

DATA ANALYSIS



Group 1 - Digital Marketing
and Communication
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PROJECT

BBS CANTEEN

BBS CANTEEN

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SURVEY OBJECTIVE

Understand student coffee habits and satisfaction at BBS
New Campus



COFFEE AT BBS

Coffee is an essential part of student life
Serves as an energy boost and a social moment on campus

INTRODUCTION



FOCUS AREAS

Consumers habits

Quality of the coffee at BBS

General satisfaction and "word of mouth"

General profile



METHODOLOGY

Data collection via Google Forms

Multiple-choice and 1 to 7 rating scale questions

INTRODUCTION

WHAT DO YOU THINK ABOUT THE COFFEE HERE?
THIS IS YOUR CHANCE TO TELL US!



11

Answers

1

4

Weeks collecting data

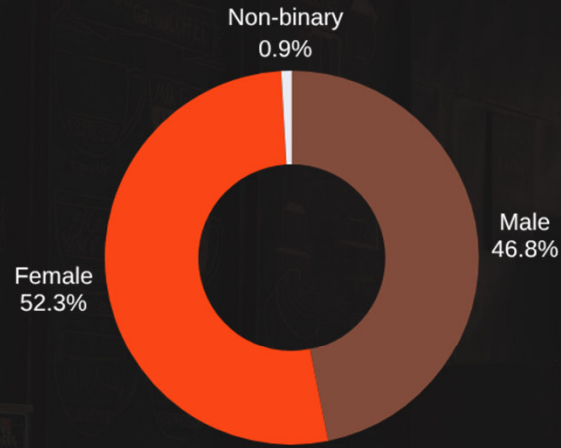
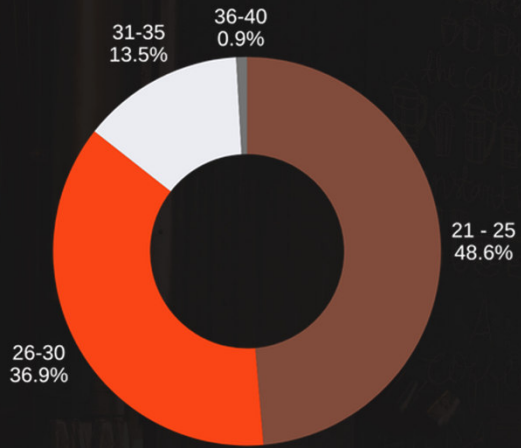
5

Sections of questions

2

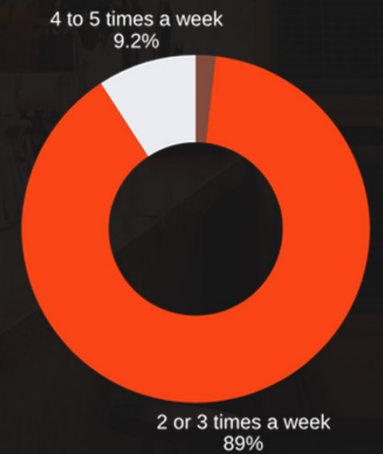
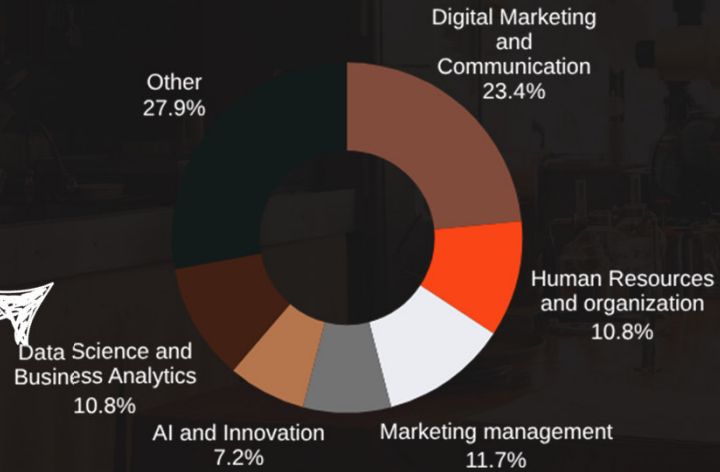
Minutes to answer

PROFILES

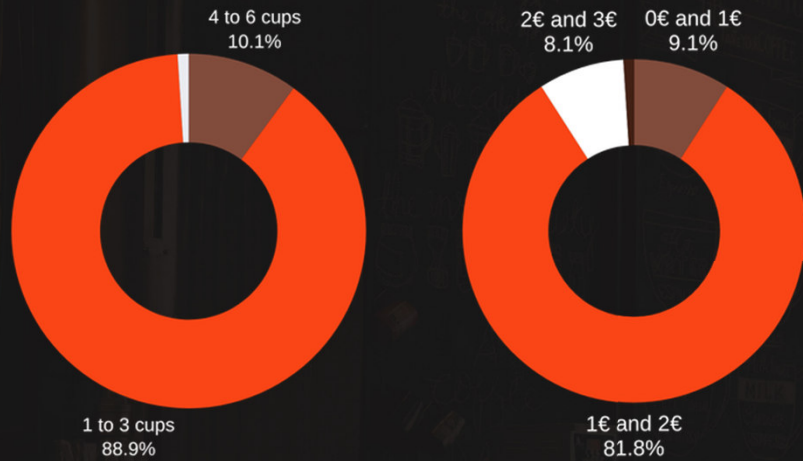


Age and Gender

Masters and Frequency

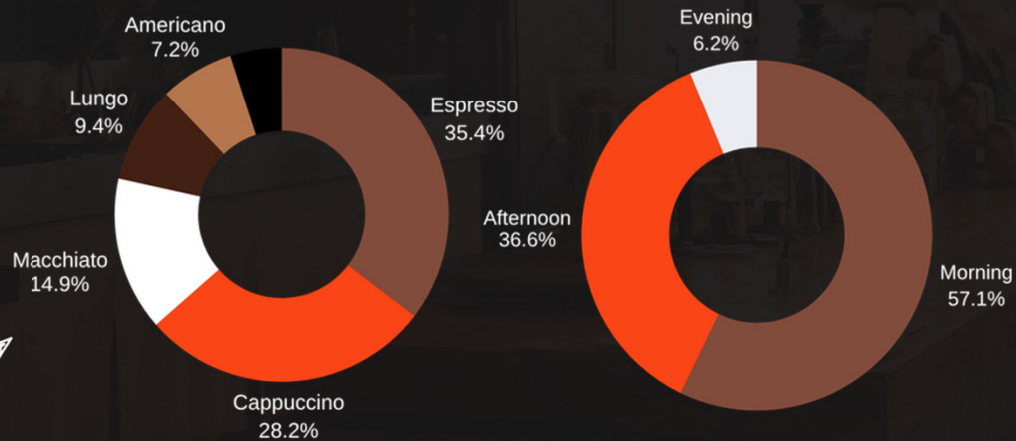


HABITS



Cups and price

Coffee and period



1.27€

Average price of an espresso in Bologna



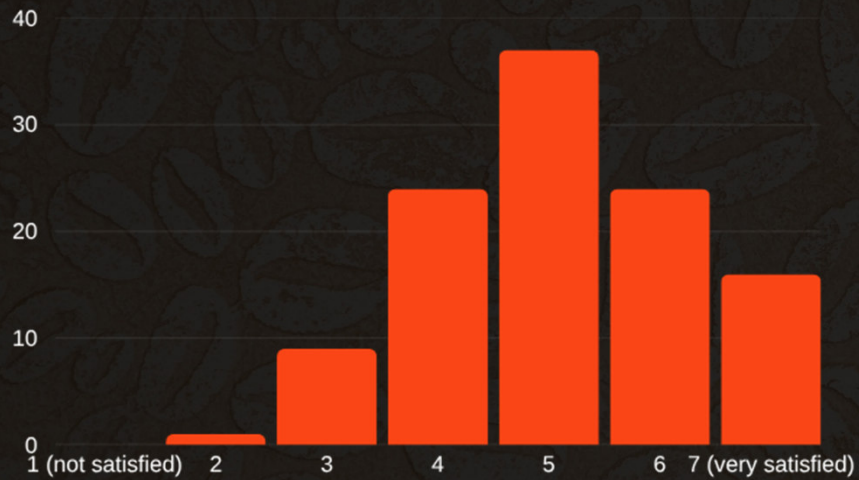
1.86€

Average price of a cappuccino in Bologna

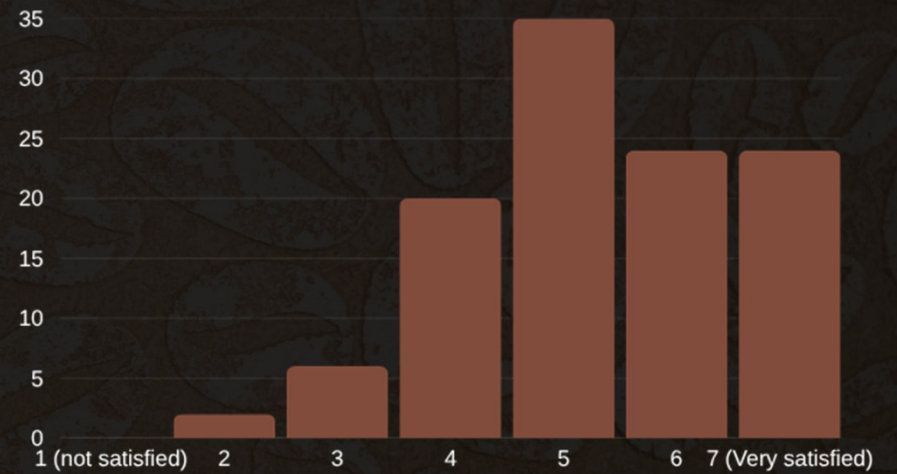
Source: numbeo.com / FIPE.it

VARIABLES

Quality

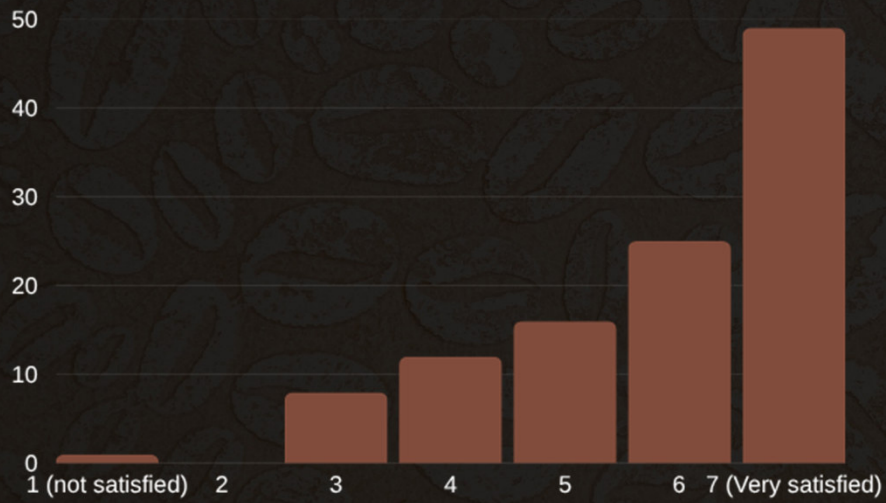


Taste

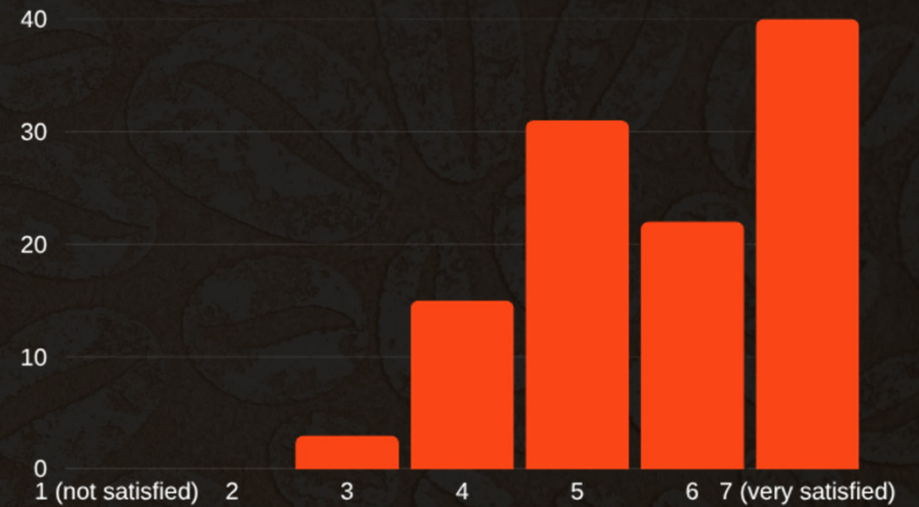


VARIABLES

Service

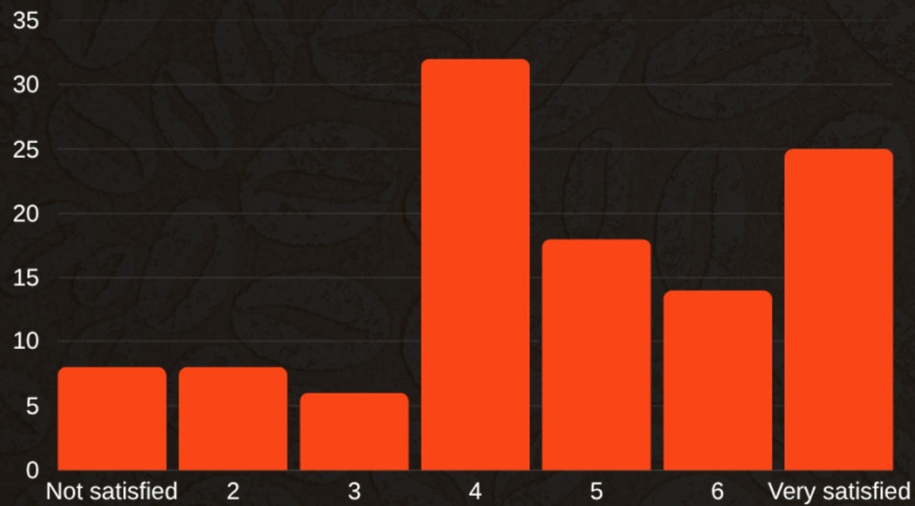


Appearance/presentation

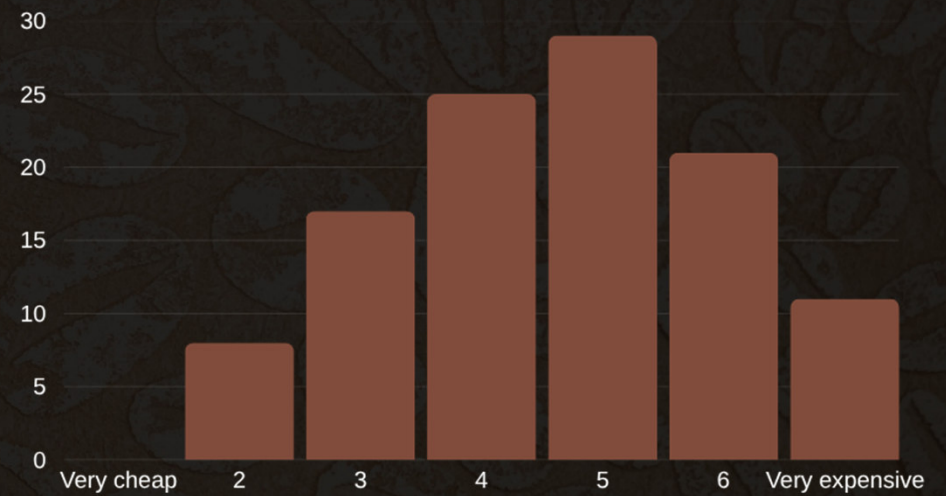


VARIABLES

How satisfied are you with the different options of milk?



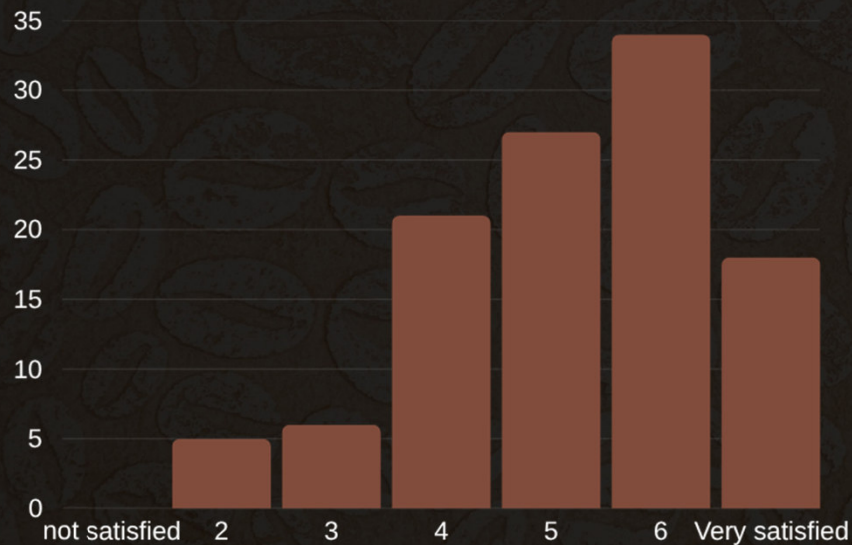
How would you rate the current price of your coffee order?



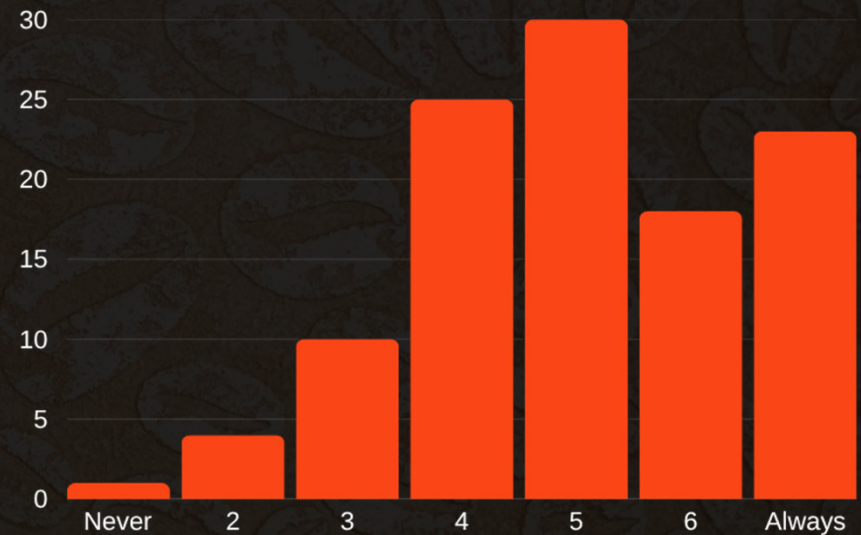
GENERAL SATISFACTION

WORD OF MOUTH

How satisfied are you with the coffee served at the New Campus?



What is the probability of you recommending the coffee from the new campus to a colleague?



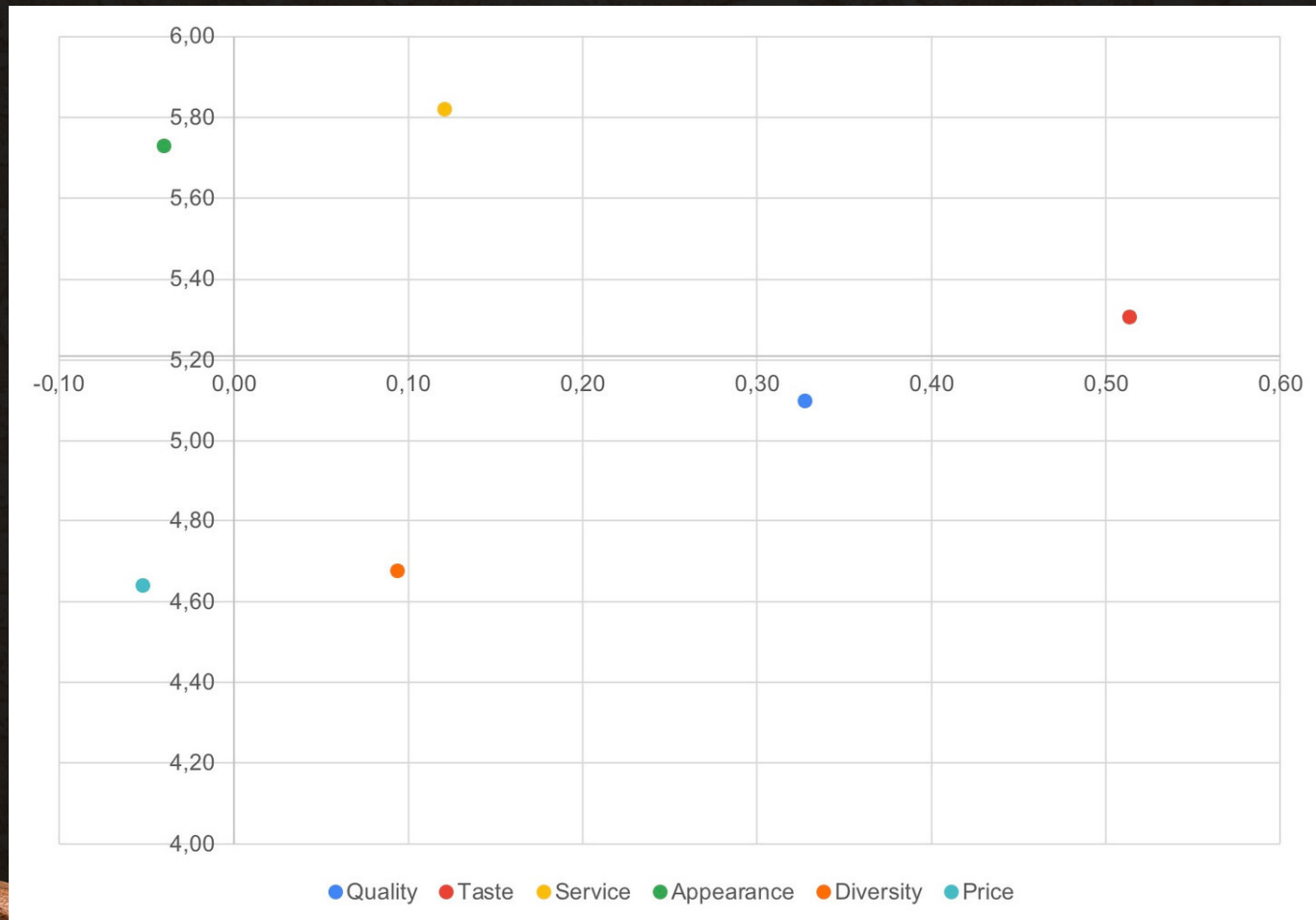
RUNNING THE DATA



LINEAR REGRESSION

SUMMARY OUTPUT									
<i>Regression Statistics</i>									
Multiple R	0,76								
R Square	0,57								
Adjusted R Square	0,55								
Standard Error	0,96								
Observations	111,00								
<i>ANOVA</i>									
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>				
Regression	6,00	130,31	21,72	23,38	0,00				
Residual	104,00	96,61	0,93						
Total	110,00	226,92							
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>	
Intercept	-0,04	0,57	-0,06	0,95	-1,18	1,10	-1,18	1,10	
QUALITY	0,33	0,12	2,63	0,01	0,08	0,57	0,08	0,57	
TASTE	0,51	0,11	4,72	0,00	0,30	0,73	0,30	0,73	
SERVICE	0,12	0,09	1,36	0,18	-0,06	0,30	-0,06	0,30	
APPEARANCE	-0,04	0,10	-0,38	0,70	-0,25	0,17	-0,25	0,17	
DIVERSITY	0,09	0,06	1,67	0,10	-0,02	0,21	-0,02	0,21	
PRICE	-0,05	0,07	-0,79	0,43	-0,18	0,08	-0,18	0,08	

IMPORTANCE X PERFORMANCE



MANAGERIAL IMPLICATIONS



POSSIBLE OVERKILL

- Appearance



KEEP UP THE GOOD WORK

- Service
- Taste



LOW PRIORITY

- Price



CONCENTRATE HERE

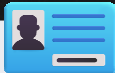
- Diversity
- Quality

POSSIBLE SOLUTIONS



Granarolo has a vegan line that produces soy, rice and oat milk. Increase in options of milks besides the traditional ones.

Granarolo partnership



Every 10 coffees you order with milk, you win a free one of your choice! Reinforce the diversity.

Punch card (fidelity)



Improve significantly the cups used for the coffees to go would increase appearance.

New cups, please!



Adding a little glass of sparkling water and a little piece of cookie can improve presentation and appearance.

Cookies + sparkling water



BBS CUPS DESIGN-MOCKUP

BBS PUNCH CARD-MOCKUP

BBS   **GRANAROLO**

Coffee Card

A smiling woman with long dark hair, wearing a black top and a red apron, is holding a golden-brown croissant on a white plate. She is standing in a modern kitchen or cafe with large windows and stainless steel equipment. In the background, other people are visible at a service counter.

THANK YOU GRAZIE MILLE

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