Wook Lee

Junseok Park

Project Proposal

Title: Nutritional Analysis of Starbucks Menu Items

Introduction:

This project aims to perform a comprehensive analysis of the nutritional content of Starbucks menu items. As a leading global coffeehouse chain, Starbucks offers a wide range of beverages and food items. This project is intended for anyone interested in understanding the nutritional implications of their Starbucks choices, including customers, dietitians, and health enthusiasts.

Objectives:

1. To analyze and visualize the nutritional composition of Starbucks menu items.

2. To identify the healthiest and least healthy options available in different categories.

3. To understand the distribution of key nutritional elements across the menu.

4. To provide recommendations for customers seeking healthier options.

Data Source:

The project will utilize the Starbucks nutrition dataset, which includes detailed nutritional information for each menu item, such as calories, fat, carbohydrates, protein, and sugar content.

Methodology:

1. Data Collection: Obtain the latest Starbucks nutrition dataset.

2. Data Preprocessing: Clean the dataset for inconsistencies, missing values, and outliers.

3. Visualization: Create graphs and charts (like histograms, box plots, scatter plots) to visually represent the data findings.

4. Health Index Creation: Develop a health index based on nutritional parameters to rank menu items.

Expected Outcomes:

- A comprehensive report detailing the nutritional analysis of Starbucks menu items.

- Visual representations of data to highlight key findings.

- A health index to categorize menu items based on nutritional value.

- A list of recommended items for health-conscious customers.

Conclusion:

This project will provide valuable insights into the nutritional content of Starbucks' menu, empowering customers to make informed choices and promoting awareness about healthy eating habits.