

IDEATION PHASE

Date	03 October 2022
Team ID	NM2023TMID09402
Project Name	Project – Indian Food EDA

PROBLEM STATEMENT:

Introduction:

Indian cuisine is renowned for its rich diversity, encompassing a myriad of flavors, ingredients, and regional variations. In the realm of data science, there exists a need to delve into the extensive world of Indian food, understanding its characteristics, regional nuances, and popular trends. The lack of a comprehensive exploratory data analysis (EDA) on Indian food hinders the extraction of meaningful insights and a holistic understanding of this culinary landscape.

The aim of this project is to perform Exploratory Data Analysis (EDA) on a dataset related to Indian food. Exploratory Data Analysis is a crucial step in data analysis that helps in understanding the dataset, discovering patterns, and extracting insights. In this project, we will explore various aspects of Indian cuisine, such as ingredients, recipes, regional variations, and popularity.

EMPATHIZE AND DISCOVER

Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	NM2023TMID09402
Project Name	Project – Indian Food EDA
Maximum Marks	4 Marks

Empathy Map :

<p>SAYS</p> <ul style="list-style-type: none"> - What do users say about Indian food? - Their comments, opinions, and feedback. 	<p>THINKS</p> <ul style="list-style-type: none"> - What thoughts and perceptions do they have about Indian cuisine? - Their expectations and preconceived notions. 	<p>FEELS</p> <ul style="list-style-type: none"> - What emotions are associated with Indian food? - Joy, excitement, nostalgia, curiosity, etc.
<p>DOES</p> <ul style="list-style-type: none"> - What actions do they take regarding Indian cuisine? - Cooking, ordering, exploring restaurants, sharing on social media. 		<p>HEARS</p> <ul style="list-style-type: none"> - What do they hear from others about Indian food? - Recommendations, reviews, word-of-mouth.
<p>PLEASURES</p> <p>Determine the aspects of Indian cuisine that bring joy and satisfaction to the individual.</p>		<p>SEES</p> <ul style="list-style-type: none"> - What visuals are associated with Indian food in their mind? - Images of dishes, restaurant interiors, cultural references.
<p>GOALS</p> <p>Long term aspirations connected to Indian cuisine</p>	<p>GAINS</p> <p>Discovering new favourite dishes and expanding their culinary horizons.</p>	<p>PAINS</p> <p>Difficulty in understanding the menu and dishes</p>

BRAINSTORM AND PRIORITIZE IDEAS

Senses

How does food affect the senses?

The aroma of
freshly baked
bread

The sound of
sizzling bacon

The taste of spicy
peppers

The texture of
creamy ice cream

Emotions

What emotional responses are associated with food?

Joyful
anticipation of a
favorite dish

Disappointment
when a dish
doesn't meet
expectations

Comfort and
satisfaction after
a hearty meal

Nostalgia when
tasting a
childhood recipe

Thoughts

What thoughts come to mind when thinking about food?

Planning meals
for the week

Exploring new
recipes and
cooking
techniques

Considering
dietary
restrictions

Reflecting on
cultural and
culinary
traditions

Behaviors

What actions or behaviors are influenced by food?

Grocery shopping
and meal
preparation

Sharing food
experiences on
social media

Dining out at
restaurants

Participating in
food-related
events and
festivals