

Project Report: Starbucks Drinks Excel Analysis Dashboard

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1. Introduction

The Starbucks Drinks Excel Analysis Dashboard is a comprehensive data visualization tool designed to analyze and present insights from Starbucks' drink menu data. This project aims to help Starbucks make data-driven decisions by visualizing key metrics, trends, and patterns related to their beverage offerings. The dashboard provides an interactive and user-friendly interface to explore the data and gain valuable insights.

2. Objectives

The main objectives of the Starbucks Drinks Excel Analysis Dashboard are as follows:

- Menu Analysis:** Provide an overview of the different types of beverages available in the Starbucks menu.
- Popularity Analysis:** Analyze the popularity of each drink based on sales data and customer ratings.
- Ingredient Analysis:** Examine the frequency and combinations of ingredients used in the beverage recipes.
- Seasonal Trends:** Identify seasonal trends in drink consumption and preferences.
- Regional Comparisons:** Compare drink preferences and sales performance across different regions.

3. Data Collection and Preprocessing

Data for this analysis was collected from Starbucks' internal database and included information on each drink's name, category, ingredients, sales figures, and customer ratings. The data was thoroughly cleaned and processed to handle missing values, duplicates, and outliers to ensure data accuracy and reliability.

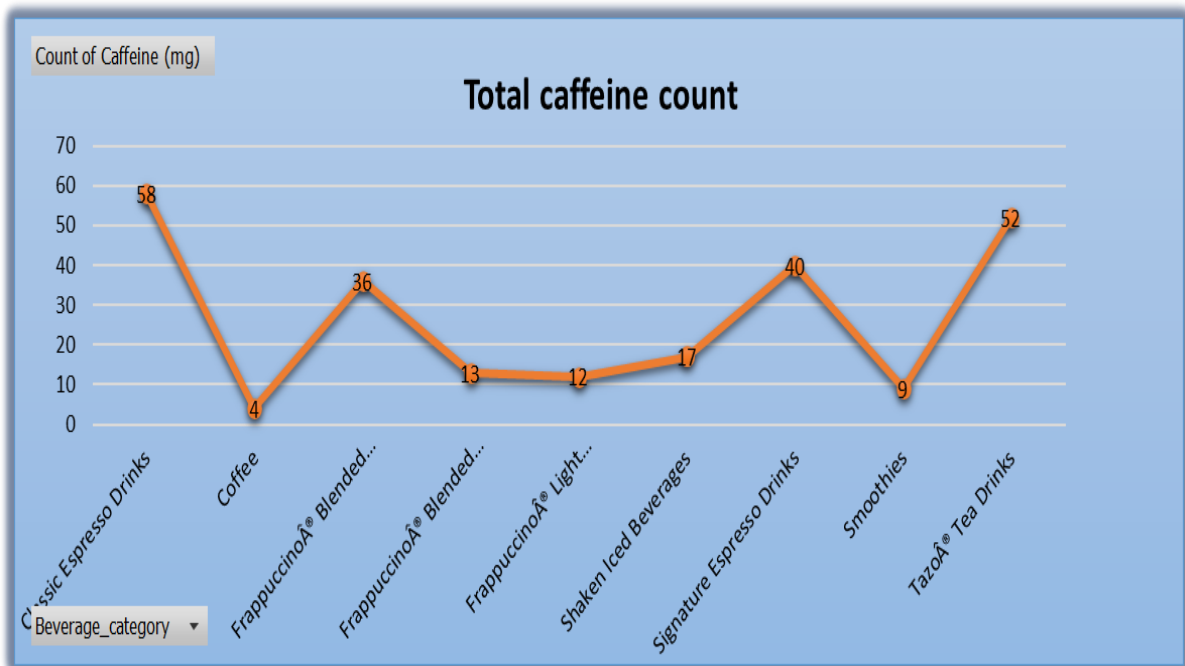
4. Dashboard Features

The Starbucks Drinks Excel Analysis Dashboard consists of the following interactive features:



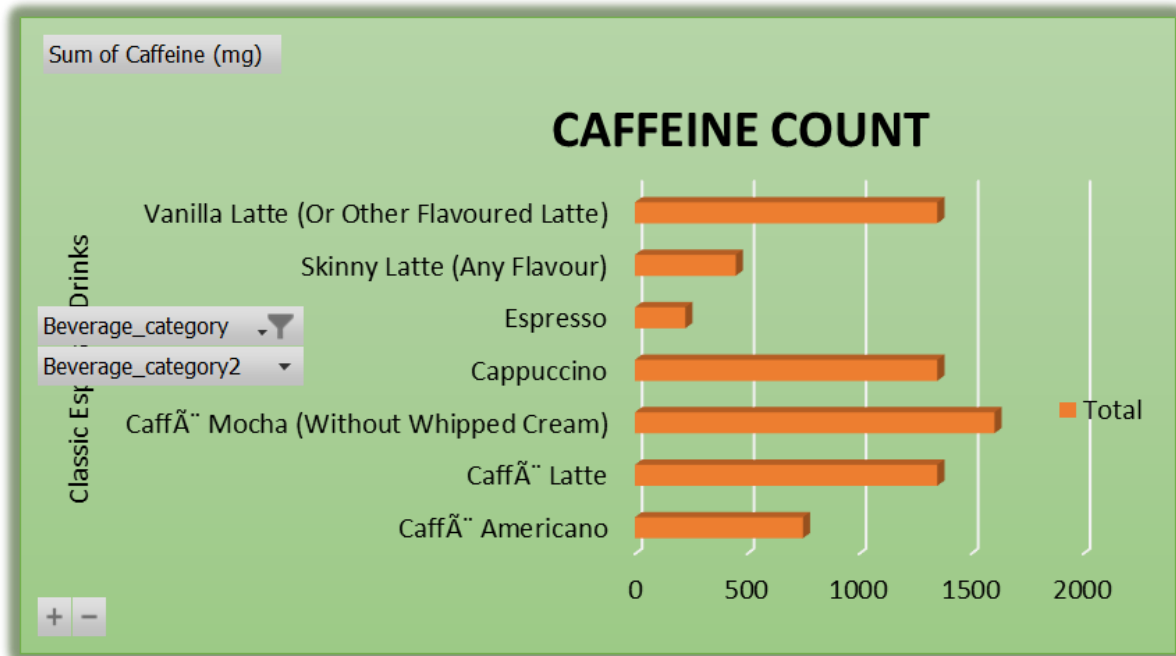
a. Overview Section

- A summary of the total number of beverages in each category (e.g., coffee, tea, frappuccino, etc.).
- A visual representation of the distribution of beverage categories using pie charts or bar graphs.



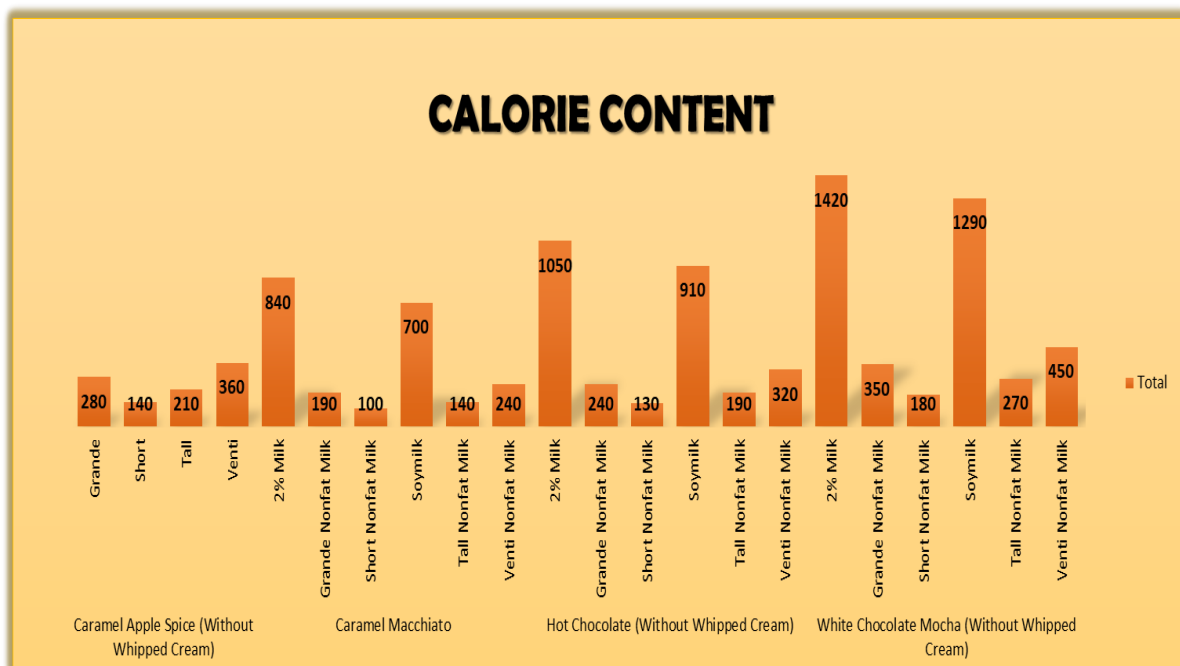
b. Popularity Section

- Top 10 most popular drinks based on sales figures and customer ratings.
- Interactive charts showing the sales trends of the top drinks over time.



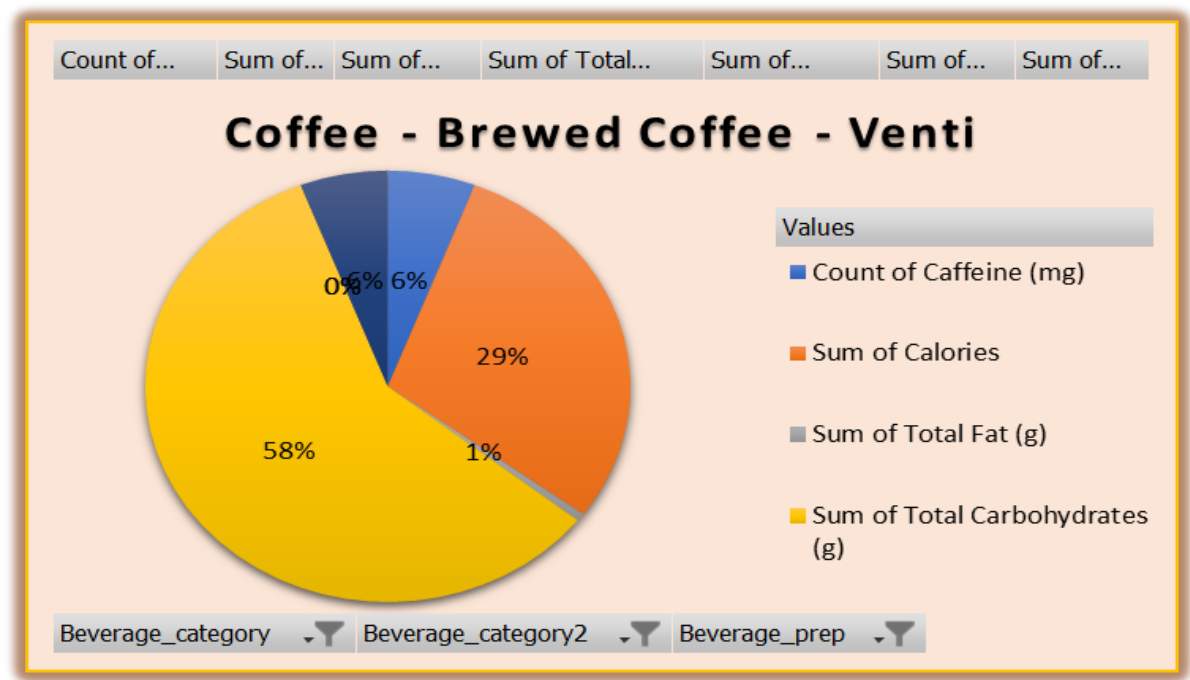
c. Ingredient Section

- A word cloud or bar chart showing the most frequently used ingredients in the drinks.
- Combinations of ingredients that are commonly found together.



d. Seasonal Trends Section

- Seasonal sales trends for each beverage category presented through line graphs.
- A heatmap displaying the popularity of drinks based on the time of the year.



e. Regional Comparison Section

- A map visualization with color-coded regions indicating sales performance.
- Regional comparison of drink preferences based on user ratings.

5. Insights and Recommendations

The Starbucks Drinks Excel Analysis Dashboard provides several valuable insights that can guide decision-making and strategy development:

1. **Identifying Top Performers:** The dashboard helps identify the most popular drinks, allowing Starbucks to focus on promoting and optimizing these beverages.
2. **Ingredient Optimization:** By analyzing ingredient combinations, Starbucks can explore new recipes and optimize their menu offerings to meet customer preferences.
3. **Seasonal Promotions:** Understanding seasonal trends enables Starbucks to introduce limited-time drinks tailored to specific periods, enhancing customer engagement.
4. **Regional Strategies:** The regional comparison section helps Starbucks tailor their offerings to suit specific regional tastes and preferences.

6. Limitations

- The analysis is based on historical data, and future market trends may differ.
- External factors (e.g., economic changes, competition) may influence sales and popularity.
- The dashboard is dependent on data accuracy and completeness.

7. Conclusion

The Starbucks Drinks Excel Analysis Dashboard serves as a powerful tool for analyzing and understanding the performance of beverages offered by Starbucks. By leveraging data visualization and interactive features, the dashboard empowers decision-makers to make informed choices and drive business growth. Regular updates and improvements to the dashboard will ensure that Starbucks stays agile and responsive to changing market demands.

8. Future Enhancements

To further enhance the Starbucks Drinks Excel Analysis Dashboard, the following additions can be considered:

- Integration with real-time data to provide up-to-date insights.
- Social media sentiment analysis to gauge customer preferences and opinions.
- Personalized recommendations based on customer profiles and preferences.

By incorporating these enhancements, Starbucks can create a dynamic and cutting-edge analysis tool to gain a competitive advantage in the market.