

NEXT Intelligence

Specializing in Finding People, Assets & Information



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Analyzing Cross-Visitation Patterns and Customer Loyalty Between Starbucks and Dunkin' Donuts in [Location]

1. Introduction

In the competitive world of coffee retail, understanding customer behavior is critical for market positioning. This case study demonstrates how Next 72 Intelligence LLC leveraged advanced geolocation analytics to track and analyze customer movement patterns between three Dunkin' Donuts and three Starbucks locations in [Location]. By analyzing cross-visitation trends and customer loyalty rates, we uncovered insights into brand retention, customer overlap, and potential competitive advantages.

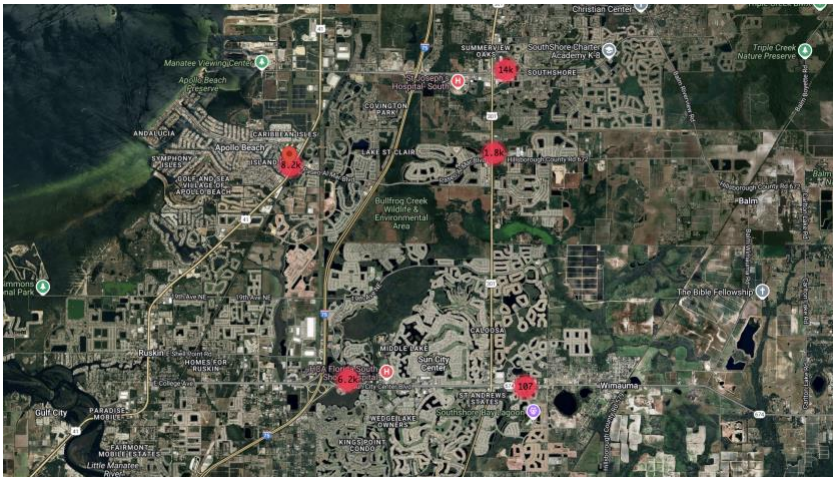
2. Objectives of the Study

- Identify customer movement between Starbucks and Dunkin' Donuts locations.
- Determine the percentage of Starbucks customers who also visit Dunkin' Donuts and vice versa.
- Measure customer retention by identifying repeat visitors to each location.
- Provide actionable intelligence on market penetration, brand loyalty, and customer behavior.

3. Methodology

We utilized our proprietary geolocation intelligence platform, analyzing billions of anonymized device signals to track foot traffic patterns over a set timeframe. The data was collected from January 25th, focusing on visits to three Starbucks and three Dunkin' Donuts locations. Additionally, cross-visitation behavior and repeat customer metrics were extracted to determine the volume of customers frequenting both brands and their return rate.

4. Key Findings



4.1 Total Foot Traffic

- Dunkin' Donuts Locations:
 - Ruskin, FL (1,867 visits, 872 repeat visitors)
 - Wimauma, FL (21 visits, 19 repeat visitors)
 - Apollo Beach, FL (2,764 visits, 1,223 repeat visitors)
- Starbucks Locations:
 - Apollo Beach, FL (444 visits, 249 repeat visitors)
 - Riverview, FL (565 visits, 97 repeat visitors)
 - Big Bend Rd, Riverview, FL (3,679 visits, 2,102 repeat visitors)

4.2 Cross-Visitation Insights

- Starbucks to Dunkin' Donuts:
 - 90 customers from Starbucks (Apollo Beach) also visited Dunkin' Donuts (Apollo Beach).
 - 8 customers from Starbucks (Apollo Beach) visited Dunkin' Donuts (Ruskin).
 - 1 customer from Starbucks (Riverview) visited Dunkin' Donuts (Apollo Beach).

4.3 Customer Loyalty & Retention

A key metric in this study was repeat visitation, a strong indicator of brand loyalty. Our data revealed significant differences in retention across locations:

- Dunkin' Donuts Customer Loyalty Rates:
 - Ruskin: 46.7% (872 of 1,867 visitors returned)
 - Wimauma: 90.5% (19 of 21 visitors returned)

- Apollo Beach: 44.2% (1,223 of 2,764 visitors returned)
- Starbucks Customer Loyalty Rates:
 - Apollo Beach: 56.0% (249 of 444 visitors returned)
 - Riverview: 17.2% (97 of 565 visitors returned)
 - Big Bend Rd, Riverview: 57.2% (2,102 of 3,679 visitors returned)

5. Business Impact & Competitive Insights

- **Brand Loyalty & Retention:** Dunkin' Donuts exhibits a higher percentage of repeat visitors in most locations, indicating stronger customer loyalty.
- **Location Strategy:** Starbucks locations in Apollo Beach and Riverview show lower retention rates, suggesting potential areas for improvement in engagement strategies.
- **Targeted Marketing Opportunities:** Businesses can optimize promotions by targeting customers who visit both brands or by increasing retention strategies for low-loyalty locations.

6. Why Choose Next 72 Intelligence?

Unlike traditional foot traffic studies, Next 72 Intelligence LLC delivers high-precision geolocation insights, leveraging historical tracking, pattern recognition, and cross-device analysis. Our tools empower businesses to make data-driven decisions that optimize market strategy.

7. Conclusion

Through our advanced geolocation tracking, we provided Dunkin' Donuts and Starbucks with actionable insights into customer behavior, cross-visitation, and loyalty. Understanding these patterns allows businesses to craft competitive marketing strategies, optimize store placement, and drive higher retention.