

Starbucks Nutrition Information

Greg Welliver



Objectives

- Give a general overview of Starbucks Expanded Menu items
- Provide an overview of nutritional information
- Give health-conscious customers an understanding of the best options
- Provide caffeine-seekers an idea of best options

Questions We Seek To Answer

- What kind of nutrition drink can a user expect going to starbucks?
- What is the nutritional distribution?
- What is the most healthy purchase a user can make?
- What are drinks that offer high Caffeine, but are relatively health-conscious?
- Range of nutritional information within a Beverage category?

Expanded Menu Overview

Expanded Menu Overview

- Nine different beverage categories
- Thirty-three different beverage types
- Thirteen different ways to get your beverage prepared
- 242 different combinations of beverage category, beverage type, and preparation varieties

Nutritional Information

Expanded Menu - Nutritional Information

- The below table shows summary statistics on various nutritional variables

	Calories	Trans Fat (g)	Satur. Fat (g)	Sodium (mg)	Total Carbs (g)	Choleste rol (mg)	Dietary Fiber (g)	Sugars (g)	Protein (g)	Caffeine (mg)
Avg.	194	1.3	0.04	6.4	129	36	.8	33	7	89
Min.	0	0	0	0	0	0	0	0	0	0
Max	510	9	.3	40	340	90	8	84	20	410

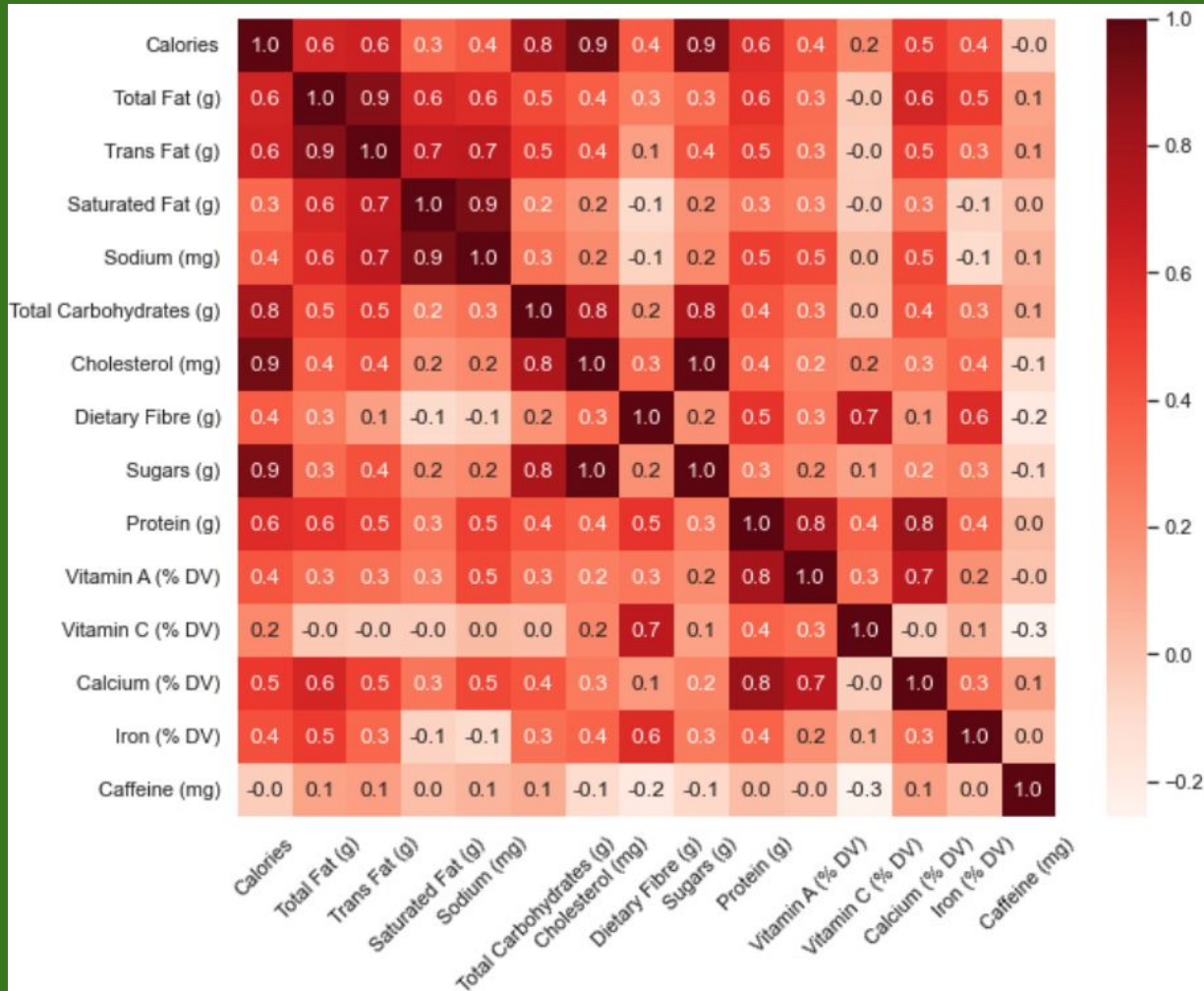
Expanded Menu - Nutritional Information

- The below table shows the percentage of daily allowance

	Vitamin A	Vitamin C	Calcium	Iron
Avg.	10	4	21	7
Min.	0	0	0	0
Max	50	100	60	50

Correlation Heatmap

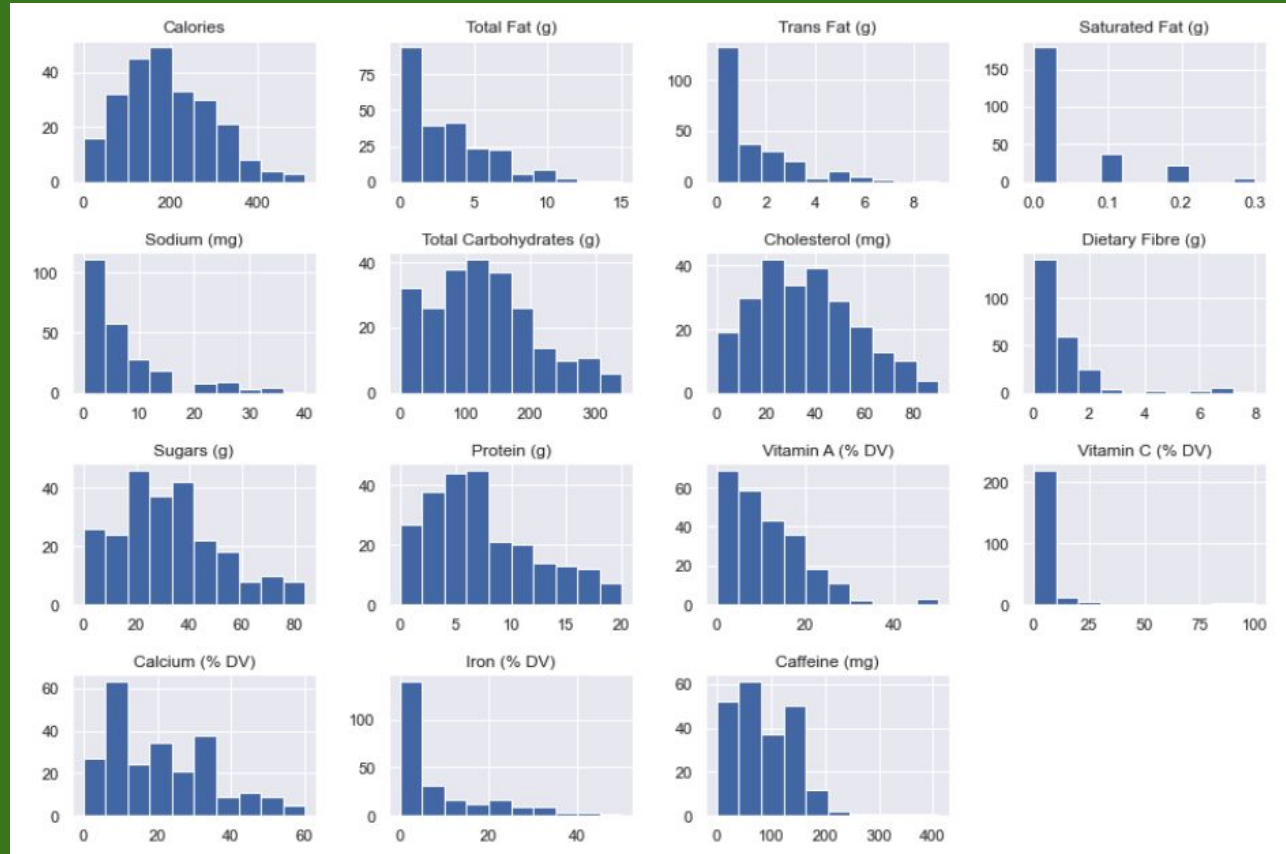
The heatmap shows the how dietary factors are related to one another



Distribution of Nutritional Categories

Most nutritional categories are skewed left

Many appear to have outliers at the high end



Calorie Detail by Beverage Category

- Coffee appears to be the most healthy option, when considering calorie intake

Beverage_category	count	mean	std	min	25%	50%	75%	max
Classic Espresso Drinks	58.0	140.172414	82.323525	5.0	82.50	125.0	197.5	340.0
Coffee	4.0	4.250000	0.957427	3.0	3.75	4.5	5.0	5.0
Frappuccino® Blended Coffee	36.0	276.944444	81.339481	160.0	215.00	270.0	340.0	460.0
Frappuccino® Blended Crème	12.0	225.833333	58.380933	170.0	177.50	215.0	245.0	350.0
Frappuccino® Light Blended Coffee	12.0	162.500000	58.329004	90.0	117.50	150.0	202.5	290.0
Shaken Iced Beverages	18.0	114.444444	39.589396	60.0	82.50	110.0	130.0	190.0
Signature Espresso Drinks	40.0	250.000000	103.205049	100.0	180.00	240.0	312.5	510.0
Smoothies	9.0	282.222222	13.017083	260.0	270.00	290.0	290.0	300.0
Tazo® Tea Drinks	52.0	177.307692	98.041915	0.0	120.00	170.0	230.0	450.0

Healthy Options For Caffeine-Seekers

Top Options for Health-Conscious Customers That Want Caffeine

- The table below shows the Top 10 drinks sorted by the highest Caffeine-to-Calorie ratio

Beverage	Beverage_prep	Calories	Caffeine (mg)	caffeine_cal_ratio
Brewed Coffee	Venti	5	410.0	82.000000
Brewed Coffee	Grande	5	330.0	66.000000
Brewed Coffee	Tall	4	260.0	65.000000
Brewed Coffee	Short	3	175.0	58.333333
Caffè Americano	Short	5	75.0	15.000000
Espresso	Doppio	10	150.0	15.000000
Espresso	Solo	5	75.0	15.000000
Caffè Americano	Grande	15	225.0	15.000000
Caffè Americano	Tall	10	150.0	15.000000
Caffè Americano	Venti	25	300.0	12.000000

Top Options For Health-Conscious Customers That Want Caffeine

- The table below shows drinks with zero fat, sorted by the most caffeine

Beverage	Beverage_prep	Total Fat (g)	Caffeine (mg)
Caffè Americano	Venti	0.0	300.0
Caffè Americano	Grande	0.0	225.0
Shaken Iced Tazo® Tea (With Classic Syrup)	Tall	0.0	170.0
Caffè Americano	Tall	0.0	150.0
Espresso	Doppio	0.0	150.0
Iced Brewed Coffee (With Classic Syrup)	Tall	0.0	120.0
Caffè Americano	Short	0.0	75.0
Espresso	Solo	0.0	75.0

Opportunities for further pursuit

What would be nice to know

- Price - can we give users a sense of value for nutrition
- Trends over time
- Drink popularity