

Data Flow & Requirements

Data Sources

- Food choice surveys
- Demographic data
- Nutritional databases
- Spending records

Key KPIs

- Average calories per day
- Healthy vs junk ratio
- Spend by category
- Meal frequency patterns

Tech Stack

- Data: MySQL/CSV
- ETL: Tableau Prep
- Viz: Tableau Desktop
- Deploy: Tableau Public

Customer Journey Map

1
Food Decision
2
Purchase
3
Consumption
4
Post-Meal
5
Reflection