



STARBUCKS in Riyadh

IS 492 Project (GIS) Instructor: Dr. Omer Alrwais



كلية علوم الحاسب والمعلومات

PROBLEM DESCRIPTION

- We want to count the Starbucks locations in Riyadh city to know their exact location, the reason for choosing the sites, the environment surrounding the branch.
- We chose Starbucks because it is very famous and has many branches in Riyadh, also known for Starbucks strategies in the selection of branches locations , and there are studies talked about it but in other countries, there was no study on the cities of Saudi Arabia.

ANALYSIS

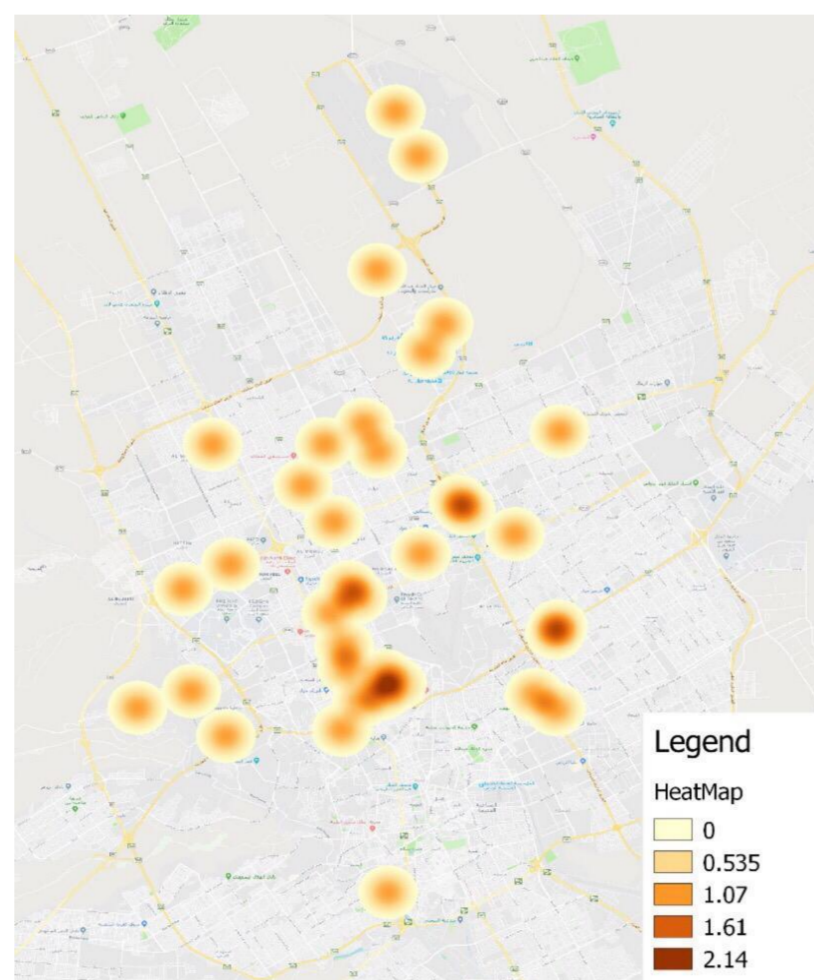
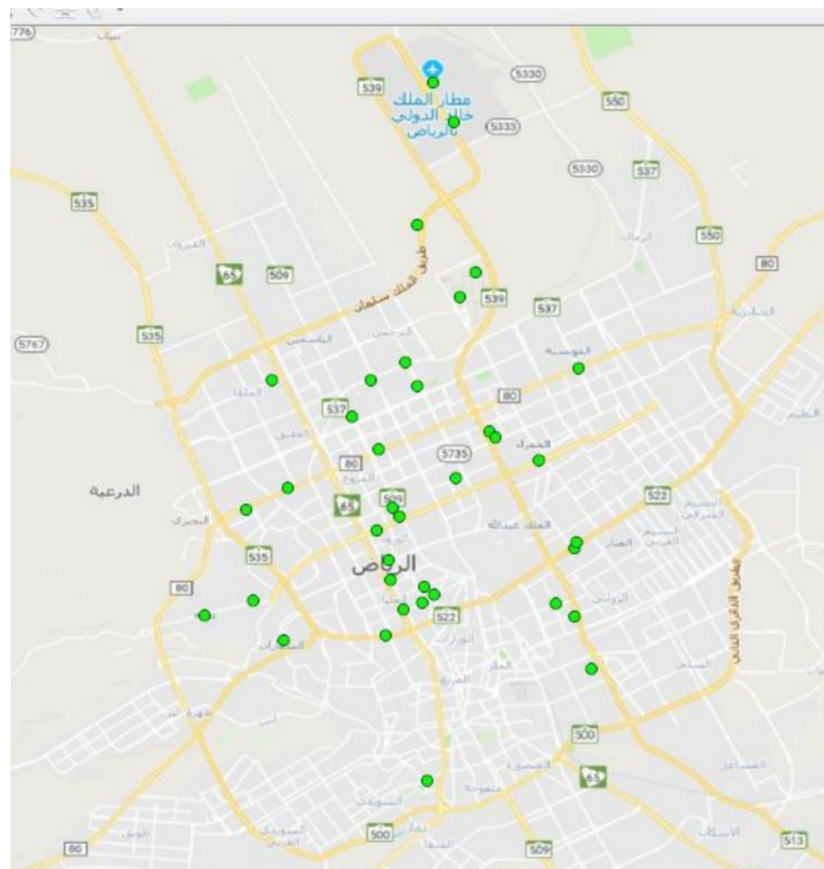
- On the analytical side,
- We wanted to know where Starbucks is located.
- And what things to consider when choosing branches.
- For this, we used HeatMap to find out where branches are grouped, and what regions are being highlighted.

PROJECT MEMBERS

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DATA DESCRIPTION

- The data used are Victor data , a sites for Starbucks branches in Riyadh. We also took into account the important next door of the branch for example a hospital, a famous supermarket or mall.
- We used Google Maps and Google Earth to collect data.

CONCLUSION

- We have reached some conclusions
- Starbucks choose the most crowded places, they focus on business areas , sometimes next to a group of restaurants, a large supermarket, a Jarir bookstore or inside a mall.
- In order for our study to be more accurate, we need large data, about the level of income in the districts of Riyadh, crowded places, purchasing power, places of coffee lovers, etc.
- Our study of Starbucks is a reference to similar entrepreneurs, such as restaurants, cafes,
- Small businesses or emerging cafes may not benefit from the study because of the size of Starbucks and its many branches.