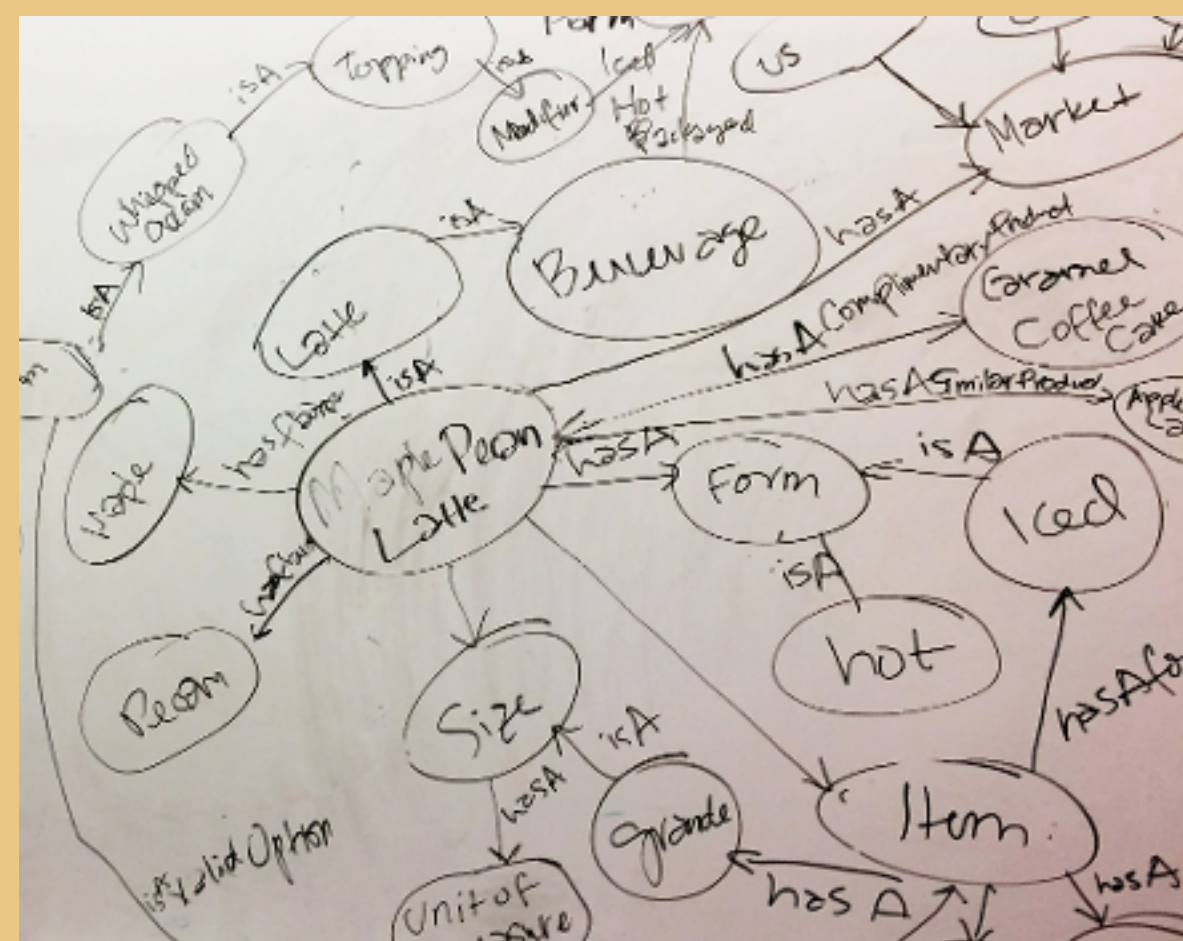


Ontologists: Leslie Granillo, Tori Hanson, Jessica Kent, Taylor Hartford

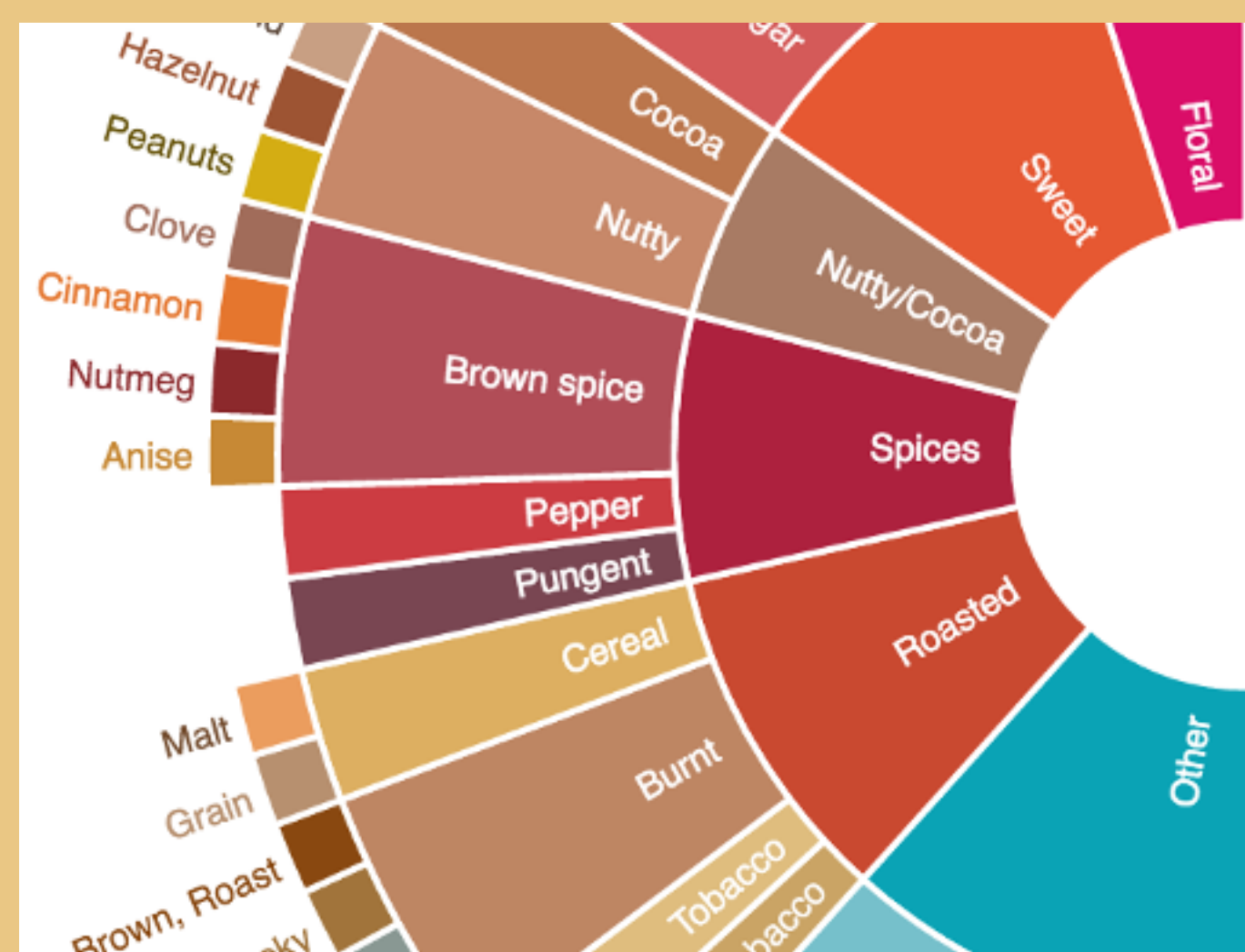


PROBLEM

Starbucks Coffee Company, specifically with the Business Intelligence team, needed our help to build out more extensive relationships between the different facets of the company, with a particular focus on beverage metadata.

PROCESS

We conducted domain analysis on documentation and resources that were provided by the company. We conducted informational interviews with relevant stakeholders to gather tacit knowledge.



STARBUCKS ONTOLOGY:

"AN ABSOLUTELY DEFINING SENSE OF SELF"

Organizing a latte data!

PRODUCT



THE SCOPE

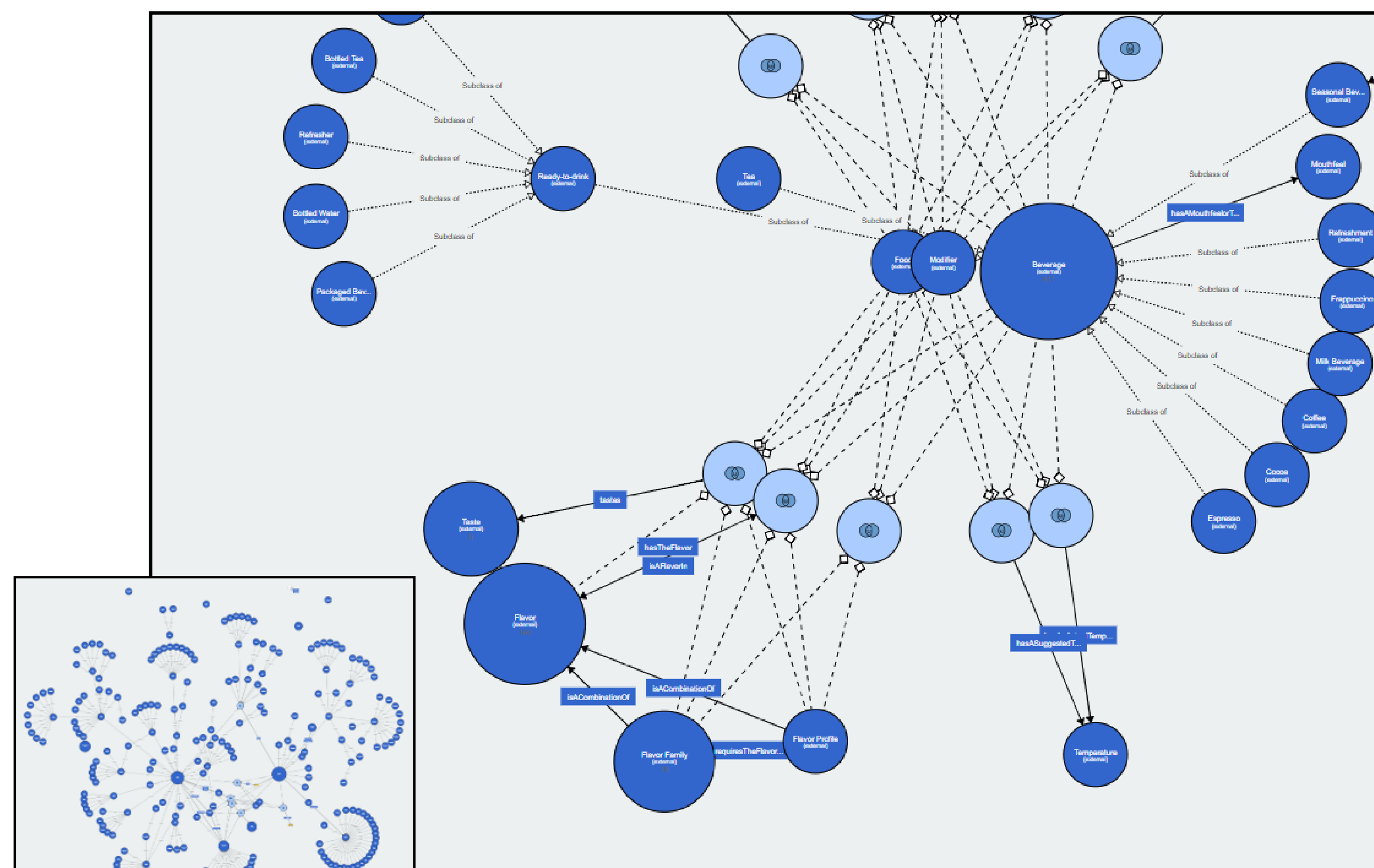
This project was scoped to define the beverage and flavor hierarchies with an aim to correlate data with other metrics including customer statistics and weather.

WHAT'S NEXT?

Our project will help further the goals of Starbucks, and enable them to access data more efficiently. Taxonomists at Starbucks will be able to continue work on other verticals to provide more controlled access to data .



Thank you to Elan May Rinck , Starbucks Taxonomist, and Starbucks™



SOLUTION



We created a product taxonomy and ontology in PoolParty. We also created a thesaurus of terms used within the ontology for future use.