**Nutrition facts for Starbucks Menu**



Perhaps the most well-known coffee brand in the world, Starbucks has certainly made a name for itself. It is the largest coffee chain in the USA by a very large margin. This super-brand is unquestionably the most successful coffee brand in the United States and the largest coffee shop brand on the planet.

Fig: Market share of Starbucks in comparison with its competitors.

A picture containing table

Description automatically generated

In this report, I will discuss about the nutrients facts of different drinks offered by Starbucks based on the data provided by [Kaggle](https://www.kaggle.com/starbucks/starbucks-menu). The goal is to discover the contents in each type of drinks and report the drinks that are not good for health.

Data outlook

Graphical user interface, text, application

Description automatically generated

Nutrition distribution

Chart, bar chart

Description automatically generatedChart, histogram

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Chart, histogram

Description automatically generatedChart, bar chart, histogram

Description automatically generated

The distributions shows that drinks are slightly left skewed for caffeine, calories, sugar, and cholesterol. Which makes sense because Starbucks has options for zero calories, decaf, or no sugar drinks included in their menu.

Chart, scatter chart

Description automatically generated

The scatterplot shown above represents the relationship between calories and sugar in al Starbucks drinks. Caffeine is denoted by color, where darker color means more caffeine. As expected, there is a clear and consistent positive relationship between calories and sugar. Caffeine looks to have no clear relationship with the other two variables, with the exception where drinks with very little to no calories and sugar contain a high amount of caffeine. This makes a clear sense since coffee roasts (expresso shots) do not contain any milk or additional sugar generally have a very high amount of caffeine relative to other drinks.

Breaking down nutrients pattern of different drink categories

The categorical linear regression shown above compares calories to sugar in Starbucks drinks. We can see the direct relation between calories and sugar. Meaning, as calories increase sugar increases too.

From the graph it is clear that:

* Frappuccino appears to contain higher calories and sugar
* Hot teas have lower amount of calories and sugar
* Both hot and cold coffees have wide range of calories distribution

Chart, scatter chart

Description automatically generated

So, what are the unhealthiest drinks?

A screenshot of a computer

Description automatically generated

After analyzing the data, I came with a conclusion that ‘the salted caramel is the unhealthiest coffee among all. But Vast majority of ‘Frappuccino’ drinks dominates the chart. It is no surprise because almost everyone agrees there are too many calories and too much sugar in those Frappuccino drinks.

**What’s wrong with calories and sugar?**

According to a 2016 study published in [JAMA Internal Medicine](https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/1819573), if a person’s daily caloric intake is made up of 25 percent or more sugar, their risk of dying of heart disease more than doubles compared with those whose diets consist of less than 10 percent sugar.

High average doses of sugar have also been found to contribute to [weight gain](https://www.bmj.com/content/346/bmj.e7492), insulin resistance, liver failure, and pancreatic cancer.

So, if you are an avid Starbucks fan specially of salted caramel mocha and Frappuccino, it’s time to think twice. Choose your coffee wisely.