**Project 2**

**Data Visualization**

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**Overview**

**This document provides a detailed breakdown of the nutritional information for a variety of Starbucks beverages. The drinks are categorized based on their nutritional content, including calories, protein, fat, carbohydrates, and caffeine content. This guide will help you choose the drink that best fits your nutritional needs.**

**Target audience:**

**The target audience for the Starbucks nutritional facts document includes:**

1. **Health-conscious customers: People who are mindful of their daily caloric intake, protein, fats, or sugar consumption, and want to make informed choices about the beverages they consume.**
2. **Fitness enthusiasts: Individuals tracking their macronutrient intake (protein, carbs, fats) and looking for beverages that fit their nutritional plans, whether for weight loss, muscle gain, or overall fitness goals.**
3. **Diet-specific individuals: People following specific diets, such as low-carb, high-protein, or low-fat diets, will find this guide useful in choosing drinks that align with their dietary requirements.**
4. **People with dietary restrictions: Customers who are lactose-intolerant or prefer non-dairy options like soy milk or almond milk, or those avoiding specific ingredients (e.g., high sugar) can benefit from this information.**
5. **Nutrition enthusiasts: Those who are generally interested in understanding the nutritional breakdown of popular beverages and how they compare in terms of calories, caffeine content, and other health-related factors.**
6. **Frequent Starbucks customers: Regular Starbucks drinkers who want to explore healthier drink options or adjust their usual orders based on their nutritional preferences.**
7. **Parents or guardians: Individuals responsible for choosing beverages for their children, where they might want to be aware of sugar and caffeine content.**

**Purpose: State the infographic's purpose (e.g., marketing, internal reporting, public awareness).**

* **Provide Transparency: Offer clear, detailed nutritional information for a variety of Starbucks beverages, helping customers understand the contents of the drinks they are consuming.**
* **Enable Informed Choices: Help customers make informed decisions based on their dietary preferences, goals, or restrictions, whether they are tracking calories, macronutrients, or caffeine intake.**
* **Promote Health-conscious Consumption: Encourage healthier consumption habits by highlighting the nutritional impact of different beverages, allowing customers to opt for drinks that align with their health and fitness goals.**
* **Compare Beverages: Allow customers to compare drinks in terms of calories, protein, fat, sugar, and caffeine to choose options that best meet their personal preferences or nutritional needs.**
* **Highlight Customization: Demonstrate how different cup sizes or milk choices (nonfat, soy, 2%, whole milk) can influence the nutritional value of a drink, empowering customers to tailor their orders accordingly.Support Special Diets: Assist those with specific dietary requirements (low-fat, high-protein, low-carb, etc.) in identifying which Starbucks beverages suit their nutritional plans.**

**The following tools were used:**

**Data visualization software:** Tableau, Excel

**Sources of information: List all data sources with full citation details, including the title, author, date, publisher, and URl**

(Tatman, 2024)