

Project Design Phase

Problem – Solution Fit

Date	14 June 2025
Team ID	LTVIP2025TMID47655
Project Name	A College Food Choices Case Study
Maximum Marks	2 Marks

Problem – Solution Fit :

○ 1. What is the Problem?

College students often face challenges in maintaining a balanced and nutritious diet due to limited access to real-time dietary information, budget constraints, lack of nutritional awareness, and irregular eating habits. Institutions also struggle to assess food preferences, consumption patterns, and nutritional gaps across campus, leading to inefficient food planning and student dissatisfaction.

○ 2. What is the Idea / Solution?

We propose an interactive Tableau dashboard that analyzes student food choices by combining parameters like meal frequency, food preferences, calorie intake, dining locations, and satisfaction levels. The dashboard enables campus administrators and students to dynamically explore dietary trends and make informed decisions that support healthier eating behaviors.

○ 3. What is the Novelty / Uniqueness?

- Integrates multiple nutrition and behavior KPIs (meal frequency, calorie range, food type, cost, satisfaction).
 - Empowers non-technical users (students, canteen managers) to understand complex data using an intuitive visual interface.
 - Offers scalable and modular design — new campuses, survey data, or time frames can be added easily.
 - Uses Tableau Story feature to convert analytics into a compelling narrative for awareness and policy-making.
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○ 4. What is the Social Impact / Customer Satisfaction?

- Promotes healthier eating habits and greater dietary awareness among college students.
 - Enhances student well-being and academic performance by aligning food services with actual needs and preferences.
 - Reduces food waste and improves kitchen planning by identifying low-demand items.
 - Improves satisfaction among stakeholders (students, nutritionists, food vendors) through clear and actionable insights.
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○ 5. What is the Business Model (Revenue Model)?

The solution can be offered to educational institutions, student welfare departments, and food service providers:

- Subscription model for ongoing access to live Tableau dashboards.
- Custom analysis packages for different campuses or semesters.

- Reporting-as-a-service (PDF exports, infographic summaries).
 - Can be extended into a SaaS model for universities with centralized dashboards hosted on Tableau Cloud.
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○ 6. How is the Solution Scalable?

- Easily integrates additional datasets (new campuses, more semesters, different age groups).
- Cloud-compatible with platforms like Google Sheets or Excel Online for flexible updates.
- Supports future real-time integrations (e.g., meal swipe systems, nutrition tracking apps).
- Modular architecture allows adding new metrics (e.g., dietary restrictions, food quality ratings) without redesign.