Analysis Tool for Impact of Modifiers on Production

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PROBLEM
Starbucks projects 75% of beverages will include modifiers (added syrups, milks, etc.) in Fiscal Year (FY) '22.

With this increased demand for modified drinks, the labor that is scheduled by the current labor model is inaccurate. It does not take modifiers into account, underestimating the total production time used in the labor model. With this inaccuracy of scheduled labor, partner and customer experience is negatively impacted.

With an average number of modifiers around 1,206 per day, how much production time from modifiers are not taken into account in the current Starbucks labor model?

OBJECTIVES
To understand the extent of increased production demand and impact arising from no account of modifiers in the labor model.

Analyzed the number of modifiers and production time of modifiers per day of the week. These statistics show how much production time is currently unaccounted for. The total production time used in the labor model is 1,317.1 minutes on Fridays within a 6-month period.

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CONCLUSION
Current labor model accounts for 0 modifiers and 0 minutes of modification time.

Analyzed the total modification time per month. Identified an average total modification time of 1,200.6 minutes per month.*

These statistics show how much production time is currently unaccounted for. The total modification time represents 25% and 12.5% of the amount of time a part-time and full-time partner*, respectively, works per month. We conclude that modifiers have a significant impact on total production time, resulting in an underrepresentation of total labor time. With this information, Starbucks can schedule labor more accurately, improving partner and customer experience while facilitating business.

*Assuming a part-time and full-time partner works 20 and 40 hours/week, respectively.

RECOMMENDATIONS
Use the analysis tool to further understand and analyze the impact of modifiers. Using this information, improve the current labor model to take those modifiers into consideration in order to support the current customer demand.

Use Tableau to analyze business trends across hours, days, and/or months in order to support and implement marketing tactics that drive business.

Interview customers and partners on the usage and impact of modifiers on their day to day lives at Starbucks, to improve customer and partner experience.