Georgia Institute of Technology

Starbucks Beverages Tableau Visualizations

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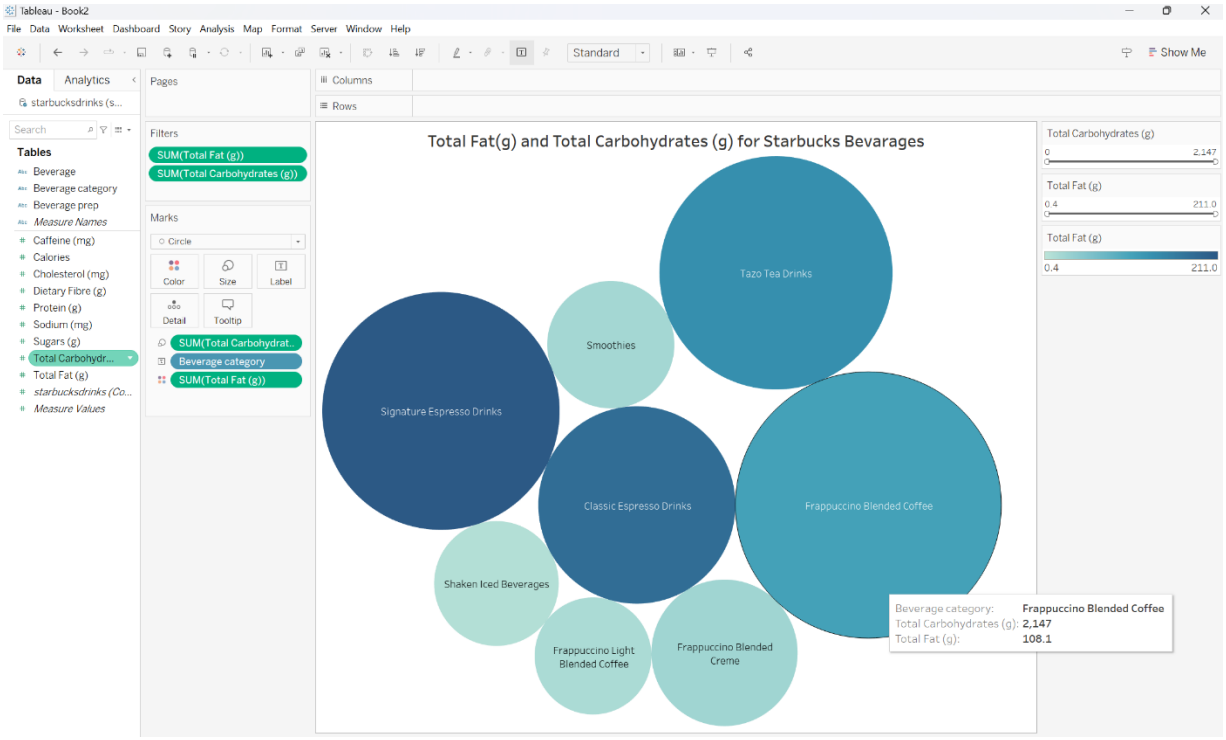
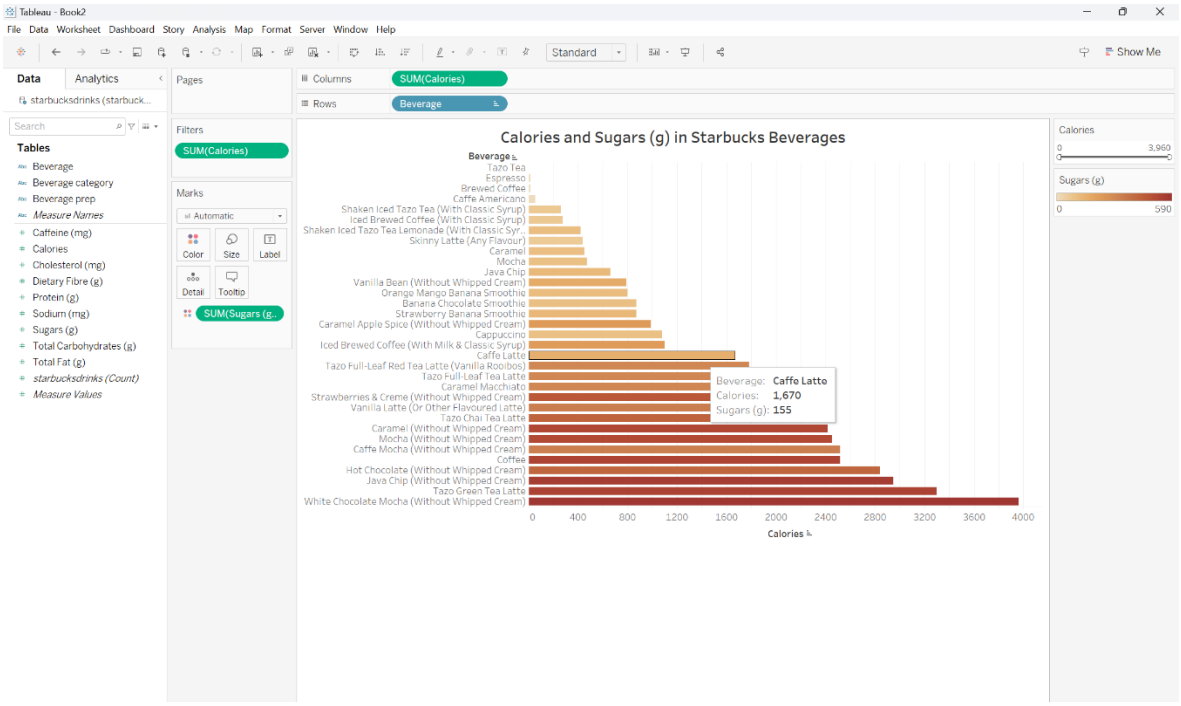
Total Fat (g) and Total Carbohydrates (g) for Starbucks Beverages



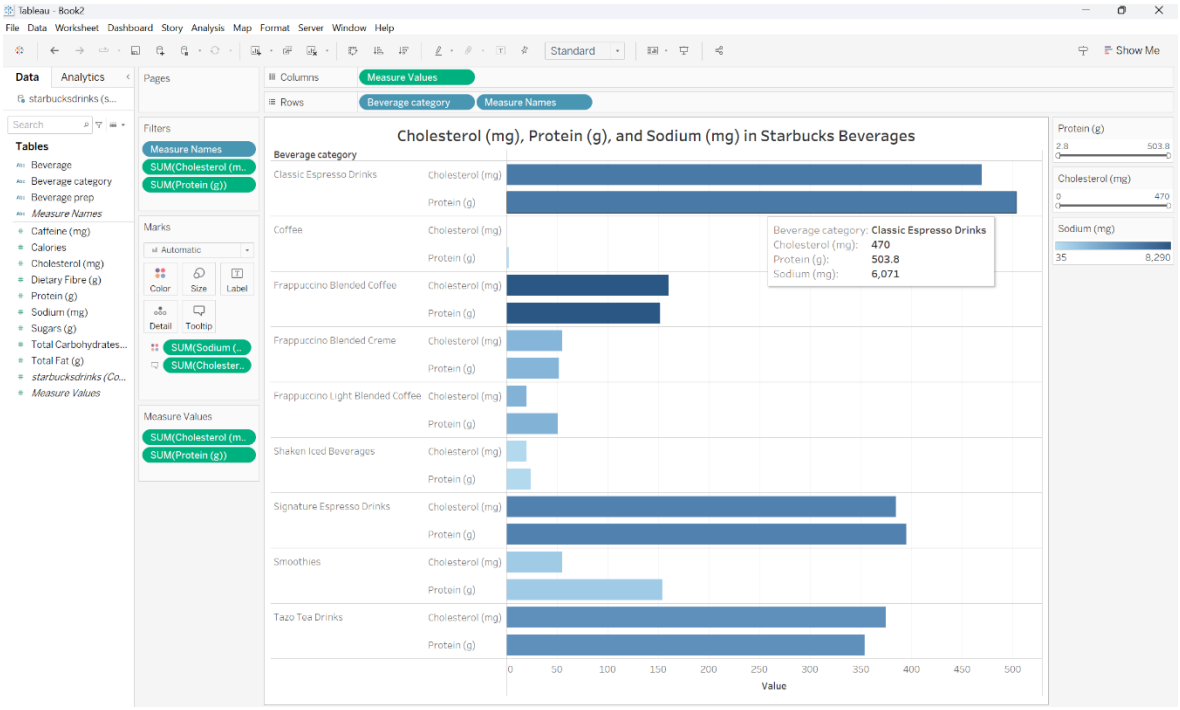
- This visualization shows the total fat (g) and the total carbohydrates (g) of different Starbucks beverages. Packed bubble chart is used in this visualization. Each bubble represents a beverage category. The size of the bubble represents the total carbohydrates of the beverage. A bigger bubble means larger total carbohydrates. The saturation color of the bubble is used to show the total fat of beverages. For example, a bubble with a lighter blue color has lesser total fat than a bubble with darker blue color. On the right side of the chart, there are filter options available for total carbohydrates and total fat. Using these filter options, people can find Starbucks beverages that match their choices. When people point the pointer to any bubble, it will show the beverage category that this bubble represents, its total carbohydrates and its total fat.
- The system does a very good job recommending the charts to be used for different datasets. I like how different bubbles with different values are shown with different sizes and color in packed bubble chart. The “Show Me” tab is very helpful; it shows me how many dimensions and measures I need to add to use a specific chart. The “Show Me” tab helps me visualize different types of charts for my dataset. Also, it was very easy to add filters for different values to the chart.

Calories and Sugars (g) in Starbucks Beverages



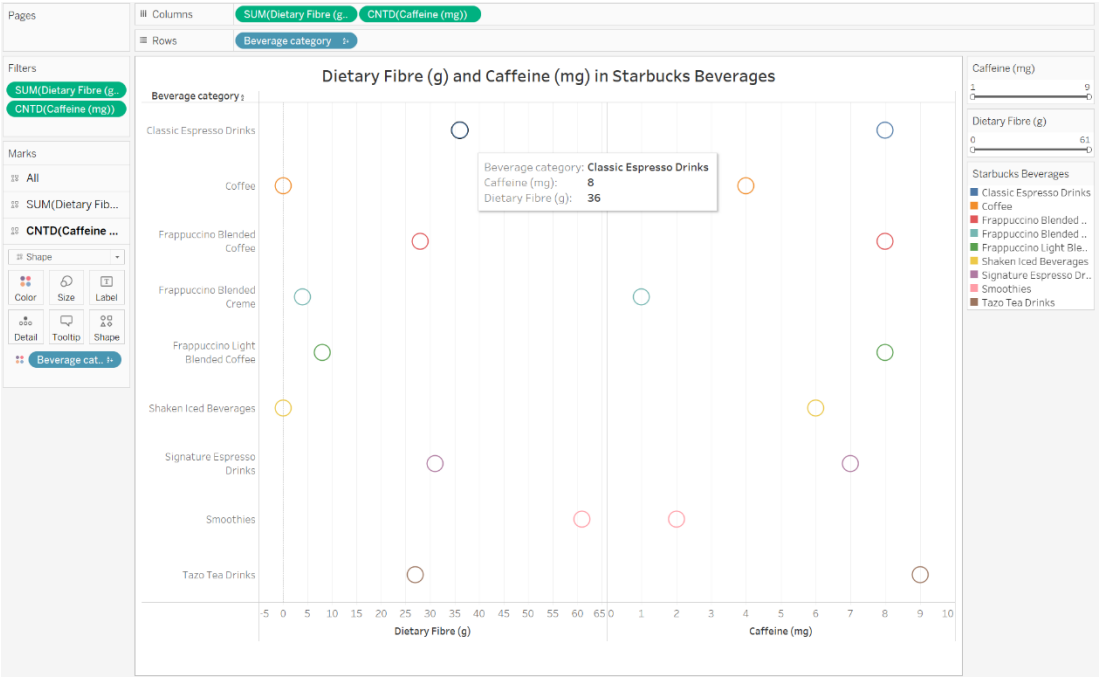
- This visualization shows the calories and sugars (g) in Starbucks beverages. A horizontal bars chart has been used in this visualization. The rows of the chart show different beverages names in Starbucks and the columns of the chart show corresponding calories (g). The saturation color is used to show the amount of sugar contained in Starbucks beverages. A beverage that has a bar with darker color shows that it contains more sugar than beverages with lighter color. The beverages are sorted in order from top to bottom. The beverage with the shortest bar (least calories) is placed at the top and the beverage with the longest bar (most calories) is placed at the bottom. When people point the pointer to any bar, it will show its beverages names, its calories, and its sugar.
- In this visualization, the sorting option is very helpful when I want to sort the beverages with the lowest calories to beverages with the highest calories in order from top to bottom. I also think the tooltip is very helpful because I can add measure values to tooltip and these values appear when you rest the pointer to any mark.

Cholesterol (mg), Protein (g), and Sodium (mg) in Starbucks Beverages



- This visualization shows the cholesterol (mg), protein (g), and sodium (mg) of Starbucks beverages. I use stacked horizontal bars in this visualization. Each beverage category will have two bars to represent its cholesterol (mg) and its protein (g). The saturation color is used to show the amount of sodium contained in each beverage. When people point a pointer to any bar, it will show its beverage category, its cholesterol, protein, and sodium values.
- Like the previous visualization, I like how I can resize the chart to make the bar bigger vertically, which makes it easier for people to see and compare values of different beverage categories.

Dietary Fibre (g) and Caffeine (mg) in Starbucks Beverages



- This visualization shows the dietary fibre (g) and caffein (mg) in Starbucks beverages. Circle views chart is being used in this visualization. Two charts are put side by side. The chart on the left shows the dietary fibre (g) of each beverage, and the chart on the right shows the caffeine (mg) of each beverage. When you point a pointer to any circle, it will show its beverage category name, its caffeine, and its dietary fibre.
- In this visualization, I like how the system automatically adds the color feature to the circle to help keep track of values of that circle. For example, the circles that show Frappuccino Light Blended Coffee's dietary fibre and caffeine have the same color green, which make it easier for people to keep track of the dietary fibre and caffeine values of the same beverage. I also like how the system has the "show drop lines" option to make it easier for people to compare the values between different beverages. When I move the pointer and click to any circle, it will show a straight line from the circle to the x axis.