Ideation Phase
Brainstorm & Idea Prioritization

Date	14 June 2025
Team ID	LTVIP2025TMID49741
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	4 Marks

Step 1: Team Gathering, Collaboration, and Problem Statement Selection

The team collaboratively reviewed the College Food Choices dataset and identified three key areas where dietary patterns significantly influence student health. Based on the insights gathered and institutional goals, the following problem statement was selected:

> "There is a need to analyze and monitor student nutrition trends to identify unhealthy patterns, address dietary deficiencies, and build personalized strategies for improving student wellness using Tableau."

Step 2: Brainstorm, Idea Listing, and Grouping

Grouping Category	Ideas Generated
Nutritional Monitoring	Track fruit and vegetable intake trends by gender, age, and exercise frequency
Deficiency Detection	Identify vitamin intake gaps and high snack consumption patterns
Predictive Health Insights	Classify students into nutrition risk groups (High, Moderate, Low)
Visualization Tools	Use bar charts, scatter plots, heatmaps, and KPI cards in Tableau
Real-Time Alerts	Trigger alerts for low fruit/veggie intake or high snack calorie counts
Personalized Plans	Suggest meal plans and health guidance based on risk classification
Awareness Campaigns	Develop education initiatives based on dietary trends found in dashboards

Step 3: Idea Prioritization

Priority Level	Idea
High	Build Tableau dashboards for real-time intake monitoring
High	Classify students by risk using fruit and exercise data
Medium	Visualize snack consumption vs. health perception
Medium	Track vitamin intake by demographic
Low	Link Tableau to live cafeteria menu data (future implementation)
Low	Integrate AI-based meal suggestions (post MVP phase)