**Anna:**

During the dunkin donut trip I realized how significant big data in economics is. I wasn't aware how little changes such as some cents in the price of a donut can change a lot, when it adds up. I think that big data is a great way of tracking things like this and I really want to use it in the future.

**Smaiyl:**

The trip to the Dunkin Donuts' headquarters has inspired me to continue pursuing my passion for data collection and applied mathematics. From the information that I learned during the presentation, I was able to understand how data collection and its usage works at a great successful company such as Dunkin Donuts. I am hoping to apply this useful knowledge in the future because my dream is to open my own startup when I grow up, and this resource is immensely helpful.

**Lucas:**

The Dunkin Donuts trip made me realize the importance and significance big data has in the world of business. Based off of the presentation, it seemed that every minute detail lead back to Big Data, even the simplest shift of a price. We all still have a lot to learn of Big Data and it's importance in this world, and the ways we can manipulate it to better understand the world we live in.

**Joon:**

After the Dunkin trip, I felt like I was constantly getting experimented as a customer. Data was not only used for pricing but the guy explained that they manipulated various qualitative things such as store interior design to gain profit. This trip definitely got me more interested in big data itself as it not only has the ability to predict future outcomes but reflect on customer behavior.

**Jason:**

It was fun learning about the actual application of data analysis in a topic that relates closely to my daily life. As a club, we used to be learning the analytical tools and brainstorming about projects, but didn't get to come up with a thorough research plan. Seeing how professionals do testings was helpful for us to organize experiments in the future. I really like Justin's patience, humor, and passion for data science. It was amazing for Dunkin to provide this opportunity and help us high school students getting to know this growing field. I hope more high schools could get this chance. I also wish us to go on more trips like this in the future.

**Haley:**

It was fascinating to learn about the lasting impacts of decisions and the importance of testing. Using data to control testing and decision making to ultimately improve business. Another thing about data is that it is applied to anything and everything - from pricing to marketing.

**Earth:**

My reflection to the trip is that the trip show me the real world work of data analyzer. The work is a routine and there is no finish line and that makes it's fun since you will never lack of interesting event. I receive the knowledge of flexibility of the outdoor experiment where there are lots of variable that are more than we can concern of and we have to adjust our experimental procedure throughout the course of experimental period. I think this is one of the most important quality of experimenter in order to be successful in this work.

**Tim:**

Through the trip, I learned the efficiency of data analysis. I was surprised by the fact that two people (including Justin) can recommend/adjust the pricing of Dunkin Donuts nationwide through data analysis. One inspiring take-away for me is what Justin called "the storytelling" aspect of data science. I think it is important for our club to not only conduct experiments and researches but also learn how to present our data in a meaningful, appealing way. Never forget that we started our club so we could utilize the data to benefit our community.

**Ken:**

My reflection: It was fascinating to see the forefront of data science, especially in a household name like Dunkin Donuts. After the visit, I got a much better idea about how data analysis worked and contributed to a company in reality. In particular, I was surprised to see that a price raise of 5 cents in a coffee or donut was influential enough to change customer behaviors and influence sales, which the company would not have seen without big data. I am inspired to learn even more about data science in the future and how we can make a difference in the world with it.

**Sam:**

The Dunkin Donuts HQ trip opened my eyes to how large companies use programs to analyze big data. I found their process for deciding the prices for each of their products quite fascinating. They use data from past years and from other companies to help determine the supply and demand for different regions and adjust their prices accordingly. Although Dunkin Donuts is franchised and each store is owned by individual business owners, people who work in price management can suggest prices to maximize profit based on the results of their data analysis.

Another main focus of the presentation was product testing. They use scientific testing to determine whether a new product will be profitable and if it should be introduced to all of the stores across the nation. They do this by introducing the new product into stores from a certain region and leaving surrounding stores to conduct “business as usual” which serve as the control group. It is important that the stores in the control group do not change any of their prices or other things that may affect user consumption. The results are collected from both the stores from the control group and the test stores and analyzed to determine whether the product was successful. If the stores with the new product do better than the stores in the control group (given that all other factors are held steady), the product has succeeded and will most likely be introduced to many more stores. Without the use of big data collection, these tests would not be possible.

I think any high school student could benefit from learning about how big companies use big data because it is so crucial in this day and age. Almost every business decision can be aided with the help of big data so it is important to know how to collect and analyze data efficiently, as we began to learn last week. Seeing the data in use at the Dunkin HQ helped me understand why big data is now one of the fastest growing industries.