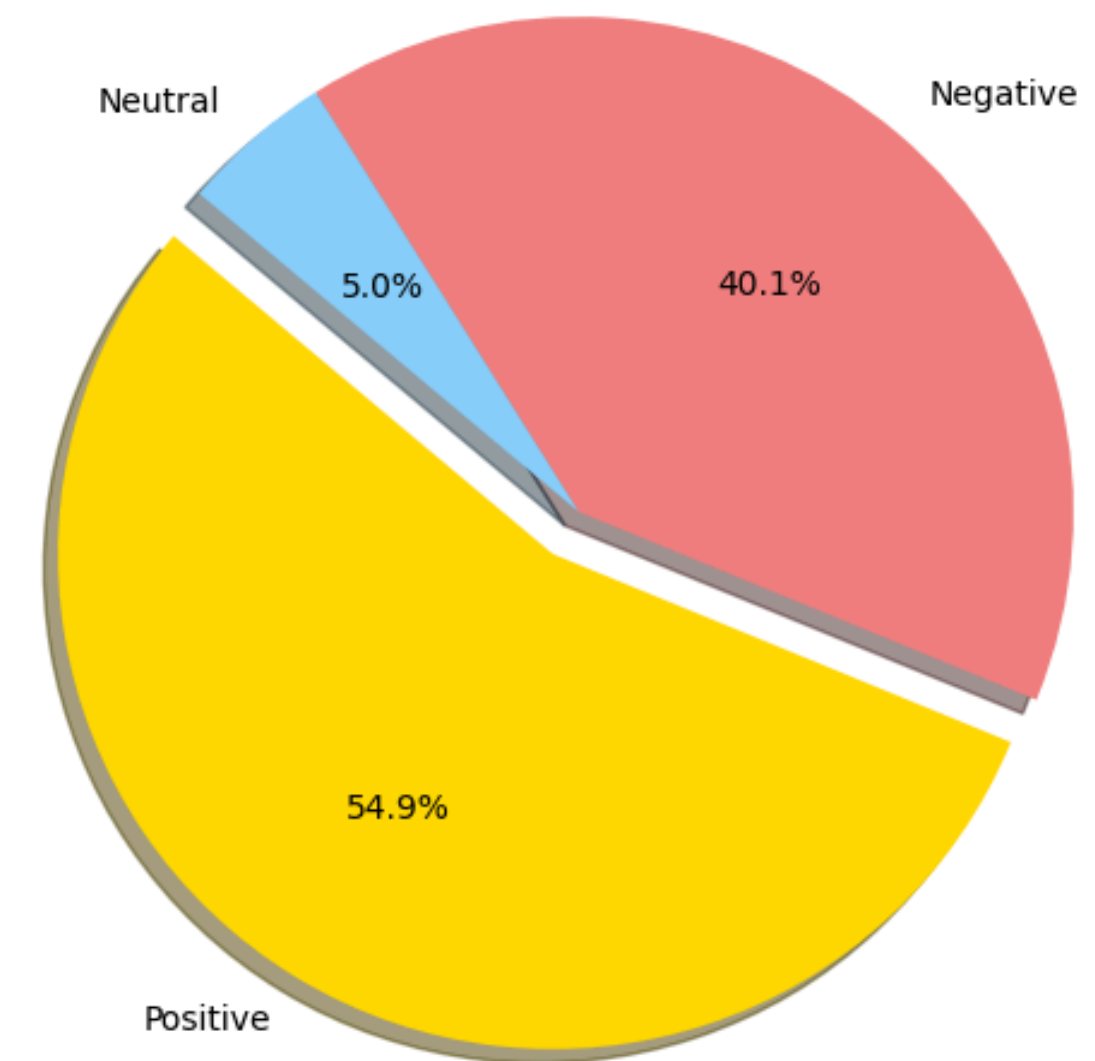
Key Findings

1.87/5

Average rating recieved to Starbucks,

Positive reviews: 386
Negative reviews: 282
Neutral reviews: 35

Distribution of Sentiment Categories

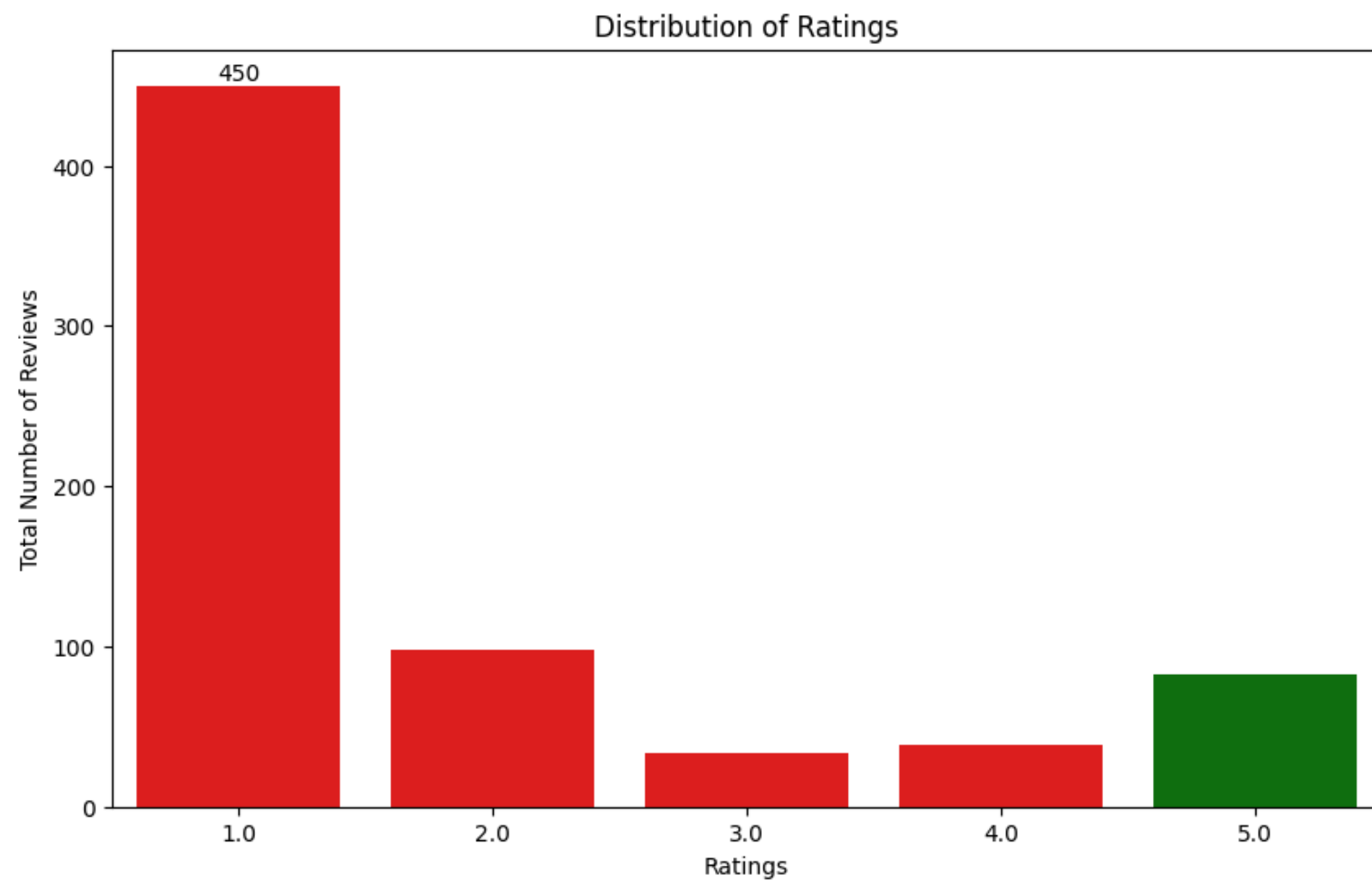


STARBUCKS®

Rating	count	percentage
5.0	83	11.81
4.0	39	5.55
3.0	33	4.69
2.0	98	13.94
1.0	450	64.01

RESULTS AND DISCUSSION

Key Findings

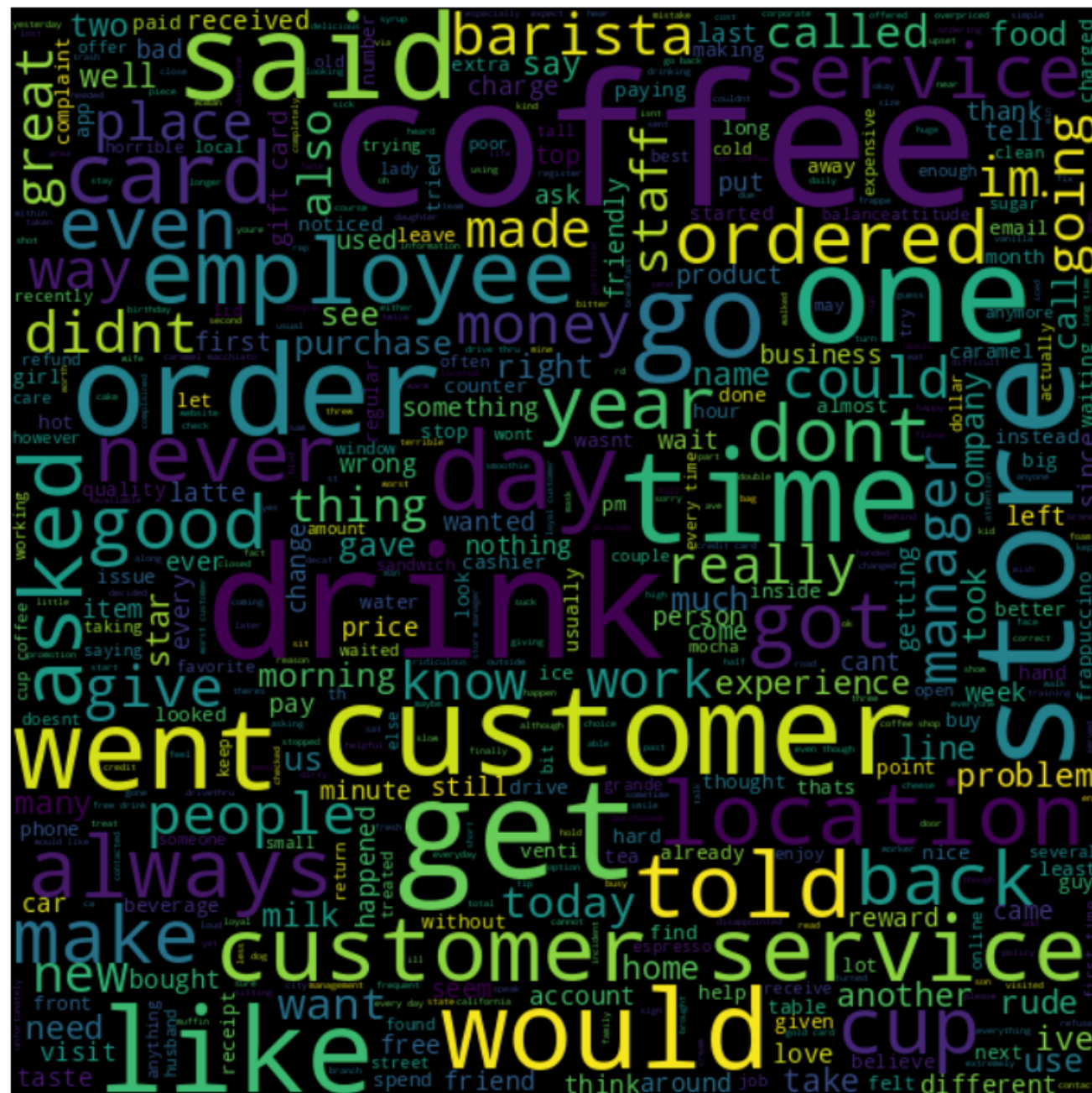


	location	total_reviews
0	New York, NY	11
1	Seattle, WA	10
2	Los Angeles, CA	9
3	Chicago, IL	8
4	Las Vegas, NV	6
5	Phoenix, AZ	6
6	Denver, CO	6
7	Jacksonville, FL	6
8	Toronto, ON	5
9	Eugene, OR	4

- 450 reviews gave the rating of 1
- 83 reviews gave the rating of 5

Key Findings

Key Findings

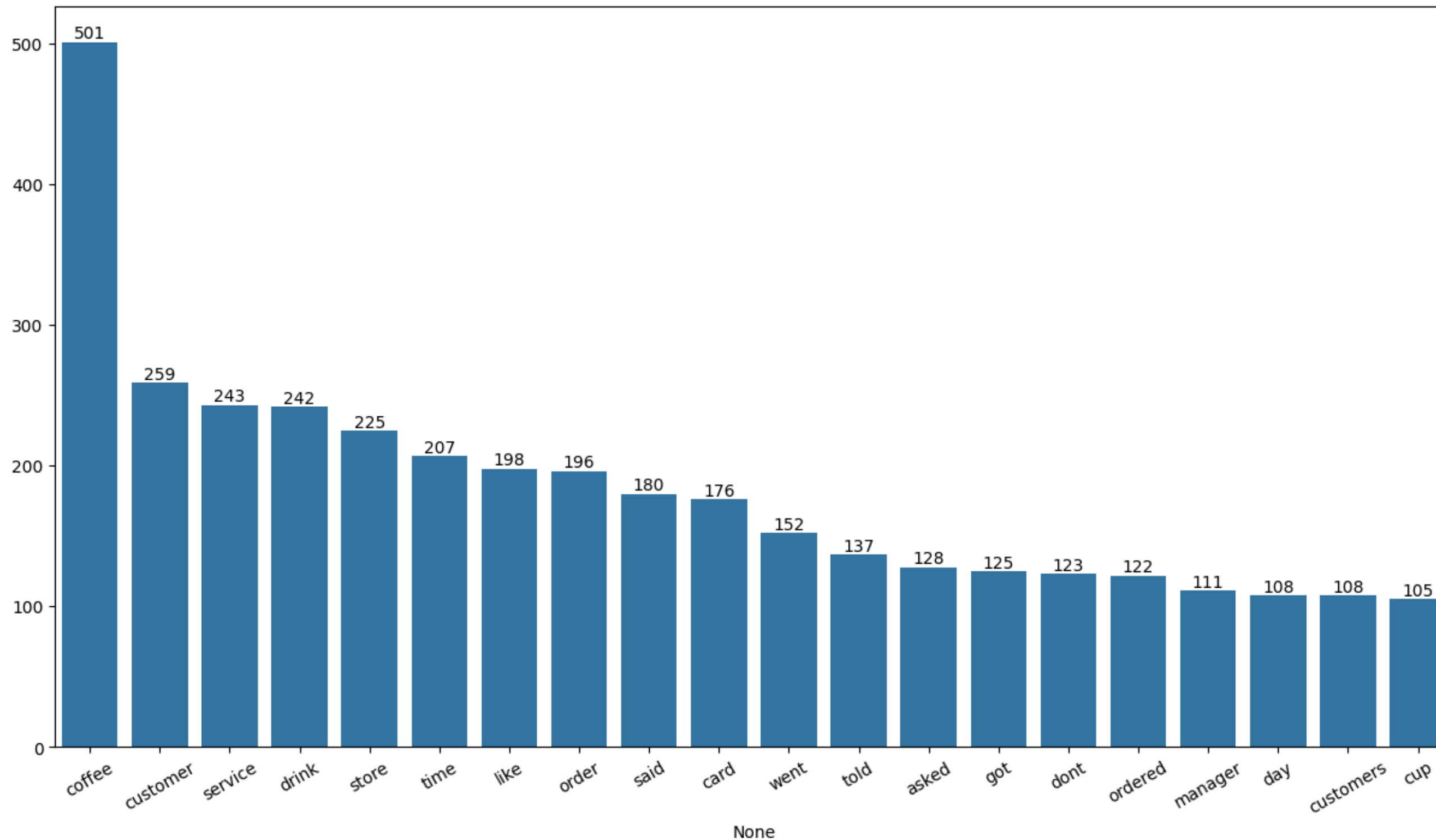


frequently occurred keywords

- Coffee
- drink
- location
- Employee
- Cup
- Order
- Money
- Service
- Manager
- Attitude
- Customer
- Samdwitch

RESULTS AND DISCUSSION

word frequency analysis



- Coffee
- Customer
- Service
- Drink
- Store
- Time

RESULTS AND DISCUSSION

From these analysis, we can understand that,

- Most of the bad reviews are about customer service, so it's better focus on that. Reviews are mostly mentioning about the Employee and manager behaviour, Waiting time, Payment process, Taking of order and misplacement, Over crowded shop.
- Most of the good reviews are also about the good behaviour of employees and managers, Food, drink, Discounts.



STARBUCKS®

RESULTS AND DISCUSSION

Areas to focus

- Employees and managers behaviour towards the customers
- Product quality
- Correct order taking
- Location of the store
- Over crowding of the store
- Payment systems



STARBUCKS®