Title:

Analyzing Nutritional Information of Starbucks Beverages for Health-Conscious Consumers

Project Overview:

Starbucks offers a wide range of beverages, each with varying nutritional content. Health conscious consumers are increasingly interested in understanding the nutritional values of these beverages to make informed choices. This case study aims to analyze the nutritional information of Starbucks beverages to provide insights into calorie content, fat levels, sugar content, caffeine levels, and other nutritional factors.

Objective:

The objective of this case study is to utilize Power BI to create an interactive dashboard that helps consumers understand the nutritional values of different Starbucks beverages. This dashboard will include custom columns, conditional columns, columns from examples, bookmarks, references, duplicates, single row and multi-row cards, forecasts, maps, Q&A, key influencers, and decomposition trees.

Dataset Overview:

Dataset Link: starbucks.xlsx

Questions:

1. Create a custom column to categorize beverages into high, medium, and low calorie groups based on their calorie content.

2. Add a conditional column to highlight beverages with more than 20g of sugar in red.

3. Generate a column from example that concatenates the Beverage and Beverage_prep columns to create a unique beverage description.

4. Create bookmarks to allow users to quickly navigate between views of beverages sorted by calories, fat, and caffeine content.

5. Duplicate the dataset to create a version where all values are normalized (e.g., per 100ml) for better comparison.

6. Use multi-row cards to display key nutritional values (e.g., total fat, sugars, protein) for a selected beverage.

7. Implement a forecast to predict the future trends of beverage popularity based on their nutritional content.

8. Utilize maps to display geographical data if available (e.g., sales distribution of beverages across different regions).

9. Enable the Q&A feature to allow users to ask questions like "Which beverage has the highest caffeine content?" and get visual answers.

10. Use the key influencer visual to analyze factors influencing high calorie content in beverages.

11. Create a decomposition tree to break down the calorie content of beverages by different categories such as beverage type and preparation method.