

### **Milestone 4: Presentation Review**

Review of Megan Pokal – Is Eating Healthy More Expensive?

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DSC-500-T301: Introduction to Data Science

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June 1, 2024

## **Review of Megan Pokal – Is Eating Healthy More Expensive?**

*Is the theory or question clear and understood?*

Yes. The question is clear and one that feels easy to test and prove out using research.

*What are some strengths of the outlined plan?*

Megan covers research on eating healthy vs eating junk food. Shows trends around interests of eating healthier and even covers interest level by demographic.

*What are some areas of opportunity to improve the analysis?*

Slide 3 is titled cost variability in Healthy Eating. The chart to the right of that shows data on searches for healthy eating habits. There is an opportunity that once the main question is decided on “Is eating healthy more expensive?” the data should focus on cost comparisons between healthy food and non-healthy food options.

*Are there any assumptions that were made that you think should be investigated more?*

The conclusion slide states “While healthy foods can be more expensive, by strategic shopping and meal planning can mitigate these costs.” I believe this should be researched more and expanded on.

*Are there any ethical implications that should be considered?*

Making sure when using studies of people surveyed that there is informed consent and a right to privacy and confidentiality.