

## EE489 Seminar - Starbucks (Gene, Wit, Panda)

Their question about 'what factors are statistically significant that have their influences on consumers' frequencies on their consumptions of starbucks brand beverages per week?' is quite interesting because it reflects the real result of our daily behavior of this starbucke consumption. About their presentation, the format and colour of the slide is clear and easy to read but some page such as a page that describe the variables used in a regression model, I think there are too much information or details which lead to small letter and not attract the audiences to read and follow the presentation. Also the technical problem, the different level of sound make me cannot follow the details and some figures are not in focus. However, I think their research and how they get the result from survey is reasonable and quite convinced me with their 3 models. Lastly, I think they should explain about the industry background first in order to let the audiences to understand the background and why they choose this firms or industry. I think they do their best with their hand working on running the regression and get the interesting and reflectable results.