

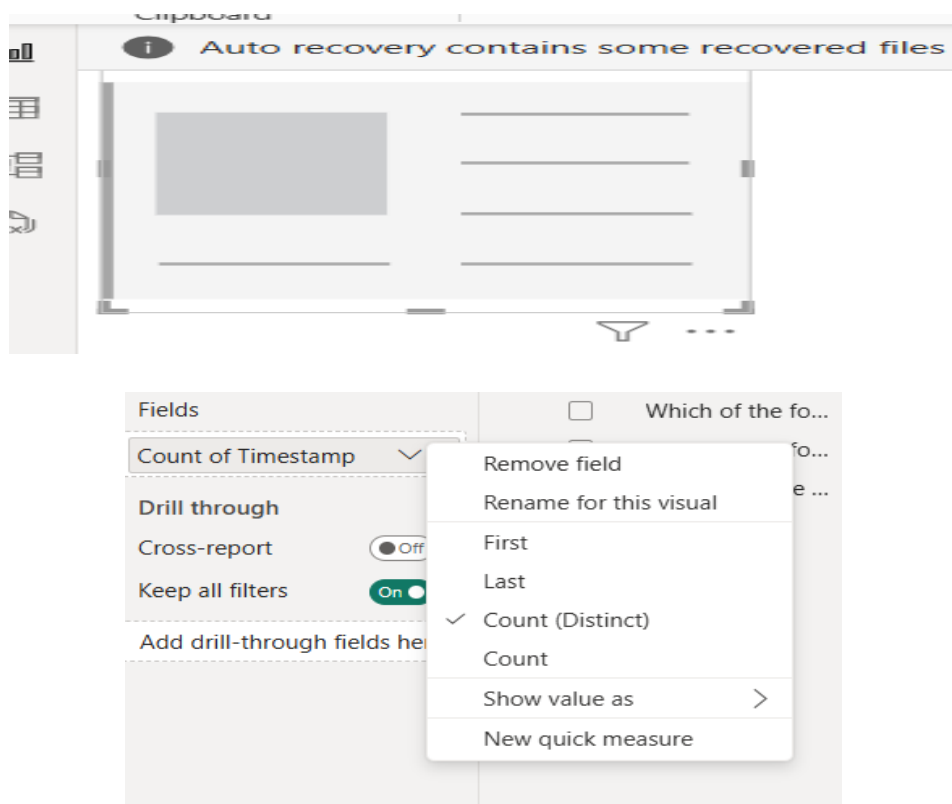
Bite into Data: Unveiling Food Preferences In Uttar Pradesh

POWER BI VISUALIZATIONS

(a) Wireframe Dashboard

➤ Page 1: Overview

- Card: Total Responses



117

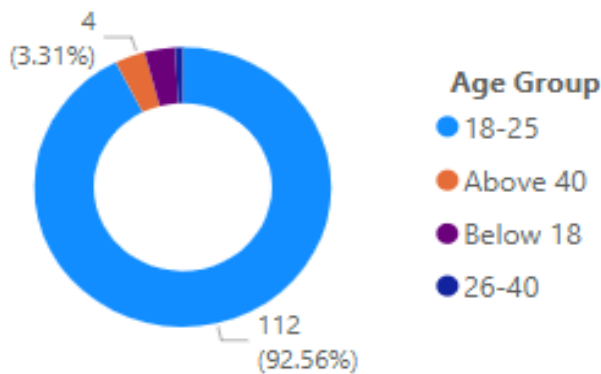
Count of Timestamp

- Map: Respondent locations



- Donut chart: Age distribution

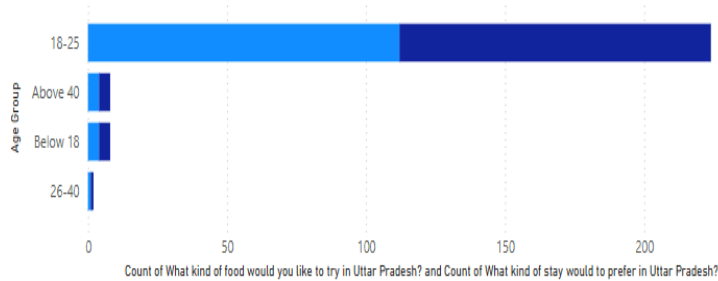
Count of Age Group by Age Group



➤ Page 2: Cuisine Awareness & Preference

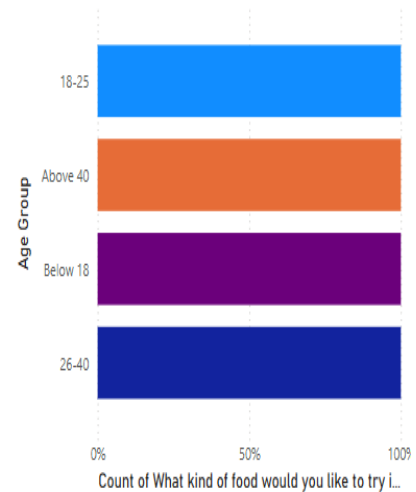
Count of What kind of food would you like to try in Uttar Pradesh? and Count of What kind of stay would to prefer in Uttar Pradesh? by Age Group

● Count of What kind of food would you like to try in Uttar Pradesh? ● Count of What kind of stay would to prefer in Uttar Pradesh?

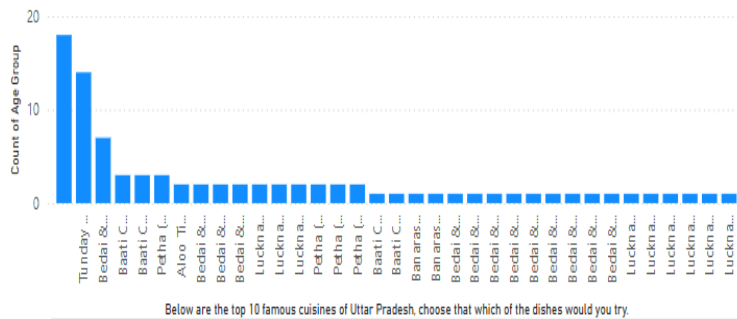


Count of What kind of food would you like to try in Uttar Pradesh? by Age Group and Age Group

Age Group ● 18-25 ● Above 40 ● Below 18 ● 26-40



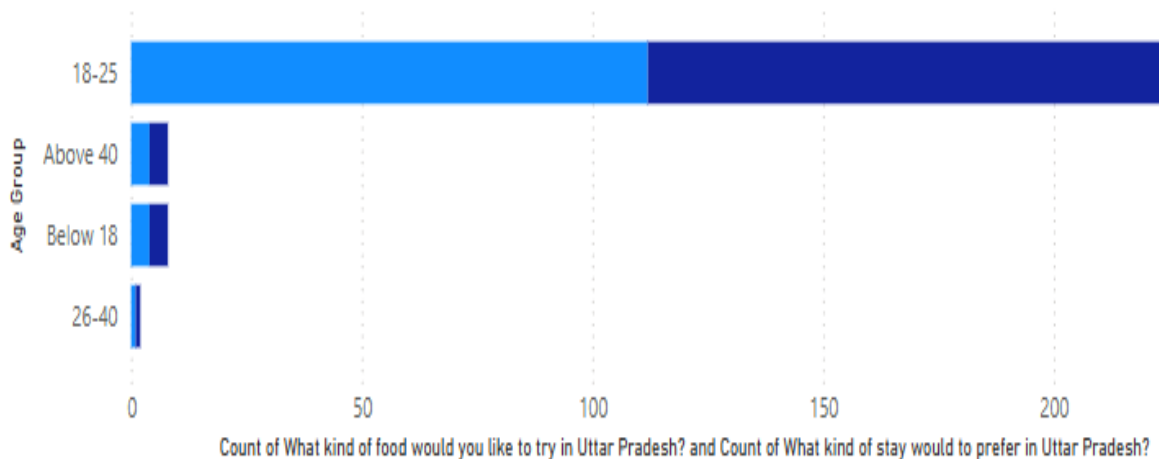
Count of Age Group by Below are the top 10 famous cuisines of Uttar Pradesh, choose that which of the dishes would you try.



● Bar Chart: Familiarity with cuisines

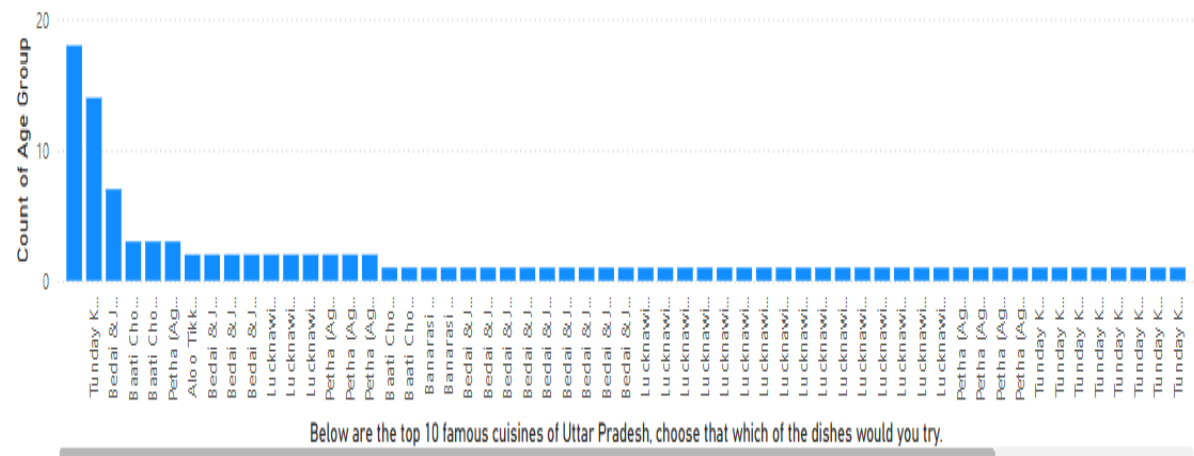
Count of What kind of food would you like to try in Uttar Pradesh? and Count of What kind of stay would to prefer in Uttar Pradesh? by Age Group

● Count of What kind of food would you like to try in Uttar Pradesh? ● Count of What kind of stay would to prefer in Uttar Pradesh?



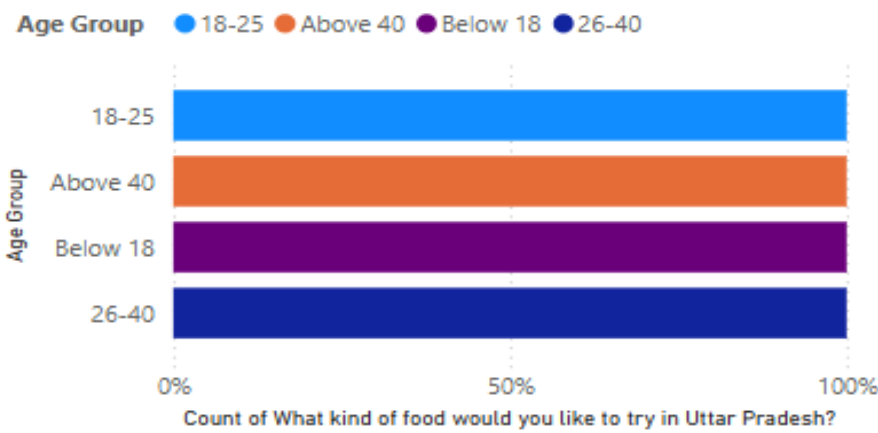
- Column Chart: Top 5 Known Dishes

Count of Age Group by Below are the top 10 famous cuisines of Uttar Pradesh, choose that which of the dishes would you try.



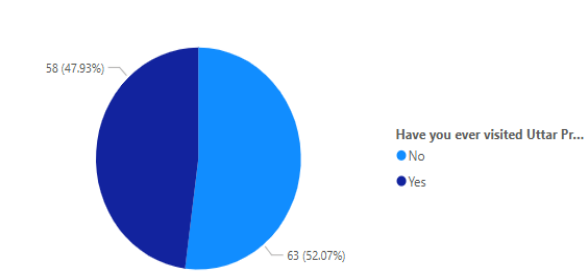
- Stacked Chart: Popularity by age

Count of What kind of food would you like to try in Uttar Pradesh? by Age Group and Age Group

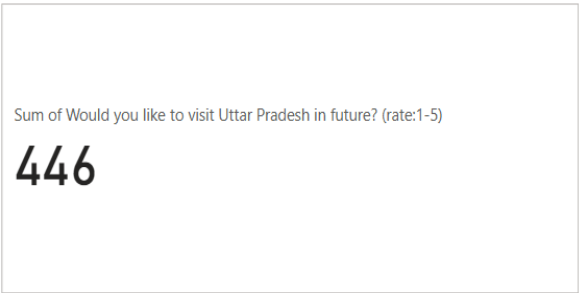
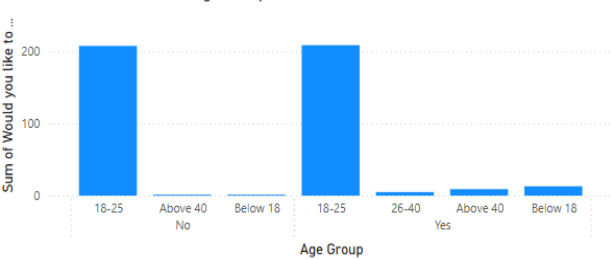


➤ **Page 3: Tourism Connection**

Count of Have you ever visited Uttar Pradesh? by Have you ever visited Uttar Pradesh?



Sum of Would you like to visit Uttar Pradesh in future? (rate:1-5) by Have you ever visited Uttar Pradesh? and Age Group

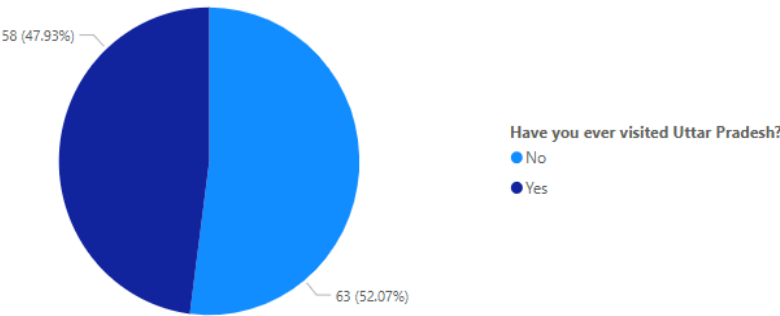


Sum of Would you like to visit Uttar Pradesh in future? (rate:1-5) by Would you like to visit Uttar Pradesh in future? (rate:1-5)

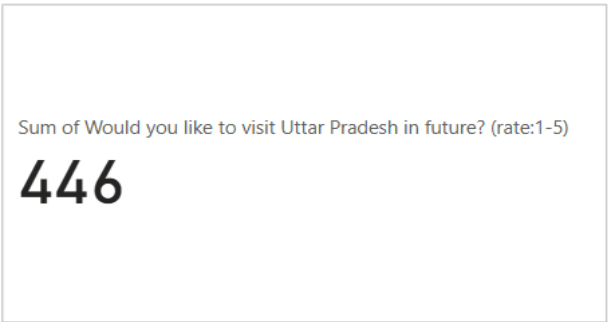


• **Pie Chart: Visited UP for food?**

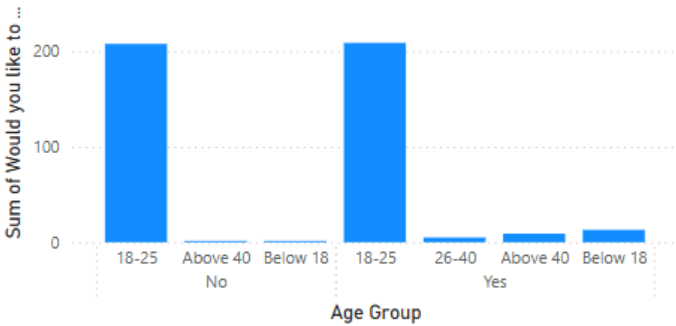
Count of Have you ever visited Uttar Pradesh? by Have you ever visited Uttar Pradesh?



- Likert scale (converted to numeric): Satisfaction, Taste

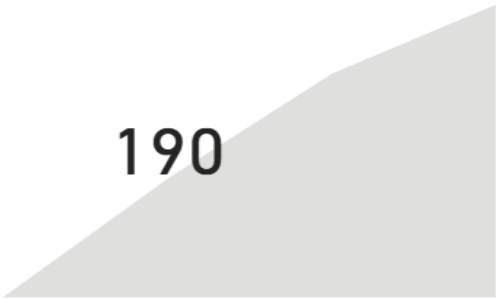


Sum of Would you like to visit Uttar Pradesh in future? (rate:1-5)
by Have you ever visited Uttar Pradesh? and Age Group



- KPI cards: % seeing UP cuisine as tourism potential

Sum of Would you like to visit Uttar Pradesh in future? (rate:1-5)
by Would you like to visit Uttar Pradesh in future? (rate:1-5)

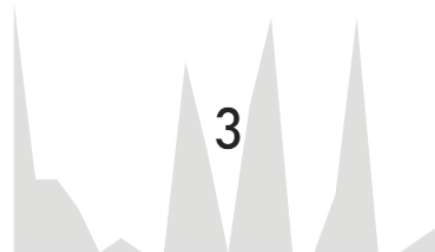


- Card visuals for KPIs

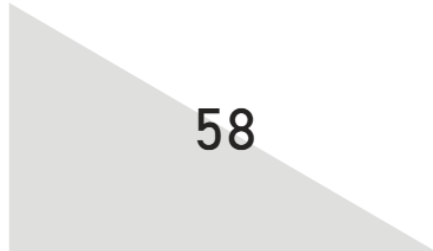
Sum of Would you like to visit Uttar Pradesh in future? (rate:1-5) by Would you like to visit Uttar Pradesh in future? (rate:1-5)



Count of Age Group by For what purpose would you like to visit Uttar Pradesh



Count of State of Residence by Have you ever visited Uttar Pradesh?



Count of Timestamp by What kind of stay would you prefer in Uttar Pradesh?

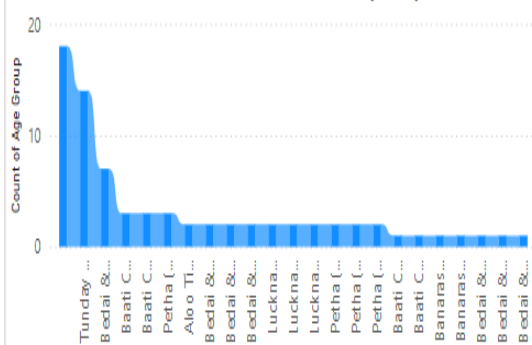


- Use Grid layout (e.g., 2 columns per page)

"Cuisine Awareness"



Count of Age Group by Below are the top 10 famous cuisines of Uttar Pradesh, choose that which of the dishes would you try.

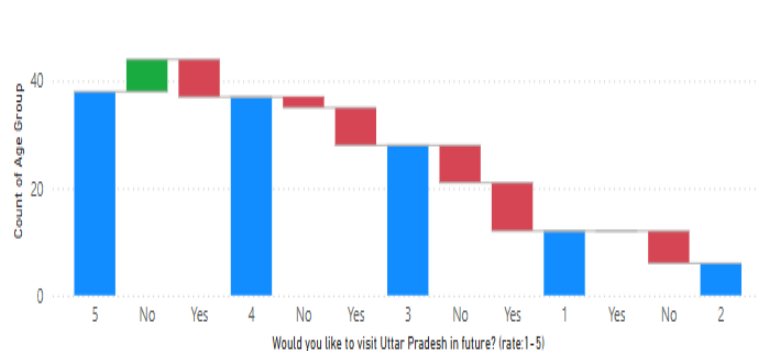


Below are the top 10 famous cuisines of Uttar Pradesh, choose that which of the dishes would you L...

Count of Age Group by Would you like to visit Uttar Pradesh in future? (rate:1-5) and Have you ever visited Uttar Pradesh?

"Survey Respondent Overview"

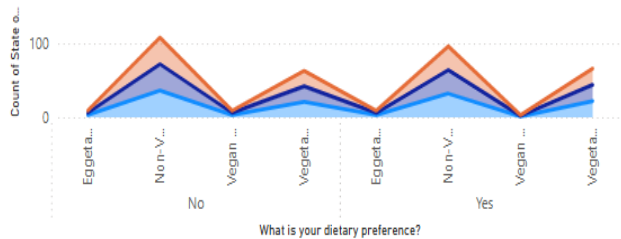
Other



- Place related charts together (e.g., awareness + popularity)

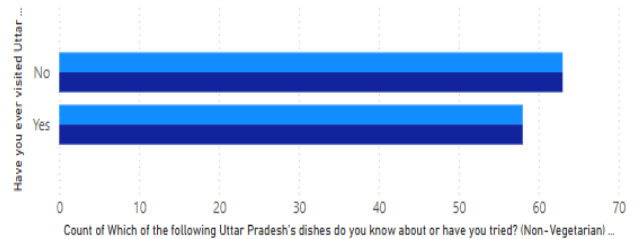
Count of State of Residence, Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Vegetarian) and Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (No...

● Count of State of Residence ● Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Vegetarian) ● Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (No...



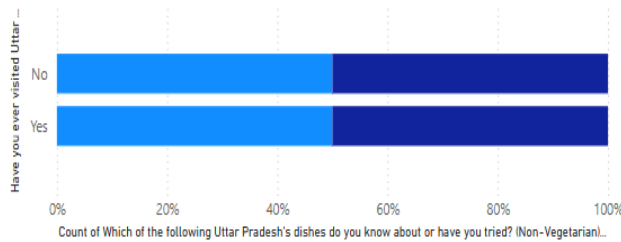
Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Non-Vegetarian) and Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Vegetarian) by Have y...

● Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Non-Vegetarian) ● Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Vegetarian)



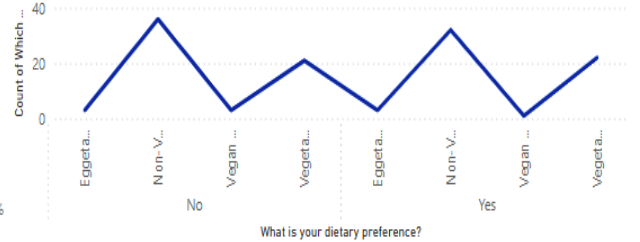
Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Non-Vegetarian) and Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Vegetarian) by Have y...

● Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Non-Vegetarian) ● Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Vegetarian)



Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Non-Vegetarian) and Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Vegetarian) by Have y...

● Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Non-Vegetarian) ● Count of Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Vegetarian)



- Slicers:

- Age Group
- Region

Age Group

18-25

State of Residence

☐ Madhya Pradesh

☐ Maharashtra

☒ Maharastra

☐ Nagpur

☐ West Bengal

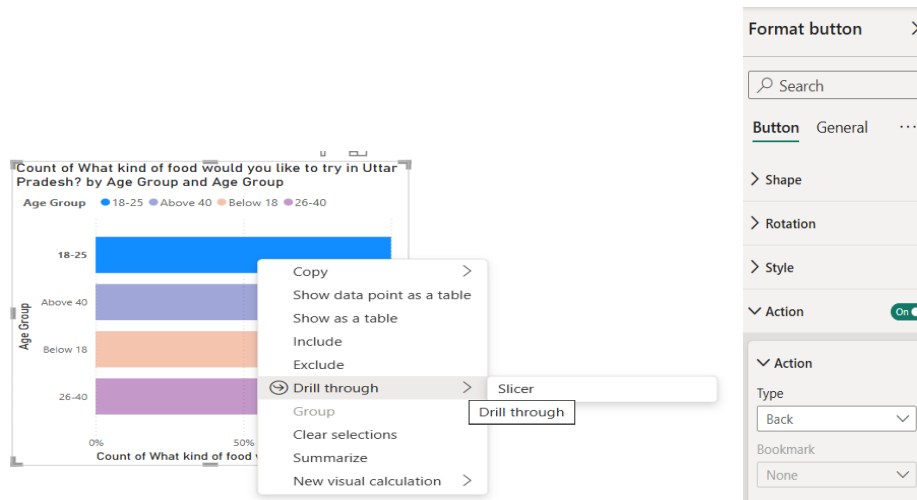
Would you like to visit Uttar Pradesh in future? (rate:1-5)

1

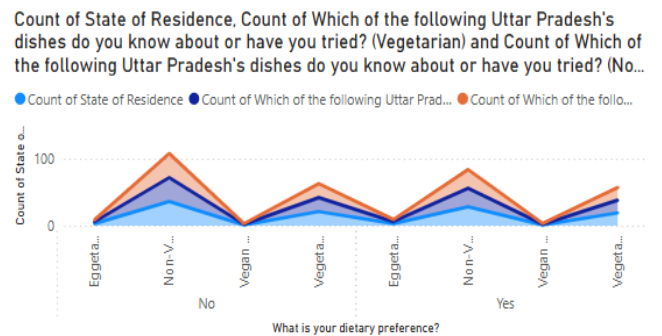
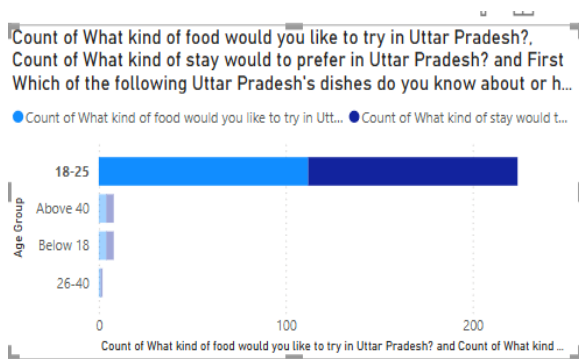
3



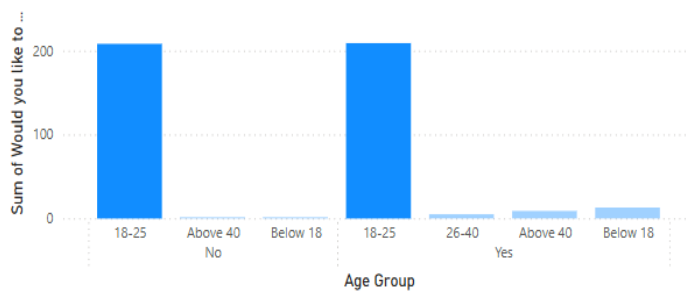
- **Add Drill-through pages:**
 - Click a dish to see its rating, nutrition



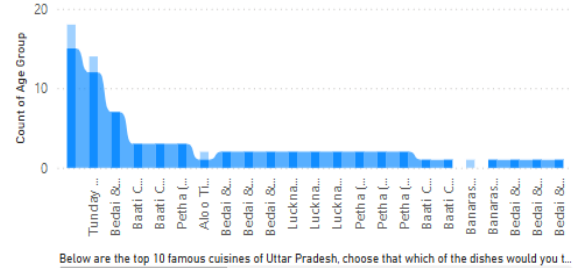
- **Tooltips:**



Sum of Would you like to visit Uttar Pradesh in future? (rate:1-5) by Have you ever visited Uttar Pradesh? and Age Group

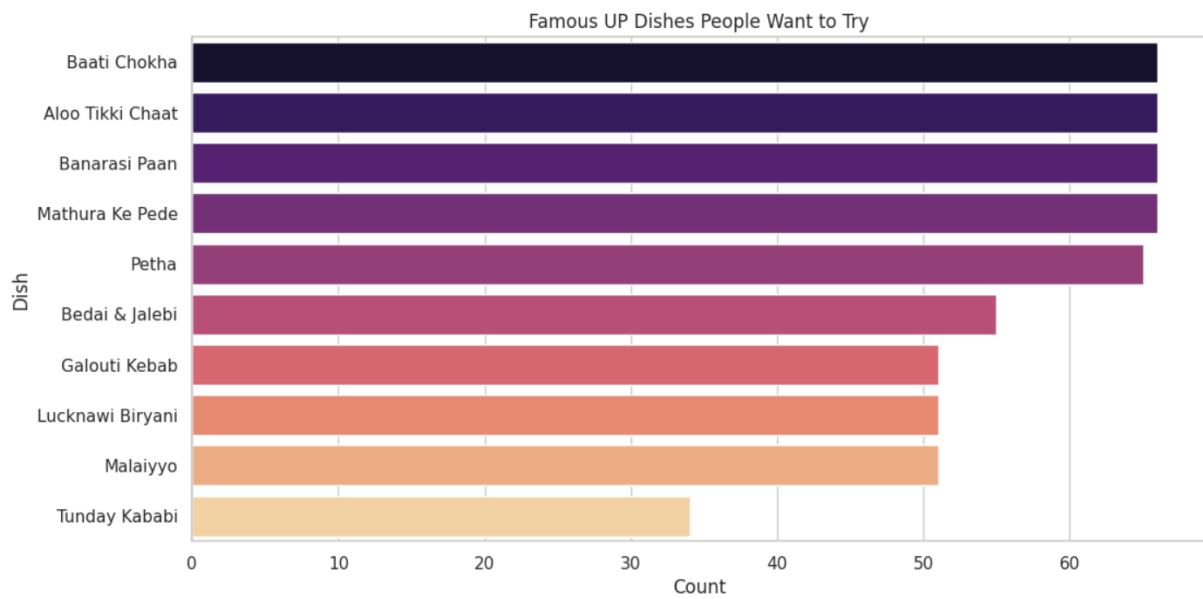


Count of Age Group by Below are the top 10 famous cuisines of Uttar Pradesh, choose that which of the dishes would you try.

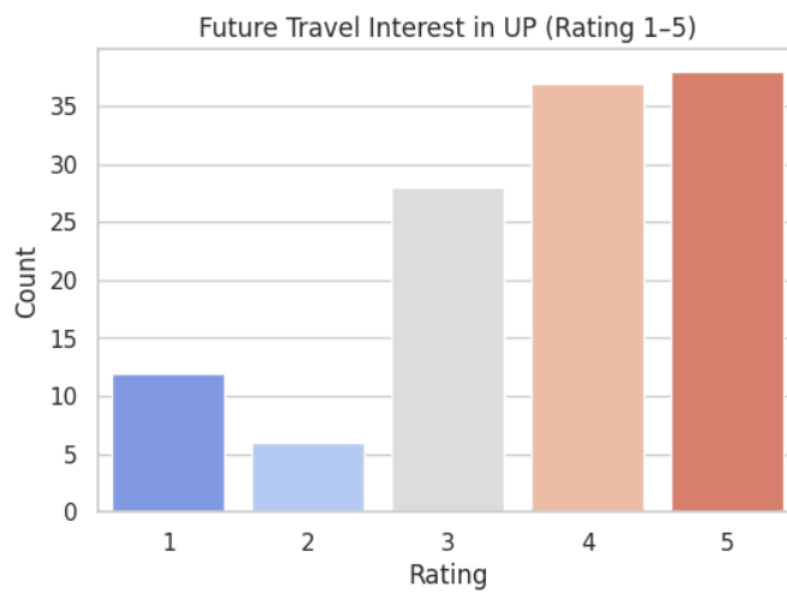


- **Organizing Power BI Report**

- Popular UP dishes identified in the survey.

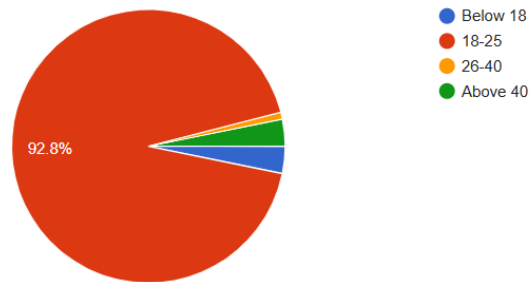


- Respondents' willingness to visit UP for its cuisine.



Age Group

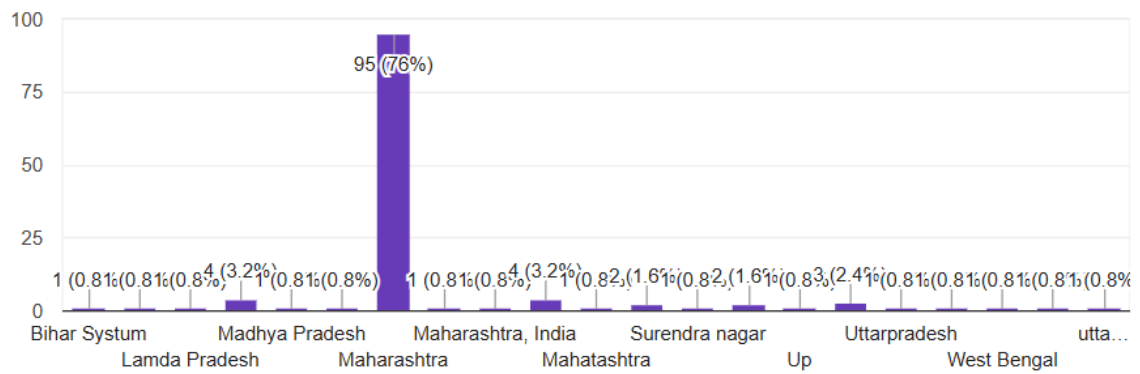
125 responses



State of Residence

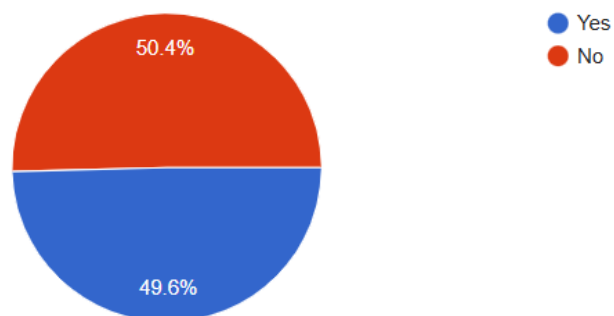
[Copy chart](#)

125 responses



Have you ever visited Uttar Pradesh?

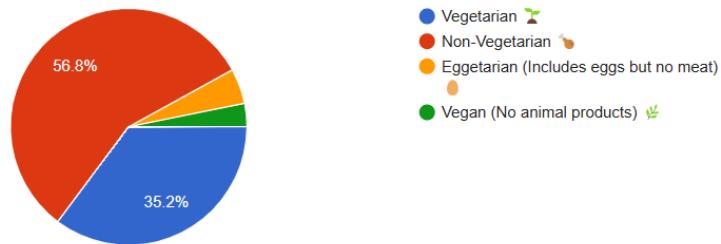
125 responses



What is your dietary preference?

 Copy char

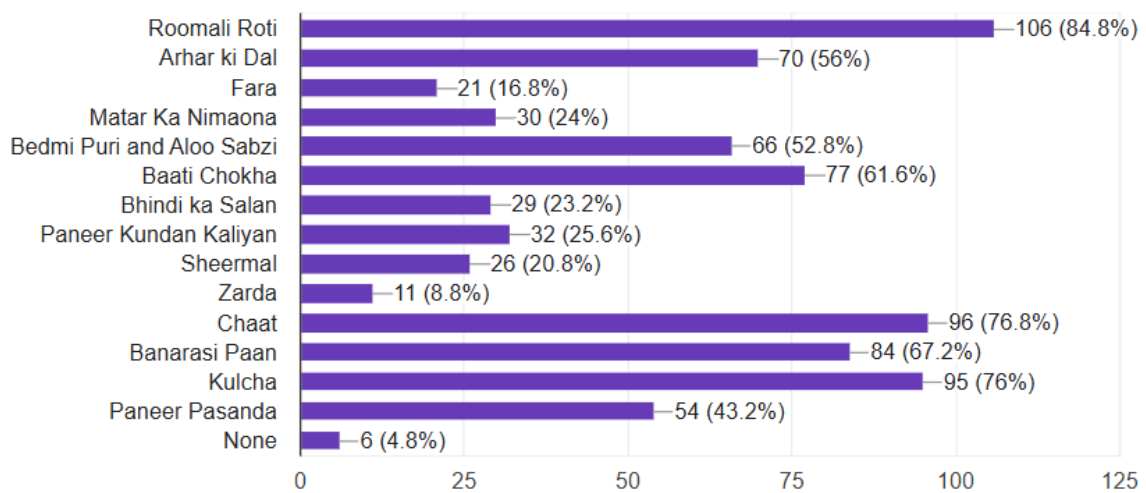
125 responses



Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Vegetarian)

 Copy ch

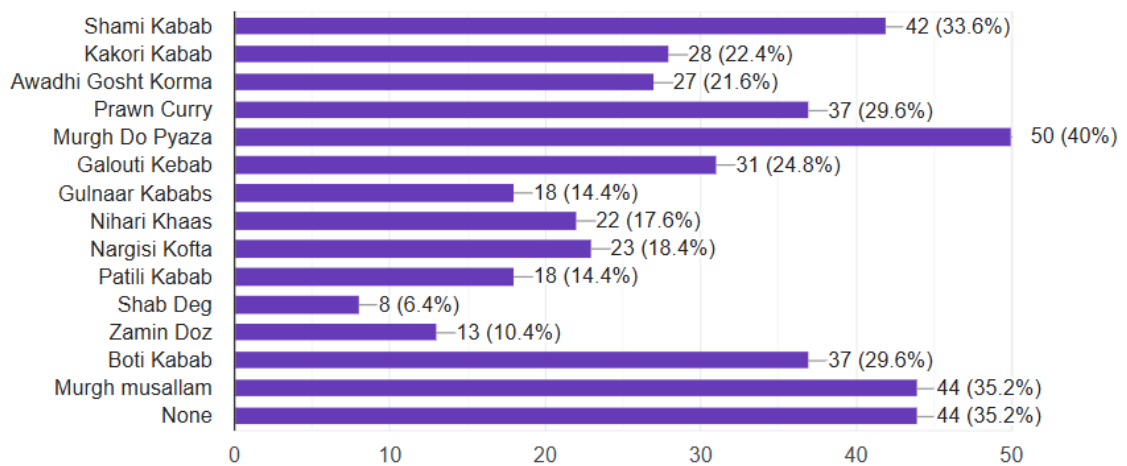
125 responses



Which of the following Uttar Pradesh's dishes do you know about or have you tried? (Non-Vegetarian)

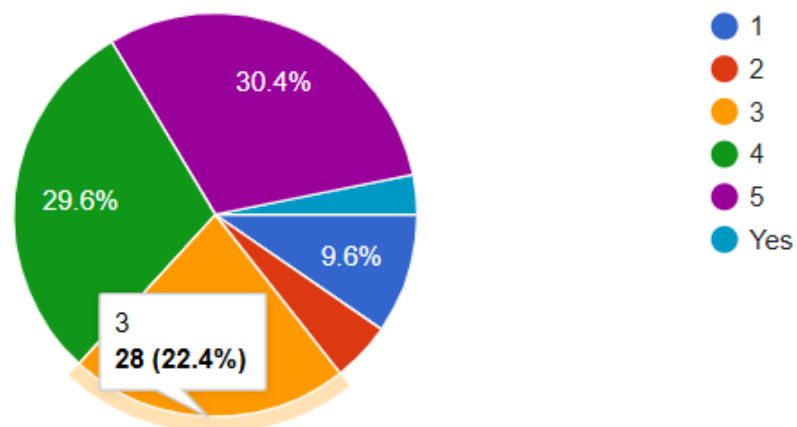
 Copy chart

125 responses



Would you like to visit Uttar Pradesh in future? (rate:1-5)

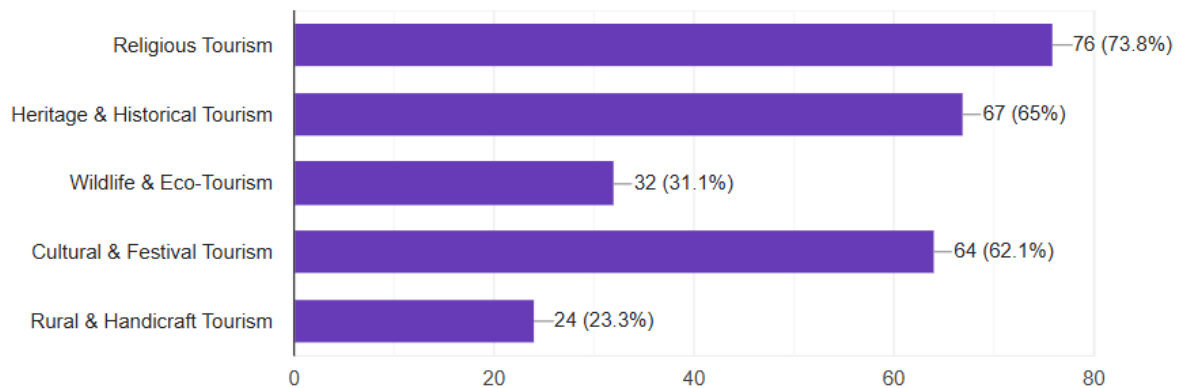
125 responses



For what purpose would you like to visit Uttar Pradesh

 Copy char

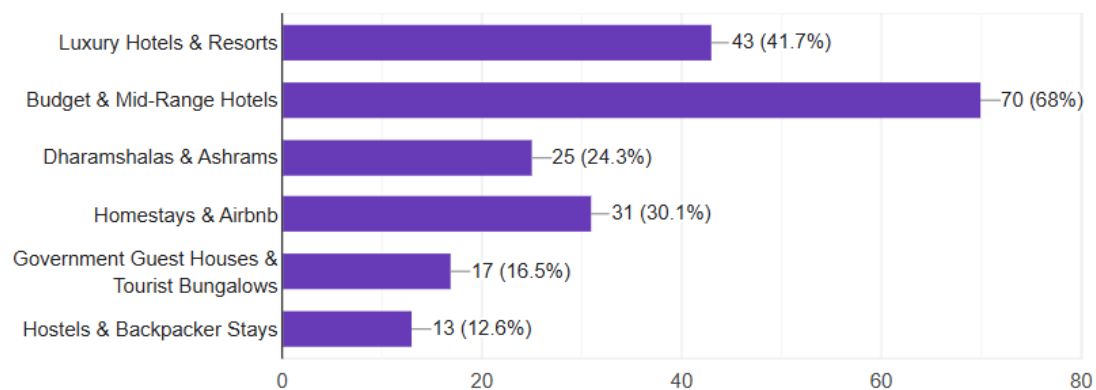
103 responses



What kind of stay would you prefer in Uttar Pradesh?

 Copy char

103 responses



❖ FULL PROJECT DASHBOARD OVERVIEW

➤ Page 1: Survey Overview

- **Card** → Total Responses (Distinct Count of Respondent IDs)
- **Donut Chart** → Age Group Distribution
- **Map** → State of Residence
- **Pie Chart** → Visited Uttar Pradesh (Yes/No)

Count of Full Name

Have you ever visited Uttar Pradesh?

Response	Count	Percentage
No	58	47.93%
Yes	63	52.07%

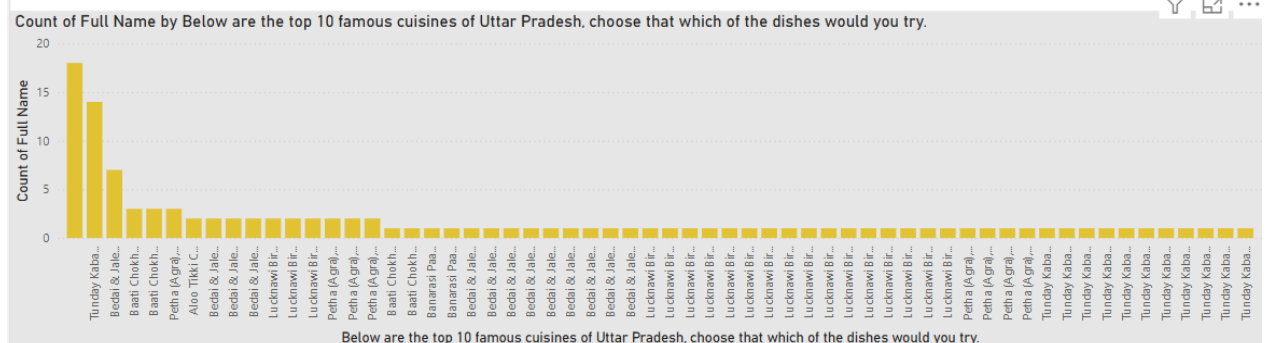
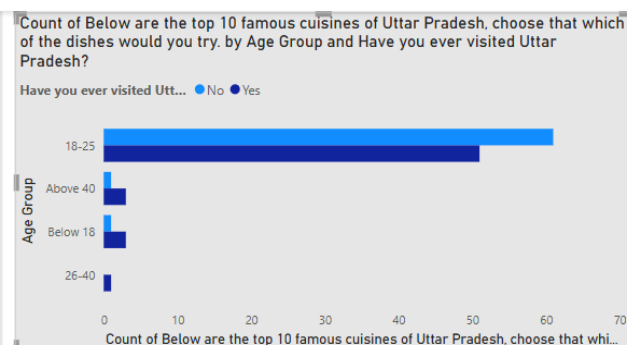


Age Group

- 18-25
- Above 40
- Below 18
- 26-40

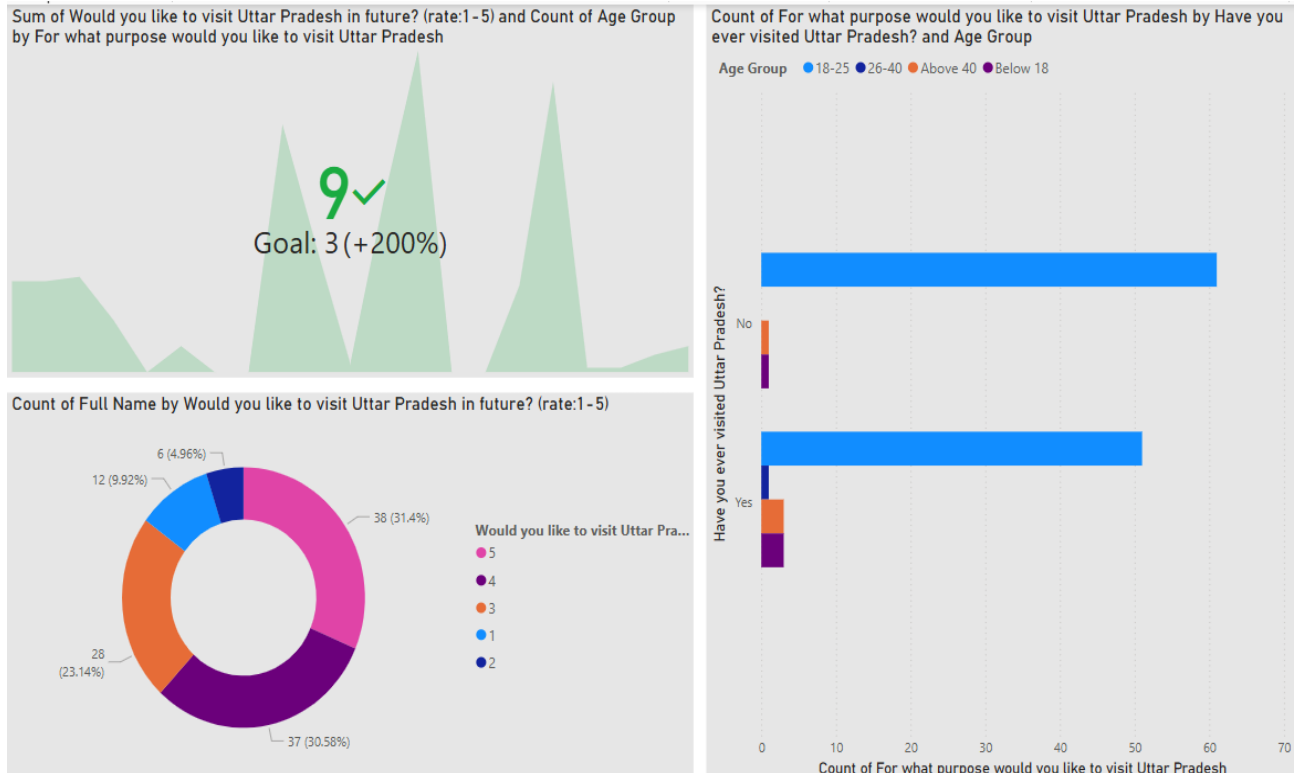
Age Group	Count	Percentage
18-25	112	92.56%
Above 40	4	3.31%
Below 18	1	0.83%
26-40	4	3.31%

- **Bar Chart** → Familiarity with UP Dishes
- **Column Chart** → Top 5 Known Dishes
- **Horizontal Bar** → Popular Vegetarian and Non-Vegetarian Dishes



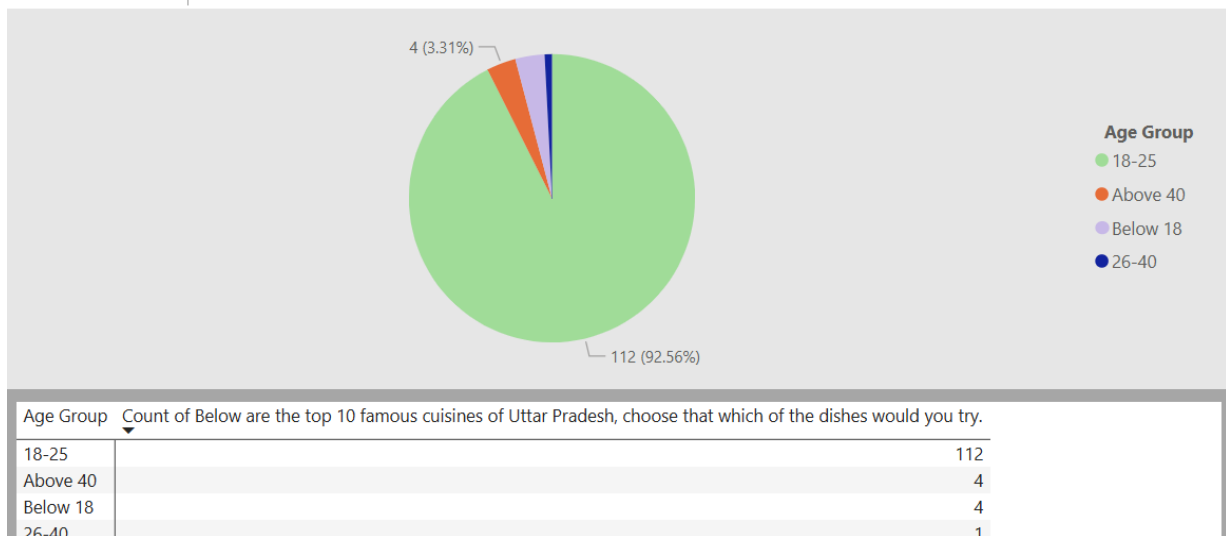
➤ Page 3: Tourism Insights

- **KPI Card** → % willing to visit for food
- **Pie Chart** → Willingness to visit UP (ratings 1-5)
- **Stacked Bar Chart** → Purpose of Visit (Religious, Heritage, etc.)



➤ Page 4: Detailed Cuisine Analysis

- Drag a field like **Dish Name** into the **Drill-through filters** pane
- Pie/Bar chart showing:
 - Familiarity
 - Liking
 - Preference by region, age group, etc.



[7] References

- **Github :**
<https://github.com/ArushiShiv/Data-Science/tree/main/Data%20Science>
- **Google-Form :**
https://docs.google.com/forms/d/e/1FAIpQLSch4vES5vNAZe_Q0-6BSEckCRmnTEPZmDTsua0wYKDCOJorNw/viewform?usp=sharing

