

Ideation Phase

Define the Problem Statements

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| Date | 16 February 2026 |
| Team ID | LTVIP2026TMIDS52086 |
| Project Name | Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study |
| Maximum Marks | 2 Marks |

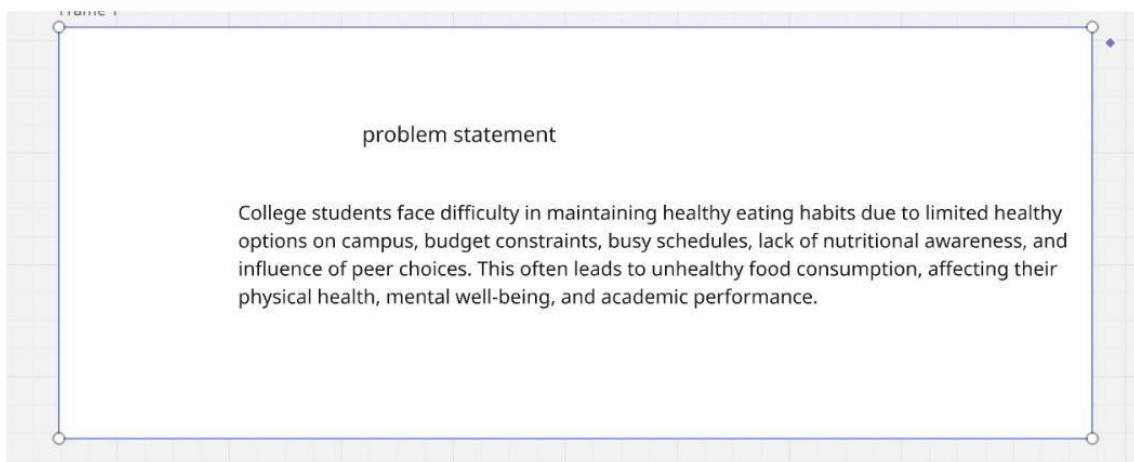
Customer Problem Statement Template:

Problem Statement

College students often struggle to maintain healthy dietary habits due to limited budgets, busy academic schedules, and easy access to fast food. Irregular meal patterns, skipping breakfast, low nutritional awareness, and stress-related eating behaviors negatively impact their overall health and academic performance.

Despite the availability of food options, students face challenges in making informed and balanced dietary choices. There is a lack of structured analysis to understand the relationship between food habits, lifestyle behaviors, and academic outcomes.

Therefore, there is a need to analyze student dietary patterns using data visualization techniques to identify trends, uncover insights, and develop strategies that promote healthier eating habits and improved well-being among college students.



Reference: <https://miro.com/templates/customer-problem-statement/>

Example:



| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|------------------------|---|--|---|--|--|
| PS-1 | A college student staying in hostel with limited budget and busy academic schedule. | Maintain a healthy diet and balance my nutrition while managing studies. | Healthy food options are limited, expensive, or time-consuming to prepare. | Mess food lacks variety, fast food is easily available, and academic pressure reduces time for meal planning. | Frustrated, confused about food choices, and worried about health and weight gain. |
| PS-2 | A student who wants good academic performance and better lifestyle habits. | Improve my concentration and energy levels through proper nutrition. | I often skip breakfast and choose comfort food due to stress and convenience. | Tight schedules, lack of awareness about nutrition, and influence of junk food advertisements affect my decisions. | Tired, unhealthy, and concerned about long-term health effects. |