app.R

Fri May 05 10:21:10 2017

```
library(shiny)
library(shinydashboard)

##
## Attaching package: 'shinydashboard'

## The following object is masked from 'package:graphics':
##
##     box

library(quantmod)

## Loading required package: xts

## Loading required package: zoo

##
## Attaching package: 'zoo'

## The following objects are masked from 'package:base':
##
##     as.Date, as.Date.numeric

## Loading required package: TTR

## Version 0.4-0 included new data defaults. See ?getSymbols.

library(xts)
library(dygraphs)
library(leaflet)

ui<-dashboardPage(
  dashboardHeader(title = "STARBUCKS CASE STUDY"),
  ########################################################################
  dashboardSidebar(),
  ########################################################################
  dashboardBody(
    tabsetPanel(
      tabPanel(title  = "STOCK ANALYSIS",

               box(plotOutput("plot1"),width = 10),
               # box(plotOutput("plot2"))
              box( textOutput("text1"))
      ),
      tabPanel(title = "Stores",
```

```
              fluidRow(

                box(plotOutput("plot3"), width =15),
                box(textOutput("text2"))
              )
      ),
      tabPanel(title ="Countries",
      #
                fluidRow(
                  box(plotOutput("plot4"),width = 15),
                  box(textOutput("text3"))

                )
      ),
      tabPanel(title="location mapper",
        fluidRow(
          leafletOutput("mymap"),
          box(textOutput("text4"))
          #box(plotOutput("plot5"),width = 12)
        )       )
    )
  ))
######################backend#############################
server <- function(input,output){
  output$plot1<-renderPlot({
    sym<-("SBUX")
    getSymbols(sym)

    chart_Series(SBUX)
  })

  output$text1 <- renderText(
    "Its a starbucks case study using R and Shiny Dashboard. In 2008-2009 the
revenue of starbucks went down as is visible from the falling stocks of Starb
ucks in those years depicted in the above graph. During this period, thousand
s of Starbucks stores mainly across USA and some other countries were closed
down due to following reasons:
    1: Poor Demographic planning of Starbucks location
    2: Lack of different types of stores apart from company owned
    3: Small or weak presence in most of the other countries making Starbucks
a weaker brand there.

    All these led to decrease in revenue of Starbucks which is evident throug
h the stock graph above."
  )

  output$plot2<-renderPlot({
    sym<-("SBUX")
```

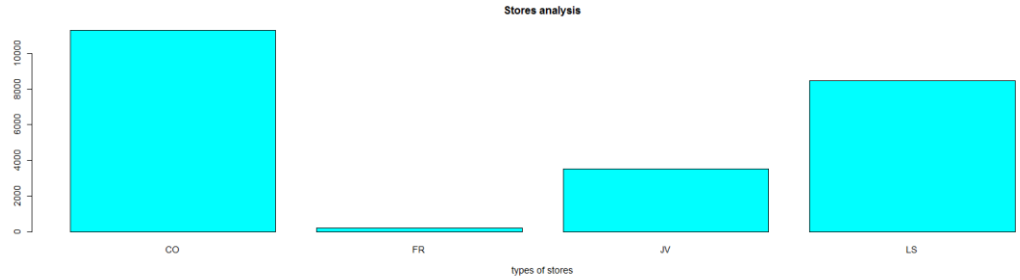
```
    dy <- getSymbols
    (sym)
    #dyxts<-xts(dy$Close)
    dyxtsbind<-cbind(dy$Close)
    dygraph(dyxtsbind)
  })
#
   output$plot3<-renderPlot({
    sb <- read.csv("C:/Users/nbamb/Documents/R/starbuckscasestudyusingr/All_S
tarbucks_Locations_in_the_World.csv",header = TRUE)
  own<-table(sb$Ownership.Type)
  barplot(own,main = "Stores analysis",xlab = "types of stores",col = "cyan")

   })
   output$text2 <- renderText(
     "Previously Starbucks had only company operated stores limiting their pr
esence everywhere. The Business Intelligence team then identified the need of
other types of stores
     to increase the brand awareness and the revenue of the company. So now S
tarbucks across the globe operates in many different forms as mentioned: 1. C
omapny Owned stores
     2. Joint Ventured Stores  3. Franchised stores  4. Licensed stores "
   )
   output$plot4<-renderPlot({
     sb <- read.csv("C:/Users/nbamb/Documents/R/starbuckscasestudyusingr/All_
Starbucks_Locations_in_the_World.csv",header = TRUE)
     counts<-table(sb$Country)

     barplot(counts,main = "Country wise distribution",xlab="countries",col="
red")

   })
   output$text3 <- renderText(
     "Maximum number of Starbucks stores can be found in USA as depicted abov
e in the bar plot. But after the saturation of number of stores in USA during
2008 to 2010, the BI team
     felt a need of expanding to other countries to increase the overall grow
th and revenue of the company. Now Starbucks covers almost all the countries
in the world through its stores presence."
   )

  output$progressBox <- renderInfoBox({
    infoBox(
      "Progress", mylinear(), icon = icon("list"),
      color = "purple"
    )
  })
  output$mymap <- renderLeaflet({
    starbucks <- read.csv("starbucks.csv", stringsAsFactors = FALSE)
```

```
    str(starbucks)
    atlanta <- subset(starbucks, City == "Atlanta" & State == "GA")
    leaflet() %>% addTiles() %>% setView(-84.3847, 33.7613, zoom = 16) %>%
      addMarkers(data = atlanta, lat = ~ Latitude, lng = ~ Longitude,popup =
atlanta$Name) %>%
      addPopups(-84.3847, 33.7616, 'Data journalists at work, <b>NICAR 2015</
b>')

  })

  output$text4 <- renderText(
    " This is a map of Starbucks stores in the city of Atlanta. If you explor
e the map carefully, you can see many Starbucks stores clustered nearby which
was a sign of poor demographic planning while setting up the stores. This was
one of the major reasons why stores were shut down during 2008-2010. After th
e introduction of Business Intelligence as one of the departments in Starbuck
s, all Starbucks stores are now found in a strategic location to attract maxi
mumn coffee drinkers."
  )

}

shinyApp(ui,server)
```

########################## snapshots of panels of dashboard ##################

STARBUCKS CASE

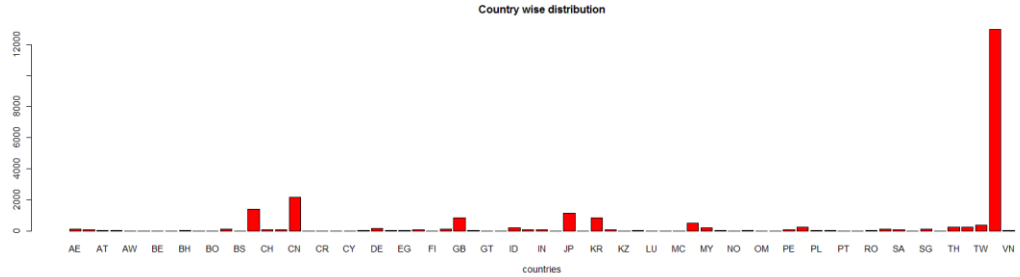
STOCK ANALYSIS | Stores | Countries | location mapper



Previously Starbucks had only company operated stores limiting their presence everywhere. The Business Intelligence team then identified the need of other types of stores to increase the brand awareness and the revenue of the company. So now Starbucks across the globe operates in many different forms as mentioned: 1. Comapny Owned stores 2. Joint Ventured Stores 3. Franchised stores 4. Licensed stores

STARBUCKS CASE

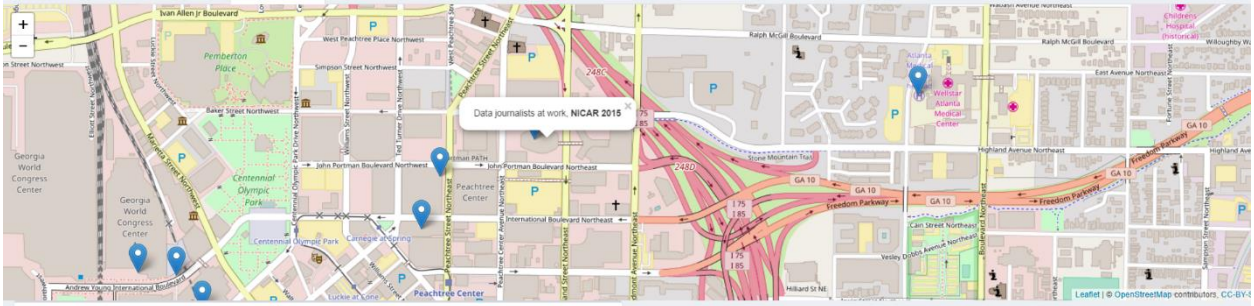
STOCK ANALYSIS | Stores | Countries | location mapper



Maximum number of Starbucks stores can be found in USA as depicted above in the bar plot. But after the saturation of number of stores in USA during 2008 to 2010, the BI team felt a need of expanding to other countries to increase the overall growth and revenue of the company. Now Starbucks covers almost all the countries in the world through its stores presence.

STARBUCKS CASE

STOCK ANALYSIS | Stores | Countries | location mapper



This is a map of Starbucks stores in the city of Atlanta. If you explore the map carefully, you can see many Starbucks stores clustered nearby which was a sign of poor demographic planning while setting up the stores. This was one of the major reasons why stores were shut down during 2008-2010. After the introduction of Business Intelligence as one of the departments in Starbucks, all Starbucks stores are now found in a strategic location to attract maximumn coffee drinkers.