**Final Project**

**MSBA 324 & MKT 324**

**Web And Social Analysis**

**Starbucks**

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A close-up of a starbucks sign

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Two cups of coffee with straws

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# INTRODUCTION TO STARBUCKS

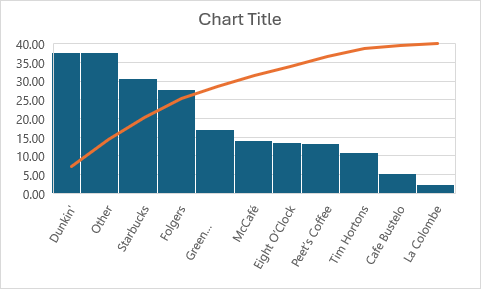
Starbucks Corporation, a name that resonates globally, is a thriving coffee chain. Its journey began in 1971 at Seattle's Pike Place Market, and today, it stands tall with over 30,000 locations spanning over 70 countries, a testament to its remarkable global expansion.

Starbucks, a premium Arabica coffee roaster, retailer, and brand, has proven its adaptability and inventiveness. While its roots lie in coffee, it has expanded its menu to cater to various consumer preferences, offering hot and cold beverages, fresh food, coffee equipment, and merchandise. This adaptability assures consumers that Starbucks is always ready to meet their evolving needs.

A solid commitment to community and connection is at the heart of Starbucks' corporate culture. It sets itself apart with its unwavering dedication to the highest environmental and social responsibility standards, and sourcing. For instance, it pioneered the industry, offering comprehensive healthcare benefits to qualified part-timers and setting a new standard for worker welfare. This commitment to values inspires others to follow suit.

From its humble beginnings as a small coffee shop, Starbucks has evolved into one of the world's most esteemed and recognizable companies. It expanded rapidly, led innovation, and fostered strong relationships with communities, employees, and customers. While staying true to its roots of delivering premium coffee and its mission to 'inspire and nurture the human spirit,' it remains adaptable to evolving consumer preferences, ensuring its continued relevance.

# Problem Statement



Starbucks may not be the market leader in the category shown in the first chart. Additionally, there’s a potential misalignment of Starbucks' brand or products with the preferences or values of certain generational cohorts, as indicated by the second chart. This misalignment could be causing a failure to fully capture the market potential within specific age demographics, possibly due to perceptions of the brand, product offerings, or marketing messaging.

To address this, Starbucks can utilize sentiment analysis to gain insights into the preferences and perceptions of different generational groups. This could involve analyzing social media conversations, reviews, and feedback across platforms frequented by these groups. By leveraging natural language processing techniques, Starbucks can.

* Identify key themes and terms associated with their brand within each demographic.
* Detect emotional undertones in customer feedback to understand brand perception.

# SENTIMENTAL ANALYSIS

The official Starbucks websites, MP4 and Twitter, were the data sources.

Customers' perceptions of Starbucks are generally quite favorable. The brand enjoys strong consumer affinities and loyalty, which many see as an accessible luxury experience.

A graph with colorful bars

Description automatically generatedStar Bucks

## A graph with colorful bars Description automatically generatedPeets coffee’s

Dunkin DonutA graph with colorful bars

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Starbucks has a generally positive sentiment, with 'positive' being the most prominent category in all images. However, the sentiment of 'trust' also appears significant, suggesting Starbucks is seen as a reliable brand. While present, the 'Negative' sentiment is less than the 'positive,' which is good but still requires attention.

To improve, Starbucks could:

* Addressing concerns directly can enhance customer engagement, potentially turning 'negative' sentiments into 'positive' ones.
* Leverage 'trust' by maintaining transparency and quality, further solidifying customer loyalty.
* Increase 'joy' and 'anticipation' by creating exciting campaigns or product launches, encouraging more positive social media buzz.

To improve, Starbucks should focus on maintaining its strengths in 'positive' and 'trust' areas while addressing any reasons for 'negative' sentiments through targeted customer service improvements and by resolving any issues causing 'anger' or 'disgust.')

Here, you can observe all three coffee brands' positive, negative, and neutral sentimental analyses.

A graph of a bar graph

Description automatically generated with medium confidenceA graph of a bar chart

Description automatically generated with medium confidence Dunkin Donut (Sentimental Analysis) Peet’s Coffee

## A graph of a bar chart Description automatically generated with medium confidenceStarbucks

# Common Words

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The word 'coffee' unsurprisingly dominates, underscoring the brand’s core product. The frequent mention of 'pumpkin' suggests seasonal offerings like Pumpkin Spice Latte are popular and drive significant engagement, indicating the value of seasonal and limited-time offers.

The presence of 'iced' in two datasets emphasizes the popularity of cold beverages, a market Starbucks could continue to innovate. 'Peets' appearance suggests comparison with competitors; thus, monitoring competitive differentiators is critical. Words like 'holiday,' 'caramel,' 'latte,' and 'spice' reflect customer preferences for flavored and specialty drinks, suggesting these should remain a focus in product development.

Starbucks's business insight here is to double down on its seasonal offerings and explore new flavors for its cold beverage line to capture market trends. Furthermore, engagement with competitive brands on social media could be strategic, using direct comparisons or highlighting unique selling points. Finally, as 'favorite' appears, encouraging customers to share their favorite Starbucks experiences could boost brand loyalty and provide organic marketing content.

# SOCIAL MEDIA HANDLING with other brands and traffic data

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Starbucks stands out with its commanding presence on Instagram and Facebook, indicating a highly effective visual content strategy that resonates well with a broad audience. This is complemented by the highest website traffic among the three, suggesting a successful integration of social media engagement with online customer conversion.

Dunkin’ Donuts exhibits a more balanced approach across all platforms, with solid showings on Twitter and Facebook. This suggests a versatile strategy that maintains a steady dialogue with customers across different types of social media, effectively engaging a diverse customer base. However, Dunkin' Donuts trails Starbucks in Instagram engagement, indicating potential growth in harnessing visual content to enhance brand appeal.

Peet’s Coffee has the most room for growth in social media, with a lower presence across platforms. This could reflect a more targeted approach to a niche market or a potential untapped opportunity to broaden their social media reach. The web ranking data suggests that Peet’s might benefit from enhanced SEO and user engagement strategies to improve visibility and traffic to their site.

Comparatively, Starbucks is leveraging its web and social media platforms to engage with customers and drive conversions, setting a benchmark in the industry. Dunkin’ Donuts' consistent engagement across platforms indicates a strong connection with its audience, suggesting that a push on Instagram could increase its share of social engagement. For Peet’s Coffee, refining its digital strategy could improve its social media influence and website ranking, potentially capturing a larger online audience.

# Traffic & Engagement

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Starbucks leads the charge with a staggering 61.07 million visits, dwarfing Dunkin’s respectable 15.22 million and Peet’s modest 1.29 million. This vast disparity indicates Starbucks’ superior digital engagement strategy and its effective use of a global platform to attract a massive audience.

The interest over time graph further cements Starbucks’ position as the frontrunner, maintaining a consistently high-interest level that peaks above the others. This reflects the brand's ability to keep consumers engaged and continually draw them back, possibly due to a combination of product releases, marketing campaigns, and seasonal offerings that resonate well with a wide demographic.

While trailing, Dunkin’ Donuts shows a healthy and steady interest level that could be attributed to its strategic positioning as a quick-service option for coffee and baked goods. Their challenge would be to innovate in ways that can capture more peaks of interest, potentially through limited-time offers or partnerships.

Peet’s Coffee shows a flat interest trend, suggesting a need to revitalize its marketing efforts and perhaps to re-engage with a broader audience through social media campaigns or by highlighting unique selling propositions that distinguish it from its competitors.

# Related search in USA

A map of the united states

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A menu of a drink

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A map of the united states

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A screenshot of a phone

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A map of the united states

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A screenshot of a computer

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# CONCLUSION

Compared to Peet's Coffee & Tea, Starbucks is the clear winner in coffee's popularity, dominance, and quality. Starbucks has established a remarkable global presence with 30,000 locations, while Peet's only has 340. This gives Starbucks unparalleled brand power and accessibility within the premium coffee shop industry.   
  
Starbucks has successfully positioned itself as a lifestyle "third place" brand, going beyond simply being a purveyor of coffee while giving up some of the purist coffee quality Peet's is known for with its more decadent roasts. Its broad menu, which includes food items and customizable drinks like Frappuccino and refreshers, enables it to reach a wide audience.

Espresso drinks and regular drip coffees typically cost a little less at Starbucks. Because of its uniform training, the "third place" experience can be provided with customer service that is comparatively consistent across locations.   
  
Most importantly, Starbucks leads in metrics related to market share and overall popularity. Peet's $800 million revenue in 2022 pales in comparison to its $29 billion. This scope and brand strength level is unheard of in the coffee shop industry.

Starbucks undoubtedly bears the cost of giving up some of the local café atmosphere and purist quality that Peet's fosters among its devoted connoisseur patrons. However, in a way that Peet's has not been able to match, Starbucks has benefited from being an approachable, mainstream coffee lifestyle brand for the average consumer. Because of this, Starbucks has overtaken the well-respected but specialized Peet's chain and emerged as the clear winner and more popular coffee chain.

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