The coffee report
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Topics covered

Introduction

Starting the day with a refreshing sip of dominant energy booster, a cup of coffee plays a crucial role primarily in life of students who thrive on snapping sun blessed customizable orders with rich flavors. Nevertheless, opinions and facts diverge, particularly regarding the contents this renowned beverage entails when it comes to marking the health checkbox. But, the best coffee shop to grab one?

According to an article in the Business Insider,

Starbucks is the largest coffee chain, with more than 15,000 locations in the US alone. Starbucks was founded in Seattle in 1971, and its now-iconic name was inspired by the Herman Melville novel "Moby Dick." Some of the chain's most iconic drinks include Frappuccinos and the seasonal pumpkin-spice latte.

The outline of this project is to analyze certain columns and answer by interpreting the visualizations.

Objective: With adherence to the true essence of every cup, must leverage health benefits need to be charted. Four criteria are chosen: calories, calcium, protein, and caffeine. The importance of such traits in beverages is influenced by an individual's beverage category choice and the consumer's health or lifestyle goals.

Tech stack utilized and processing steps
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Dataset: Kaggle
Tech stack: Jupyter Notebook, Tableau
Processing steps:
1. The dataset was imported into Jupyter Notebook and preprocessing steps were performed with a sample data visualization
2. The clean dataset was then exported with the name 'starbucks_data.xlsx'
3. The saved data was uploaded into Tableau for visual analysis

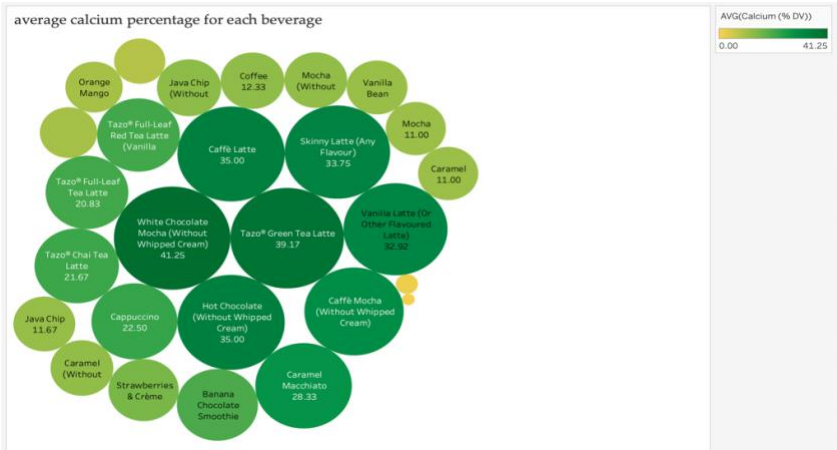## Visualization and Analysis
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Count of beverages within each beverage category and the average calories
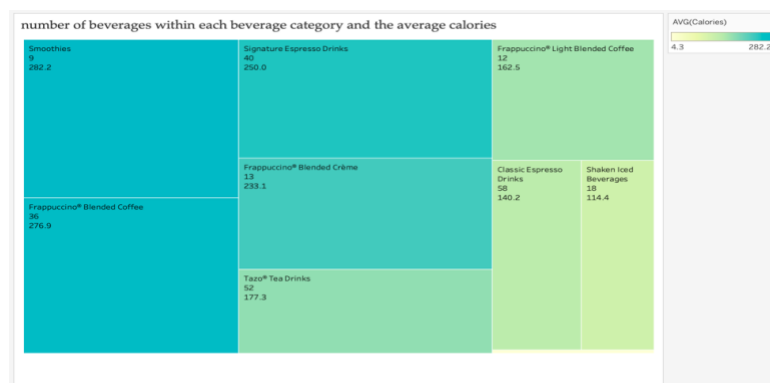
In this Tree map, the average calorie content of beverage categories provides an overview of the overall calorie levels within each category. While this serves as a good standard for comparison, it is crucial to note that individual beverages within these categories might differ considerably. Consumers who are calorie concerned may prefer lighter categories such as Tazo Tea Drinks and Shaken Iced Beverages, whilst those seeking indulgence may

prefer higher-calorie categories such as Smoothies or Frappuccino Blended Coffee. Brand can also develop lower-calorie options in typically high-calorie components that cater to health-conscious customers. Categories with a great deal of beverages, such as Signature Espresso Drinks and Frappuccino Blended Coffee, reflect noteworthy customer interest and demand. However, the higher calorie counts in these popular categories indicate that customers may value flavor and satisfaction over calorie content in certain scenarios.

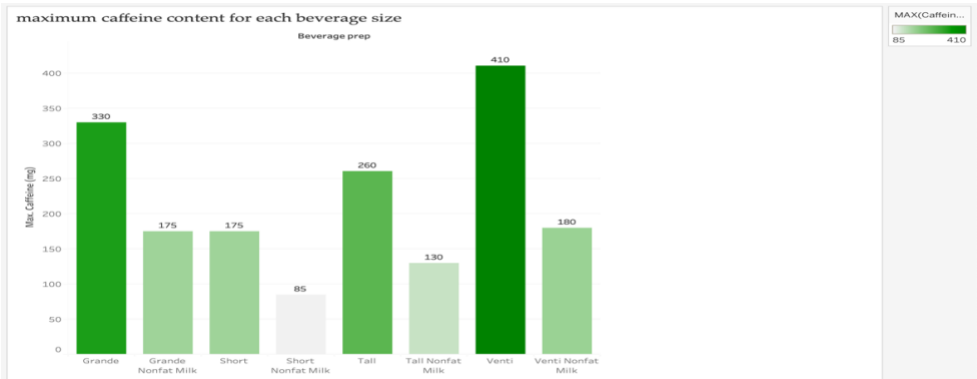## Average calcium percentage for each beverage

This statistic bubble chart demonstrates average calcium percentage with the size of each bubble presumably depicts the calcium content, while the color gradient (from lighter to more saturated green) may indicate the range of calcium percentages, with darker hues illustrating higher calcium content. The milk-based beverages, particularly those without whipped cream, are higher in calcium, making them potentially better options for people trying to boost their calcium consumption. beverages with no dairy, such as fruity smoothies or certain blended coffee beverages, have much reduced calcium content. This information can help consumers make educated nutritional decisions, particularly about calcium consumption.

Maximum protein content for each beverage category

Beverage category	MAX(Protein (g))
Coffee	1.00
Shaken Iced Beverages	4.00
Frappuccino® Blended Crème	6.00
Frappuccino® Blended Coffee	7.00
Frappuccino® Light Blended Coffee	7.00
Classic Espresso Drinks	17.00
Tazo® Tea Drinks	18.00
Signature Espresso Drinks	19.00
Smoothies	20.00

Adequate protein intake is crucial for sustaining overall wellness, enhancing physical performance, and offering recovery and repair processes. For this analysis the highlights table was utilized, the protein concentration varies between beverage categories, the result is sorted in ascending order, indicating that if protein is a goal, smoothies, espresso drinks, or specific Frappuccinos will be more useful than coffee and iced beverages.
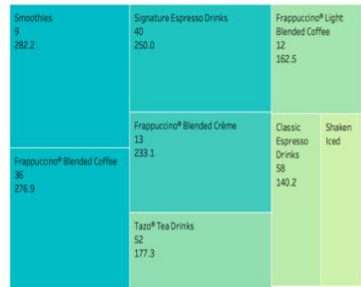
Maximum caffeine content for each beverage size

The bar chart depicts maximum caffeine content, given the suggested daily caffeine limit of 400 mg for most persons, the Venti size might exceed this limit. Consumers ought to evaluate their overall daily consumption, including all sources. The Venti size includes the most caffeine (410 mg), 25%

more than the Grande (330 mg). The Tall size has much more caffeine (260 mg) than the short size (175 mg). Non-Fat Milk varieties of Grande, Tall, and Venti have less caffeine than their normal equivalents, with the Grande Non-Fat Milk having 47% less than Grande.
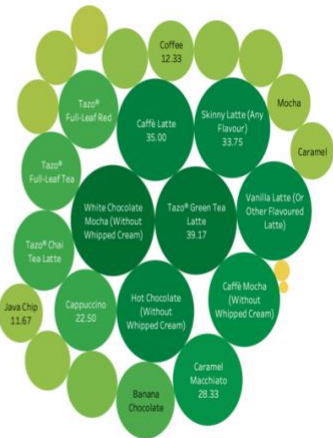
Dashboard

Conclusion

The study emphasizes the range of Starbucks' beverage options, ranging as well as the opportunity for nutritionally customized suggestions. Understanding these traits can help customers make better decisions by aligning them with their health and lifestyle goals. Starbucks can utilize the data as a foundation for building specialized product offers and marketing tactics that satisfy a variety of consumer demands. Finally, both consumers and brands may benefit from using this data to make more educated decisions, whether it's selecting beverages that suit specific nutritional needs or investigating new product alternatives that adapt to changing customer tastes.