

Starbucks: More Than A Misspelt Cup Of Overpriced Coffee?

What makes customers want to come
back?

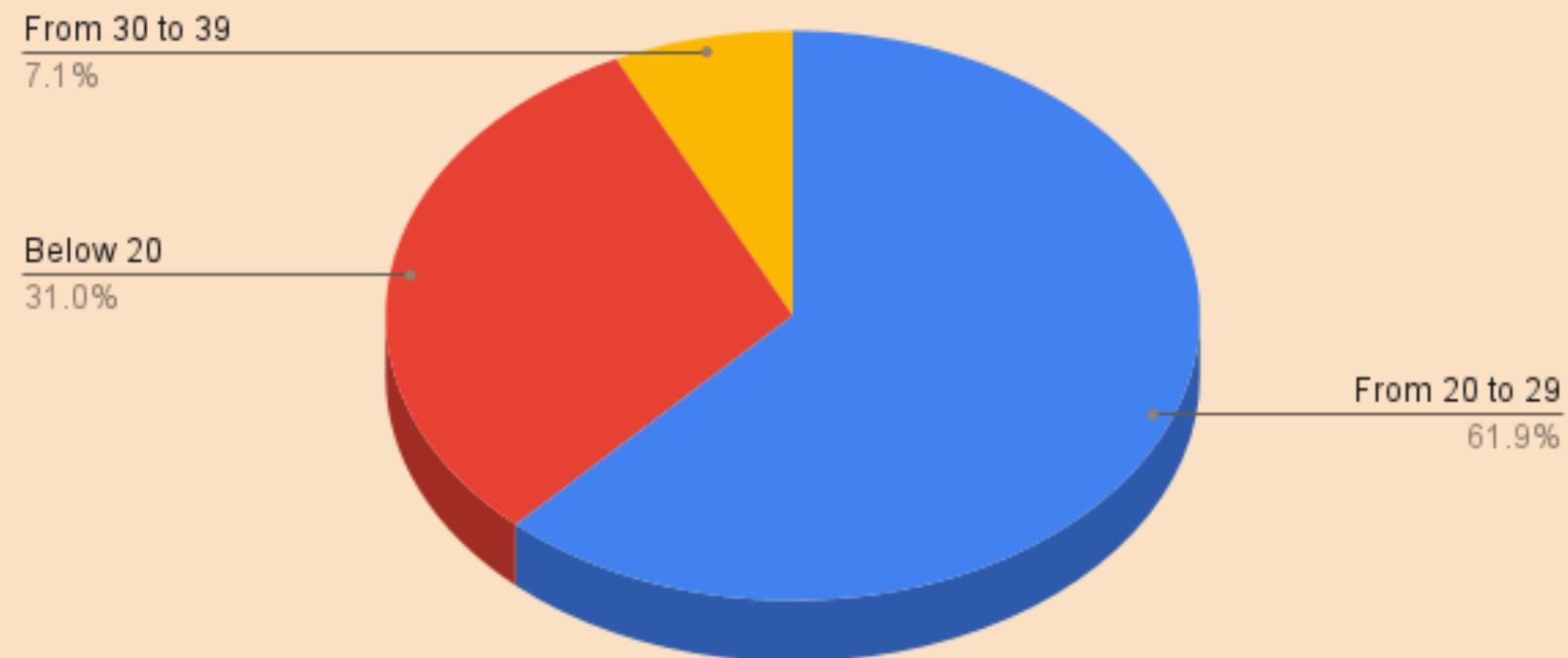
-A Data Driven Mini Analysis-



Let's look at our customer group:



Count of 2. Your Age



Most of them are young adults in the age group 20 to 29. The oldest customers are in the 30-39 bracket

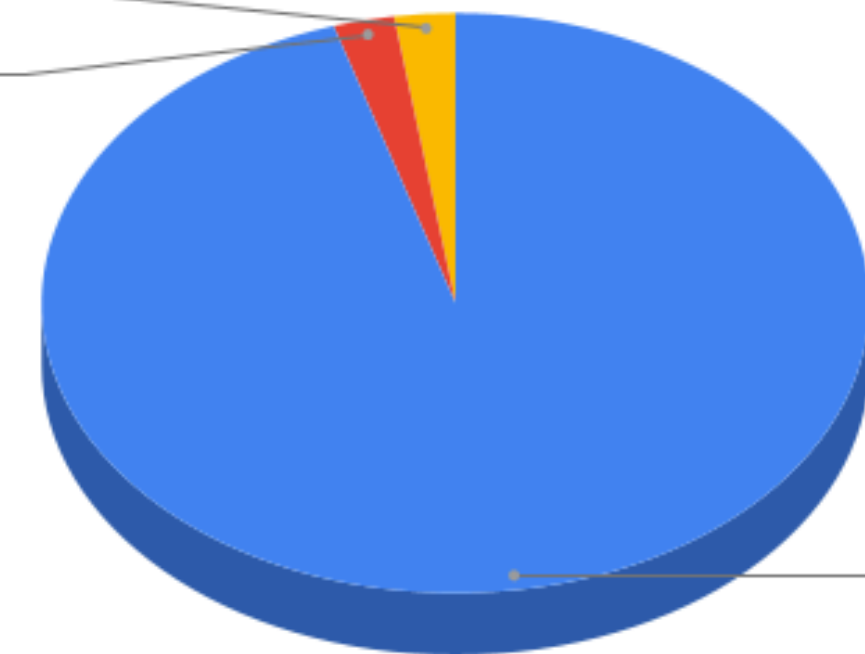
Count of 4. What is your annual income?

More than RM150,000

2.4%

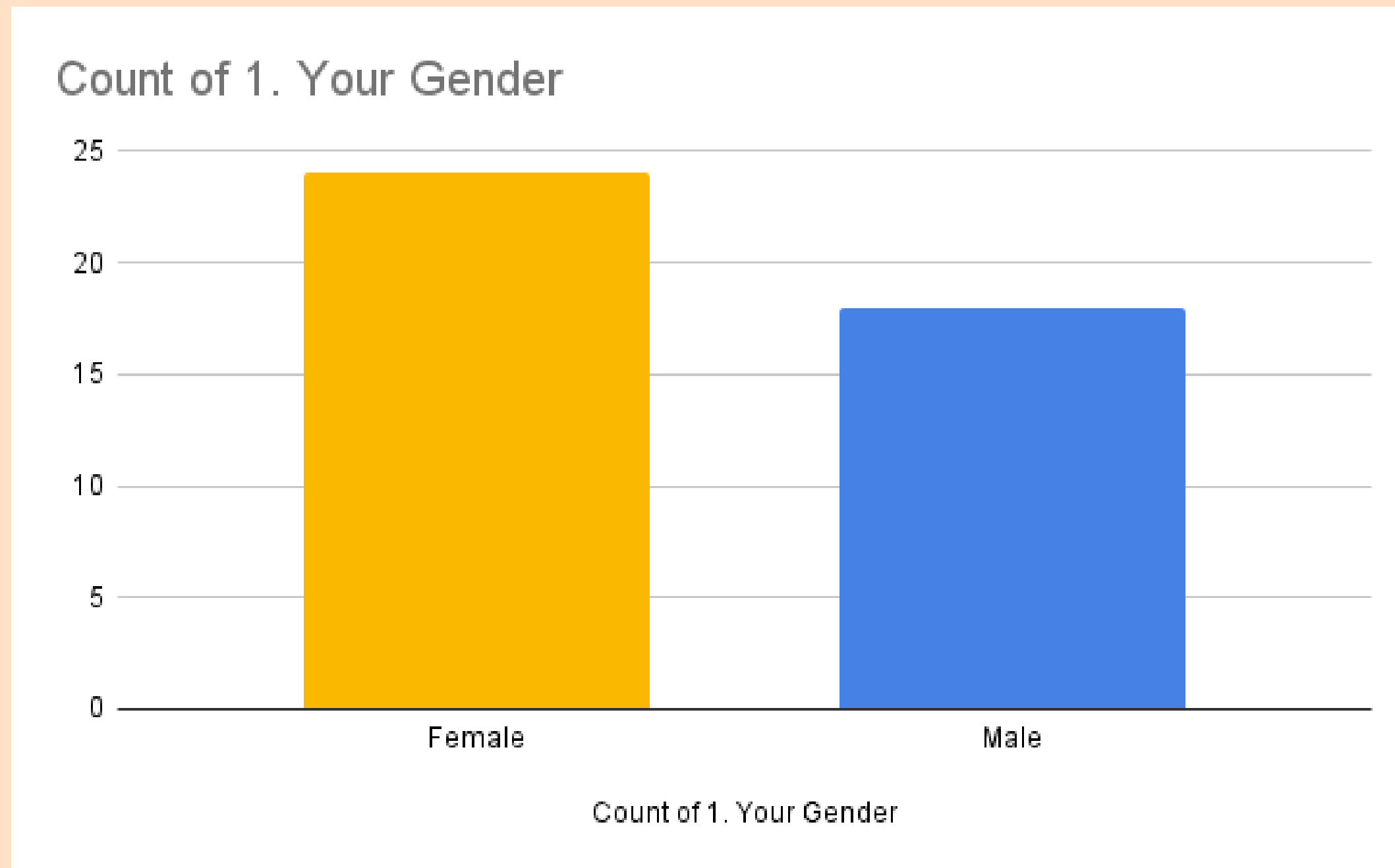
RM50,000 - RM100,000

2.4%



Most users reported an income of < RM 25000 which is below national average*

And as far as gender makeup goes:

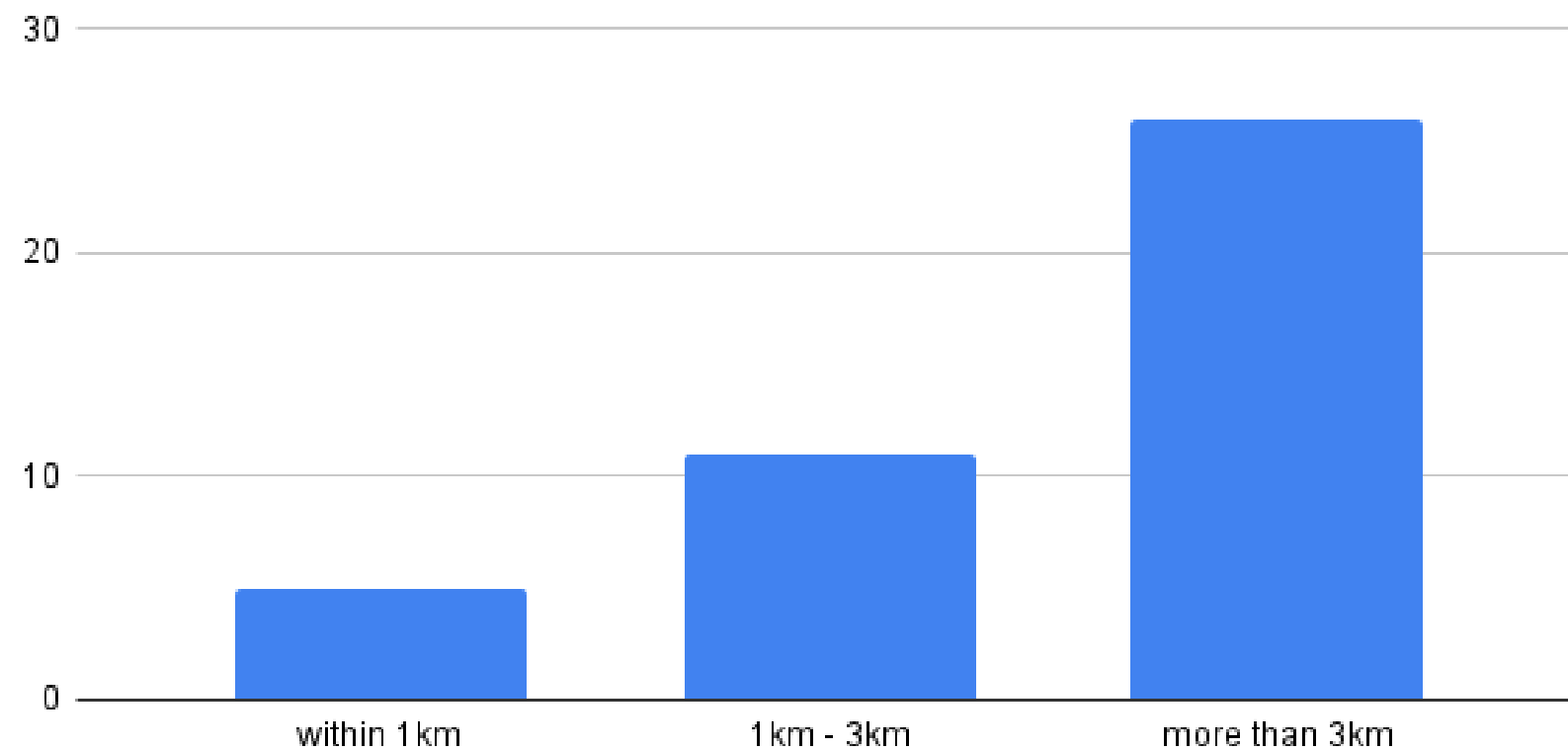


A slightly larger number of female customers seem to frequent Starbucks



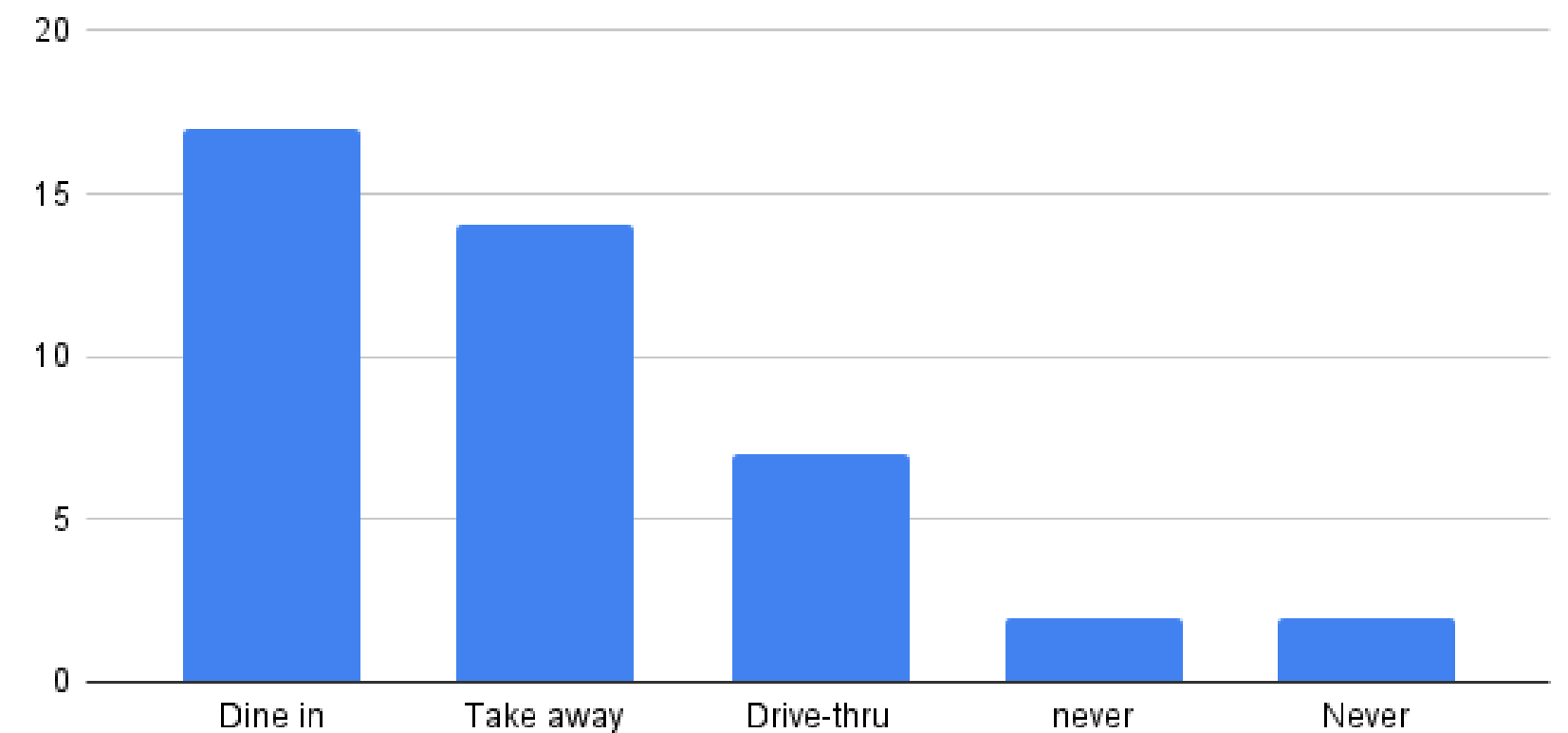
The Customer Who Goes To Starbucks

Count of 8. The nearest Starbucks's outlet to you is...?



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Count of 6. How do you usually enjoy Starbucks?



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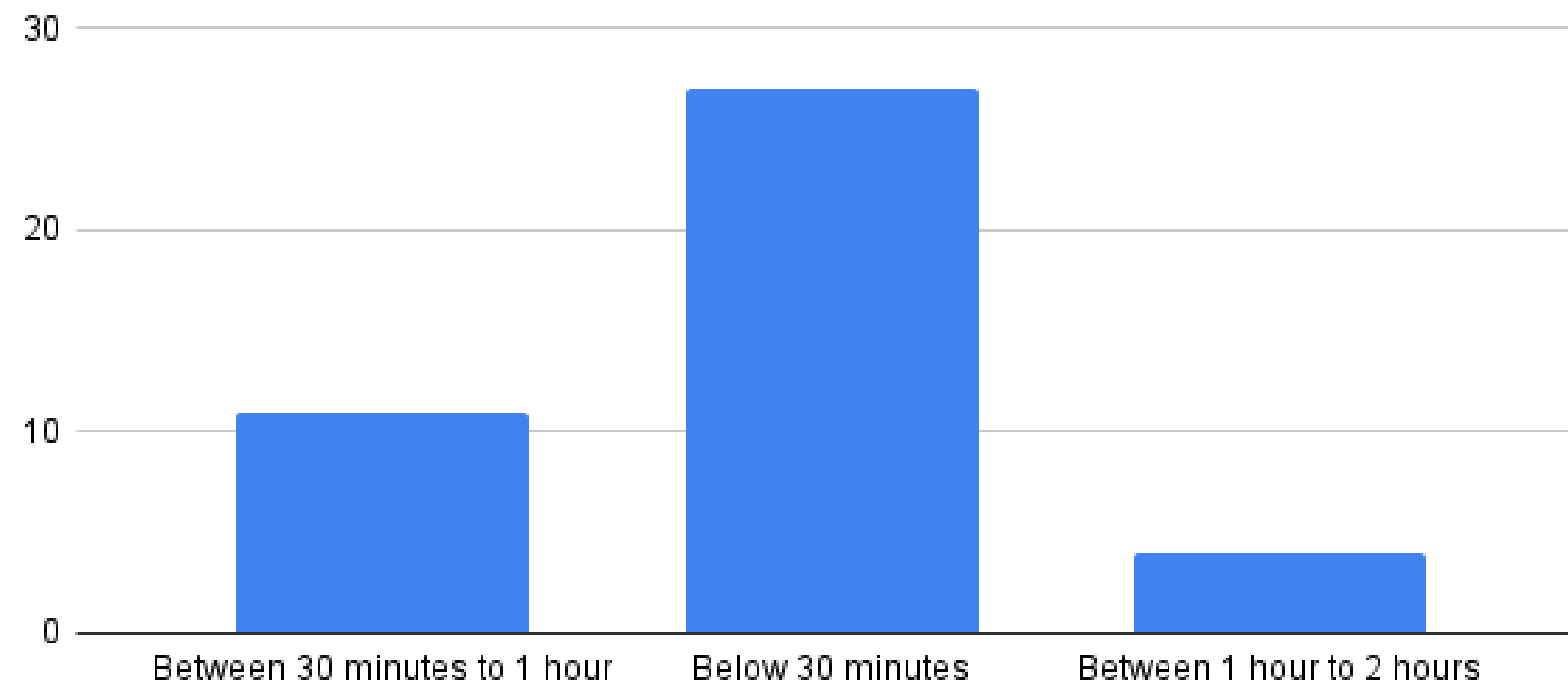
The nearest Starbucks outlet seems to be **more than 3 kilometres away**

And justifying the travel, most customers prefer to dine in.

But a comparatively significant number of users prefer the take-away option

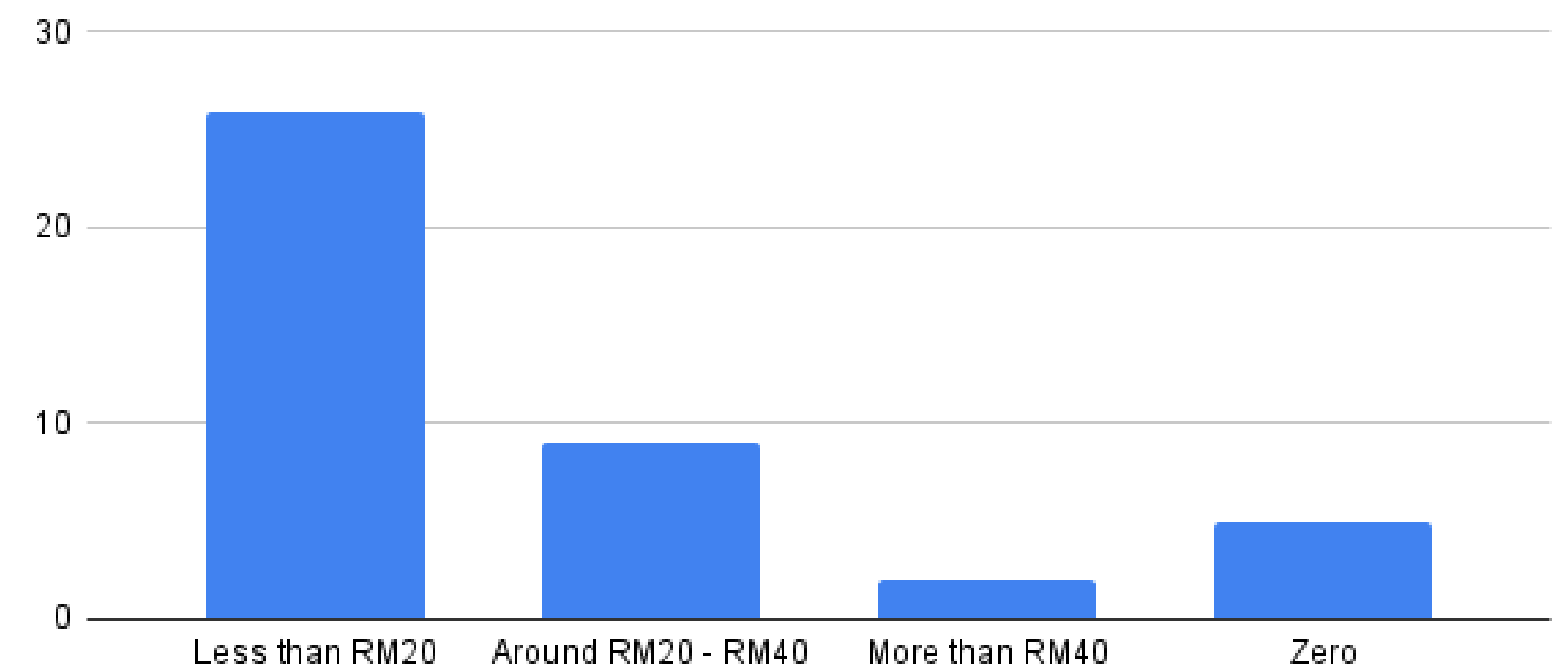
So the distance itself isn't a hindrance for the customer base

Count of 7. How much time do you normally spend during your visit?



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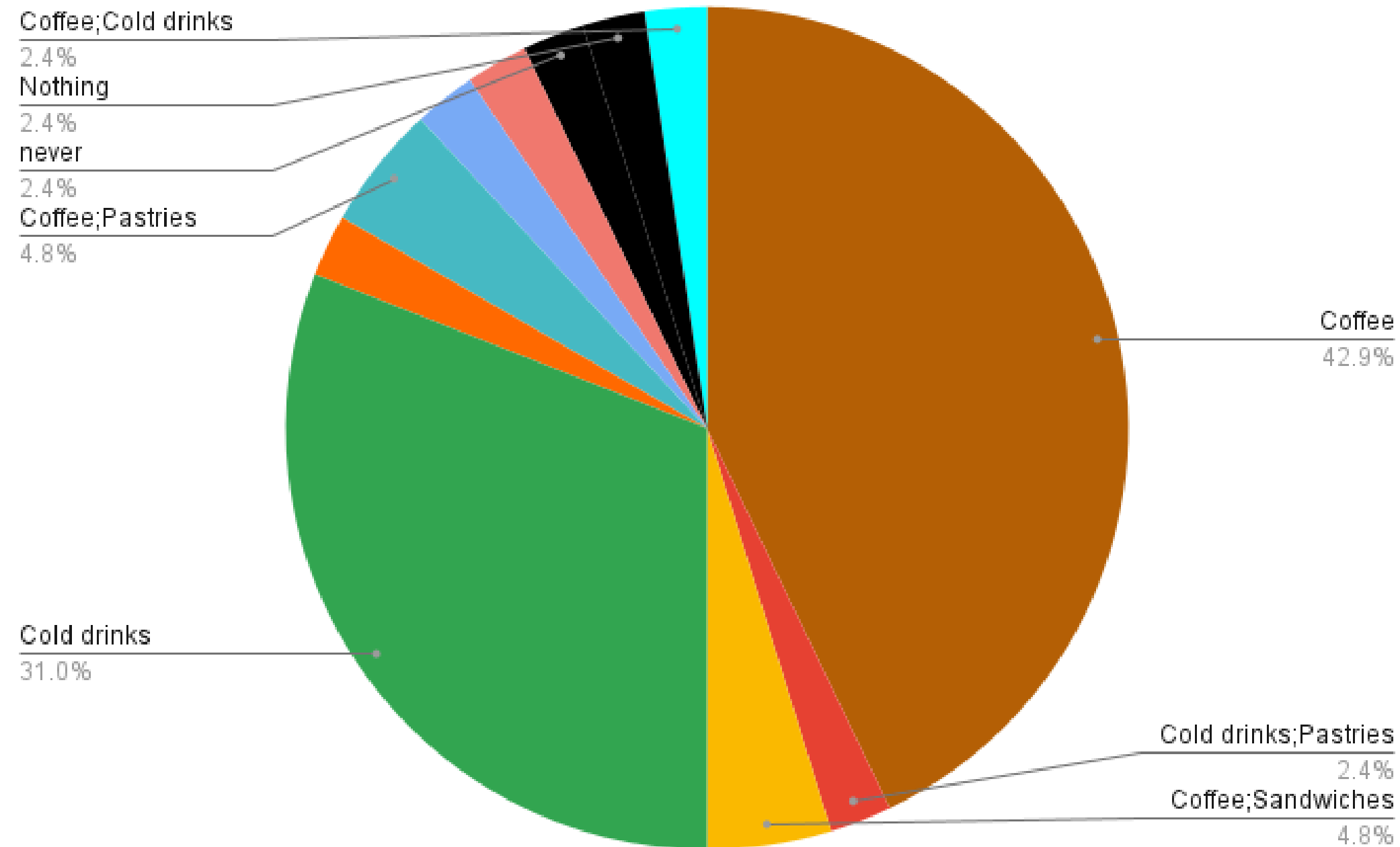
Count of 11. On average, how much would you spend at Starbucks per visit?



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Another unexpected surprise was that most customers stayed for less than 30 mins
This is understandable where take-aways are concerned but this was rather unexpected when dine-ins were still a majority
The customers spending leaned to the lower side, which seems proportionate to the reported income range

Count of 10. What do you most frequently purchase at Starbucks?

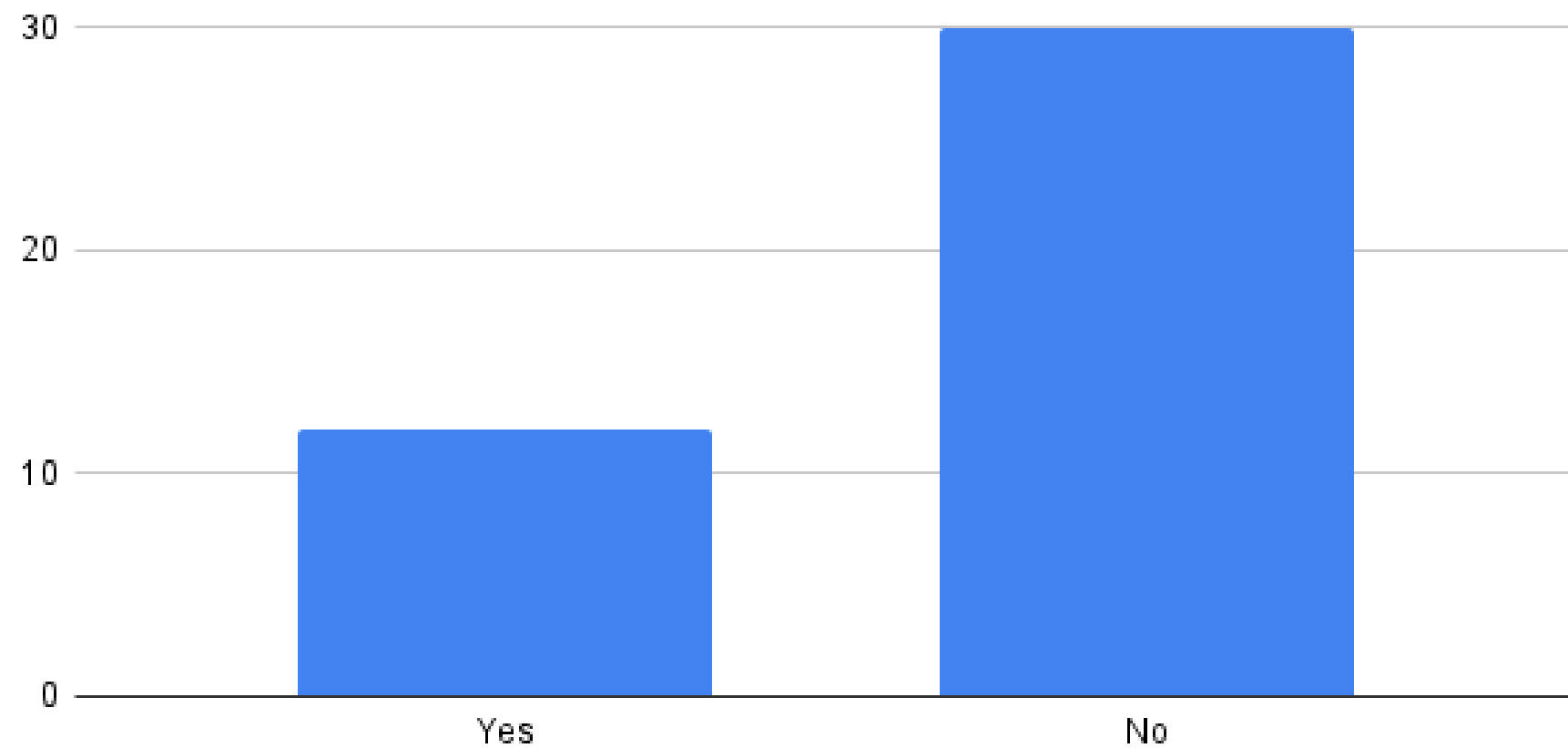


What did they spend on?
Unsurprisingly, it was coffee!! Next came cold drinks.

It was exactly what we've come to associate with a brand like Starbucks. Coffee in cups with the unmistakable Starbucks logo tied to a certain sense of Instagramable satisfaction

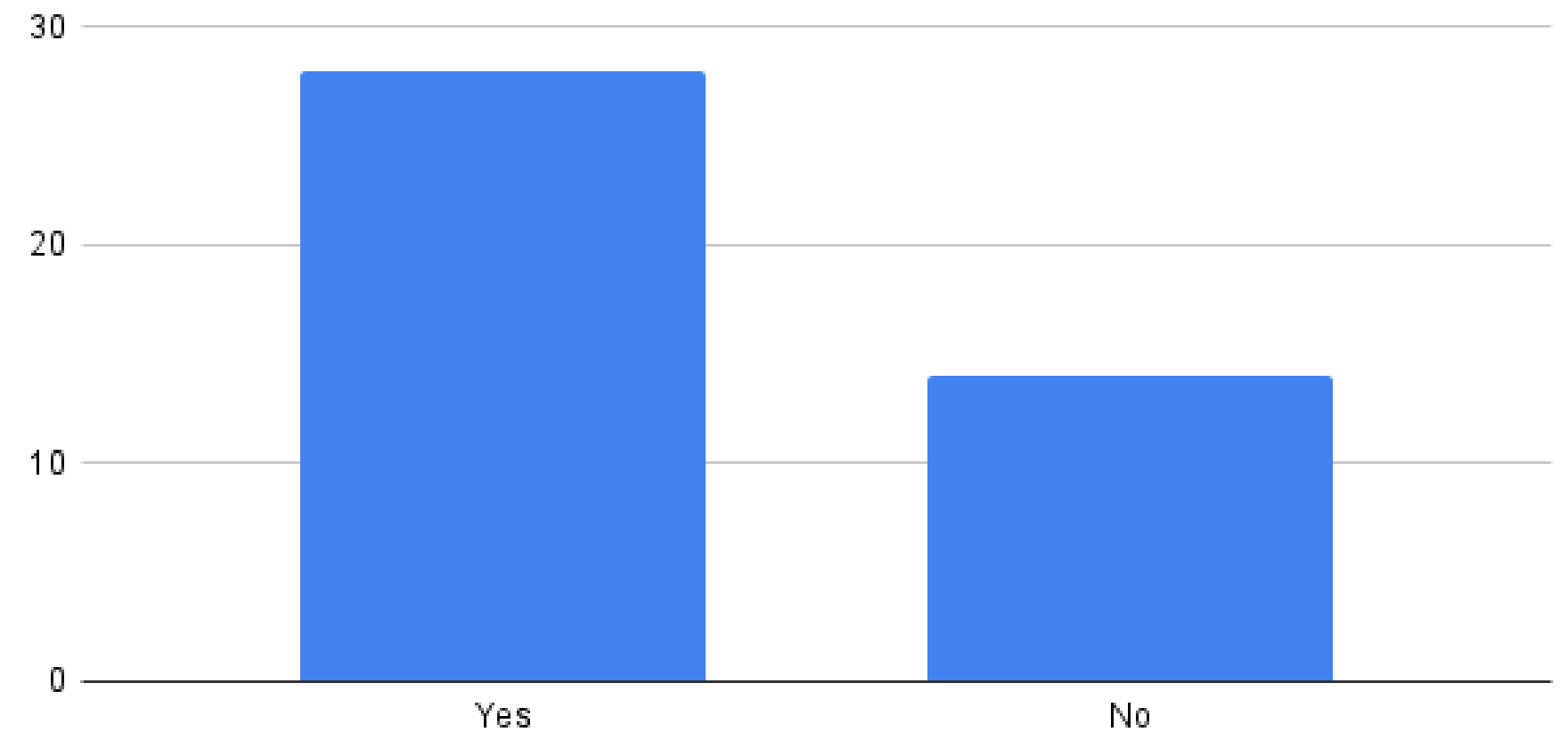


Count of 9. Do you have Starbucks membership card?



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Count of 20. Will you continue buying at Starbucks?



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Yet strangely, most of the customer base **didn't have a membership card.**

But yet most of them said they would continue coming to Starbucks.

The loyalty and rewards culture seemed to be lacking.

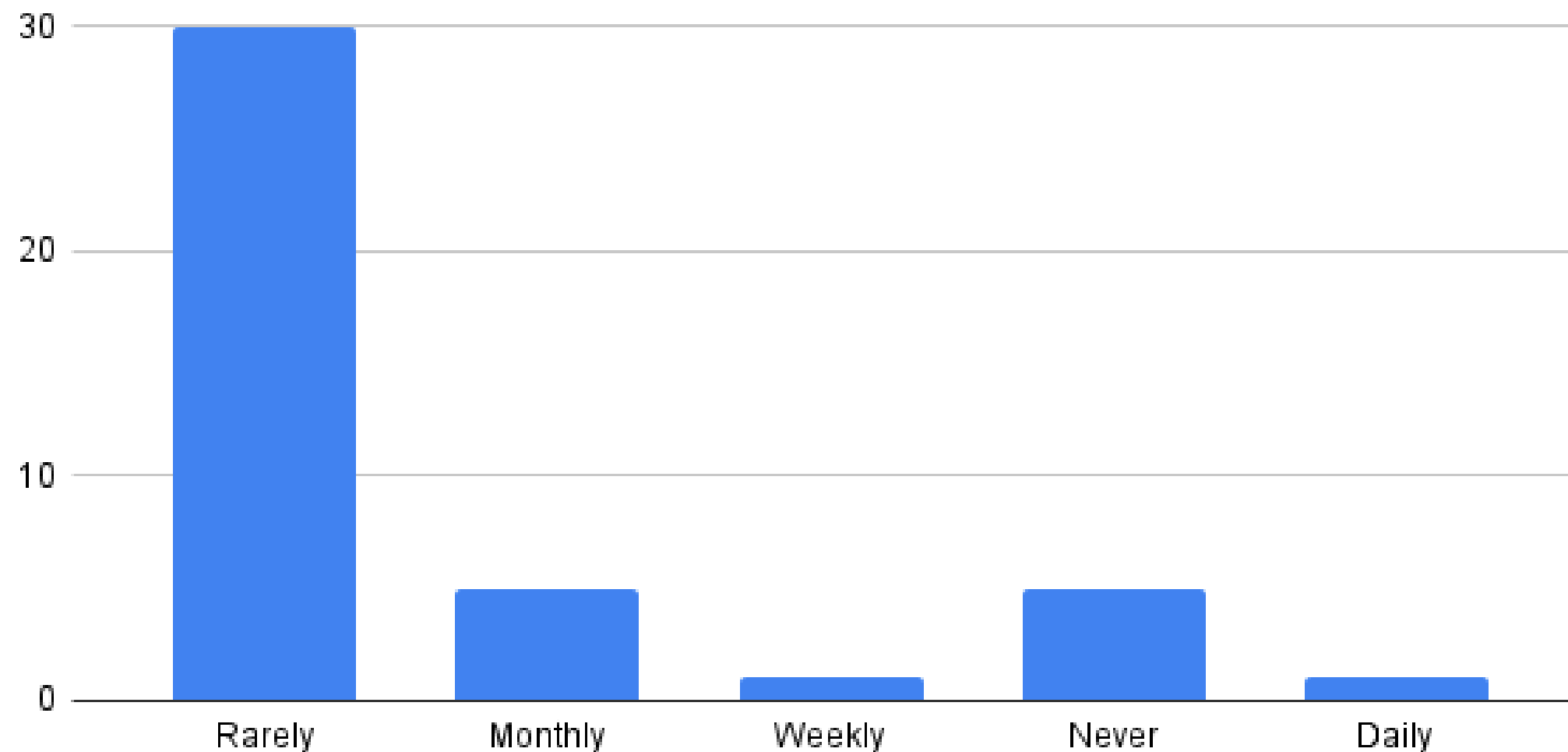
My next question was how frequently did they come to Starbucks in the first place?



The answer was **rarely**.

The customer rarely made visits to Starbucks and the brand image in the west seems to be something that the customer wanted to experience but it never actually became a part of their daily life

Count of 5. How often do you visit Starbucks?

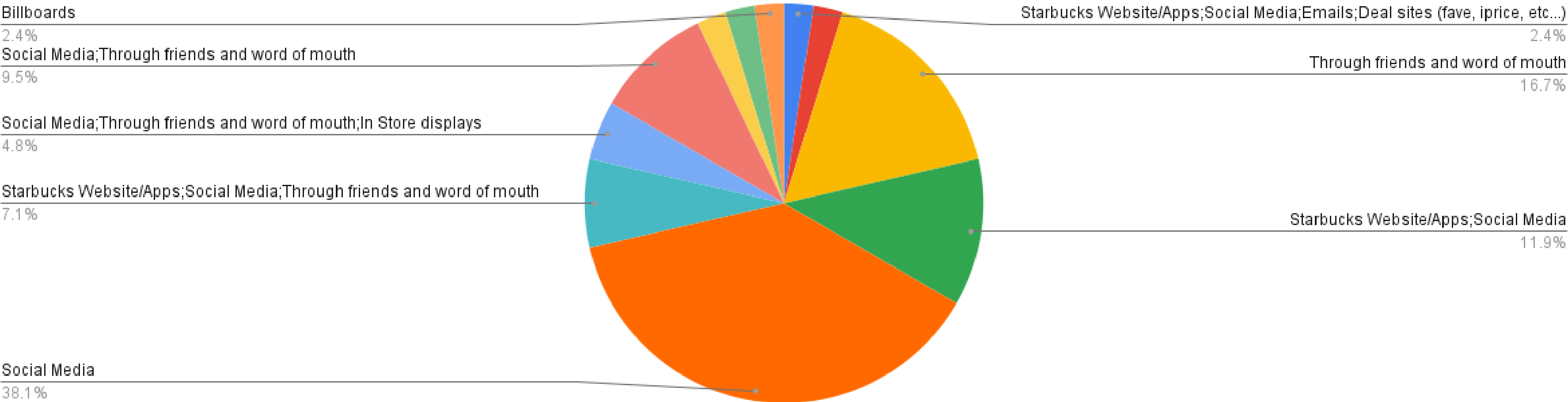


Count of 5. How often do you visit Starbucks?



Well, how did the customer hear about Starbucks in the first place?

Count of 19. How do you come to hear of promotions at Starbucks? Check all that apply.



They came to know about promotions mainly through social media, word of mouth or through their friends.

Follow

Online presence, pictures of the Starbucks cup, stories of misspelled names -

the brand IS the product

The hype, the trend and a certain level of perceived social validation is the hook. While the lifestyle sold is covetable, the price and the practicality of getting a Starbucks drink on a regular basis prevents it from being an everyday part of their life

