



Case Example for  
GLOBALBIZ BRIEF — AN  
INDUSTRY UPDATE

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FEB 2024



# Sample page of the key pages/process

Our advanced AI-powered daily report is designed to transform the way you stay informed about your industry and specific interests

## Landing Page

The landing page features a navigation menu on the left with options: Home, Generate Report, My Reports, My Projects, Extract Archives, Ad Hoc Tasks, Support, and Admin. The main content area includes three status cards: '25 Articles processed this month', '1GB Total storage space utilized', and '0 Open tickets'. Below these are sections for 'Recent Reports' (listing 'Company Newsletter 1' through '5' with generation dates and actions) and 'Recent Activity' (showing 'Data generated for Starbucks' on Feb 2024).

## New project development page

The 'Create New Project' form includes sections for 'Primary Details' (Project Title, Short Description), 'Company Name' (Name of the primary company), 'Analyst Name' (Name of the contact person), 'Analyst Email' (Name of the contact person), and 'Analyst Number' (+1 (USA/CA) and Phone number).

## Control Page – Edit page

The control page displays a table of articles with columns: Article Title, Article Summary, Sent, Publi..., Source, Dupl..., and Categ... The table lists three articles: 'Starbucks Rewards Program Update', 'Starbucks' Red Cup Day Sees Decline in Traffic', and 'Lawsuit Challenges Starbucks' Ethical Sourcing'. Above the table are filters for 'Choose a project', 'Select start date', and 'Select end date', along with 'Fetch', '+ Additional Data', and 'Generate' buttons.

## Sample Output

The sample output shows two article cards. The first card is titled 'STARBUCKS' RED CUP DAY SEES DECLINE IN TRAFFIC - Starbucks' Red Cup Day Sees Decline in Traffic' and includes a summary: 'Starbucks' Red Cup Day in 2023 attracted significantly less foot traffic compared to previous years, with a 31.7% increase on the promotional day versus an 81% increase the prior year. This decline raises questions about the waning enthusiasm for the promotion, despite a strong year-over-year performance leading up to the holiday season. The decrease in traffic could be attributed to various factors, including the impact of union protests during Red Cup Day.' It features tags 'business' and 'promotional day' and a sad face icon.

The second card is titled 'LAWSUIT CHALLENGES STARBUCKS' ETHICAL SOURCING CLAIMS - Lawsuit Challenges Starbucks' Ethical Sourcing Claims' and includes a summary: 'A lawsuit filed in the District of Columbia Superior Court accuses Starbucks of misleading customers about the ethical sourcing of its coffee and tea products. The National Consumers League alleges that Starbucks has sourced beans and leaves from farms with documented human rights and labor violations, in contradiction to its ethical sourcing commitments. Starbucks has stated its awareness of the lawsuit and plans to defend against the claims.' It features tags 'starbucks' and 'law suit' and a sad face icon.

# Process Flow (1/5)

## Landing Page

**Home**

**Generate Report**

**My Reports**

**My Projects**

**Extract Archives**

**Ad Hoc Tasks**

**Support**

**Admin**

**25**  
Articles processed this month

**1 GB**  
Total storage space utilized

**0**  
Open tickets

### Recent Reports

| PROJECT NAME         | GENERATED ON | VIEW | GENERATE NEW |
|----------------------|--------------|------|--------------|
| Company Newsletter 1 | 11/07/2023   |      | +            |
| Company Newsletter 2 | 11/07/2023   |      | +            |
| Company Newsletter 3 | 11/07/2023   |      | +            |
| Company Newsletter 4 | 11/07/2023   |      | +            |
| Company Newsletter 5 | 11/07/2023   |      | +            |

### Quick Links

- + Create New Project
- View All Projects
- Generate Summary

### Recent Activity

**Data generated for Starbucks**  
17th Feb 2024, 07:00:00  
Fetched and processed 12 raw articles.

# Process Flow (2/5)

## New project development page – Part 1

**AGR**  
DATA TO DECISION

Home

Generate Report

My Projects

My Reports

Extract Archives

Ad Hoc Tasks

Monitor Tasks

Support

Admin

### Create New Project

#### Primary Details

**Project Title**  
Project title

**Short Description**  
Short description of the project

**Company Name**  
Name of the primary company

**Analyst Name**  
Name of the contact person

**Analyst Email**  
Name of the contact person

**Analyst Number**  
+1 (USA/CA) Phone number



# Process Flow (2/5)

## New project development page – Part - 2

**AGR DATA TO DECISION**

Home

Generate Report

My Projects

My Reports

Extract Archives

Ad Hoc Tasks

Monitor Tasks

Support

Admin

**Data Collection Time**

1 : 00 - UTC

**Select Countries**

USA Canada UK

**Select Impact Filters**

Financial Product / Services Consumer All

**Peers**

| Peer                             | Limit         |
|----------------------------------|---------------|
| Peer 1<br>Name of the competitor | Article limit |
| Peer 2<br>Name of the competitor | Article limit |
| Peer 3<br>Name of the competitor | Article limit |

Submit

# Process Flow (3/5)

## Control Page – Edit page

The screenshot displays the AGR Data to Decision interface. On the left is a navigation sidebar with options: Home, Generate Report, My Projects (selected), My Reports, Extract Archives, Ad Hoc Tasks, Monitor Tasks, Support, and Admin. The main content area features a control bar with a 'Choose a project' dropdown, 'Select start date' and 'Select end date' input fields, a 'Fetch' button, and '+ Additional Data' and 'Generate' buttons. Below this is a table with columns: Article Title, Article Summary, Senti..., Publi..., Source, Dupli..., and Categ... The table contains three rows of data:

| Article Title  | Article Summary  | Senti... | Publi...   | Source      | Dupli...                 | Categ...   |
|--|--|----------|------------|-------------|--------------------------|------------|
| <input type="checkbox"/> Starbucks Rewards Program Update                      | Starbucks announced changes to its rewards program, marking the first structural adjustment since 2019. The update comes after the company reported a price increase of about 5% over the last 12 months. Interim CEO Howard Schultz highlighted the significant role of mobile, digital, loyalty, and delivery channels, which contributed to 72% of total sales volume. A notable strategy includes a new store format in Long Island, New York, designed exclusively for mobile orders, drive-thru, or pick-up, emphasizing the company's digital push. | 😊        | 2024-0...  | Yahoo Fi... | <input type="checkbox"/> | Product... |
| <input type="checkbox"/> Starbucks' Red Cup Day Sees Decline in Traffic        | Starbucks' Red Cup Day in 2023 attracted significantly less foot traffic compared to previous years, with a 31.7% increase on the promotional day versus an 81% increase the prior year. This decline raises questions about the waning enthusiasm for the promotion, despite a strong year-over-year performance leading up to the holiday season. The decrease in traffic could be attributed to various factors, including the impact of union protests during Red Cup Day.   | 😡        | 2024-0...  | Nation's... | <input type="checkbox"/> | Financial  |
| <input type="checkbox"/> Lawsuit Challenges Starbucks' Ethical Sourcing Claims | A lawsuit filed in the District of Columbia Superior Court accuses Starbucks of misleading customers about the ethical sourcing of its coffee and tea products. The National Consumers League alleges that Starbucks has sourced beans and leaves from farms with documented human rights and  | 😡        | 2024-01... | Law.com     | <input type="checkbox"/> | Financial  |

# Process Flow (4/5)

Sample articles, summary, tags, sentiments

## STARBUCKS' RED CUP DAY SEES DECLINE IN TRAFFIC - Starbucks' Red Cup Day Sees Decline in Traffic

Summary: Starbucks' Red Cup Day in 2023 attracted significantly less foot traffic compared to previous years, with a 31.7% increase on the promotional day versus an 81% increase the prior year. This decline raises questions about the waning enthusiasm for the promotion, despite a strong year-over-year performance leading up to the holiday season. The decrease in traffic could be attributed to various factors, including the impact of union protests during Red Cup Day.

business

promotional day



[Other Links:](#)

## LAWSUIT CHALLENGES STARBUCKS' ETHICAL SOURCING CLAIMS - Lawsuit Challenges Starbucks' Ethical Sourcing Claims

Summary: A lawsuit filed in the District of Columbia Superior Court accuses Starbucks of misleading customers about the ethical sourcing of its coffee and tea products. The National Consumers League alleges that Starbucks has sourced beans and leaves from farms with documented human rights and labor violations, in contradiction to its ethical sourcing commitments. Starbucks has stated its awareness of the lawsuit and plans to defend against the claims.

starbucks

law suit



[Other Links:](#) 1 |

# Process Flow (5/5)

## Report Archives


The screenshot displays the AGR Report Archives interface. On the left is a sidebar with the following navigation items: Home, Generate Report, My Reports, My Projects (with a dropdown arrow), Extract Archives, Ad Hoc Tasks, Monitor Tasks, Support, and Admin. The main content area has a search bar at the top with the placeholder text "Search reports by company name". Below the search bar, there are seven report cards arranged in a grid. Each card contains the following information: a report title (Report Title 1 through Report Title 7), the generation date (Generated on: 2024-02-22), and a set of four action icons: a pencil (edit), a document with a checkmark (view), a PDF icon, and a download icon.



**Ankur Rastogi**

*ankur@agrknowledge.com*

**International numbers**

 UK : +44 788 892 3712

 Singapore: +65 3138 2042



Business Research and Analytics



Investment Research



Consumer Insights



Cross Border Business Expansion



Technology Research



**AGR Knowledge Services Pvt Ltd**

1st Floor, Kalpataru Point, Near Sion Circle, Mumbai 400 022, India

Phone : +91-22-42792600 | [info@agrknowledge.com](mailto:info@agrknowledge.com) | [www.agrknowledge.com](http://www.agrknowledge.com)

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