# Starbucks Reviews Analysis Summary

Submitted by Muhammed Shibil C V

Objective: The main objective of this work is to identify the key drivers influencing customer satisfaction in Starbucks, and provide actionable recommendations for improving customer satisfaction.

Key metrics:

- Average rating received to Starbucks: 1.87/5
- Received from 536 unique locations.
- 336 locations got average rating of below 2.
- Most of the bad reviews are about customer service,
- 64.01 percentage of reviews got rating of 1.
- Customers are mostly talking about coffee.
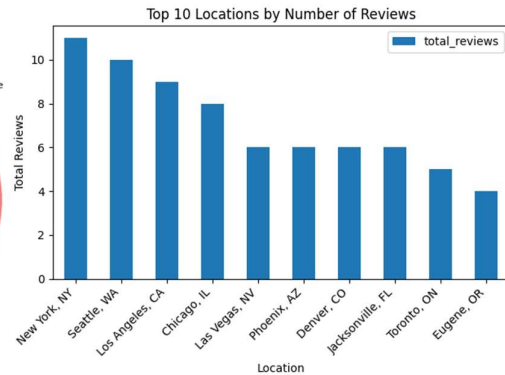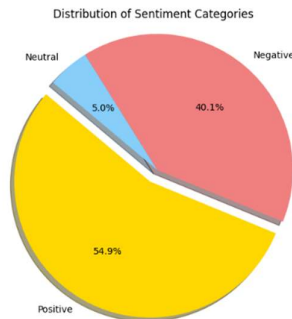
Focus on:

- Reviews are mostly mentioning about the Employee and manager behaviour, waiting time, Payment process, Taking of order and misplacement, Overcrowded shop and location.
- Most of the good reviews are also about the good behaviour of employees and managers, Food, drink, and Discounts.
- Improve customer services on order taking and payment procedures
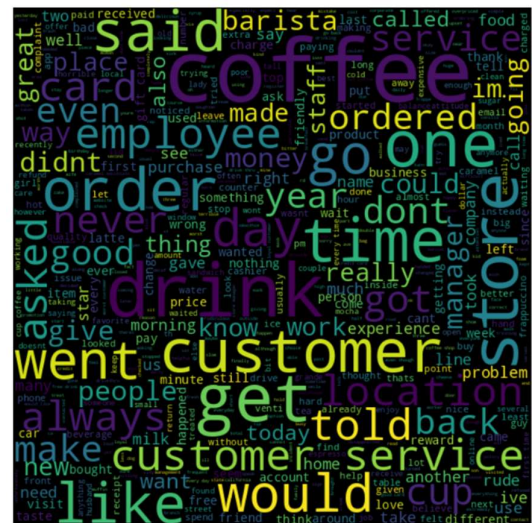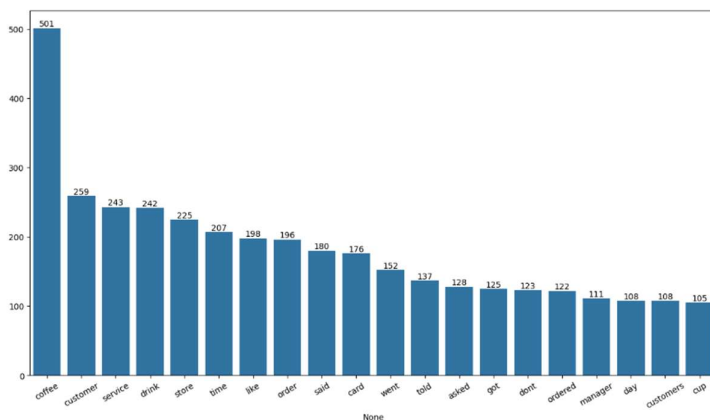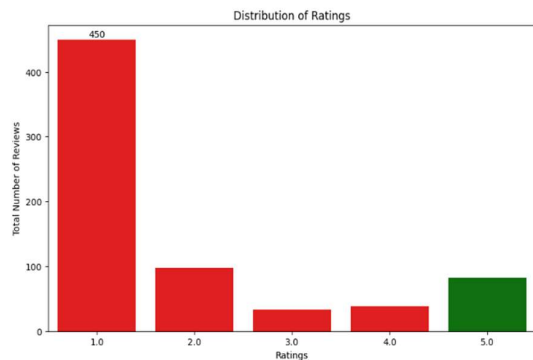
What customers are happy and unsatisfied about for different ratings class:

- **4 and 5 ratings:** Friendly customer service, Different drinks, Discounts, and low waiting time.
- **3 and below:** Rude customer service, overcrowded shop, Order misplacement, High waiting time, Payment method confusions