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Final Project Proposal

For my final project, I plan on answering a few different questions. I will focus on the coffee chain Starbucks, and I plan on making a shiny app that displays each US Starbucks location for a given range of years. This app will allow the user to select a year to look at and the area to look at. By this I intend to have a selection tool that can show the US as a whole, individual state’s Starbucks locations, and individual county’s Starbucks locations. This will answer the question of how much has Starbucks grown in terms of availability? as nowadays it seems like there’s one on every corner. This map will also answer the question of how exactly has Starbucks expanded? By this I mean are new stores opening up in areas where there previously wasn’t a Starbucks, or are they opening in areas with one or more stores in a close proximity in order to spread out the “busyness” in that area. I have found a package to make US maps with states and counties shown. I have also found a dataset with global Starbucks store longitude and latitude information as of 2017; although I will need to find other datasets that show the store locations for each year rather than one that is updated each year. I am also thinking of attempting to make something similar to a flourish bar plot race, where it acts as a video almost and you can see the stores being added each year. This may prove to be difficult, but if I can find a package for that I think it would be a very interesting graphic.

The second part of my project aims to use stock prices for a couple things. Firstly, I want to compare the map’s location growth (assuming) to the Starbucks stock price rise or fall for a given year. Secondly, I would like to compare the Starbucks stock price to other competing coffee chains (Dunkin Donuts, Tim Hortons (Restaurant Brands stock), ) to see how Starbucks’ growth physically has effected them. This second part of the project will be done in the shiny app as well with the ability to display the stock prices of Starbucks and the competing chains during a given year. I can also analyze with a markdown where I can focus on specific years of interest such as the year Starbucks earned a large investment or when they introduced “refresher” or non-coffee drinks that has helped them control the market more. Obviously this is a lot of work, and entering some territory I don’t have much experience in; but my goal is to attempt to do all of these things in my project.