

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	28 June 2025
Team ID	LTVIP2025TMID47715
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau
Maximum Marks	2 Marks

**Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

**Purpose:**

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

**Template:**

This project aims to address dietary challenges faced by college students, especially hostelers and health-conscious youth, by providing a centralized data visualization platform. Many students struggle with inconsistent eating habits, lack of awareness about nutrition, and incomplete food tracking, leading to confusion, frustration, and poor focus.

Using Tableau, the project integrates various data points like cafeteria choices, fitness habits, and online resources into interactive dashboards. These dashboards help students identify their dietary gaps, monitor patterns, and receive personalized nutritional suggestions.

The solution empowers students to make informed food decisions, improve their health, and enhance academic performance by transforming raw food habit data into meaningful, actionable insights through visual storytelling and real-time tracking.

# COMPREHENSIVE ANALYSIS AND DIETARY STRATEGIES With TABLEAU: A COLLEGE FOOD CHOICES CASE STUDY



## 1. STUDENT SEGMENTS

- Hostellers
- Health-conscious youth



## 2. STUDENT LIMITATION

- Difficulties in tracking food intake and incomplete tracking
- Inconsistent eating patterns
- Low nutrition awareness



## 5. AVAILABLE SOLUTIONS

- Cafeteria options
- Fitness nutrition
- Online resources



## 4. TRIGGERS TO ACT

- Confusion
- Frustration
- Lack of focus



## 8. BEHAVIOR



- Inconsistent meal patterns
- Incomplete tracking
- Low nutrition awareness



## 10. EMOTIONS

- Confusion
- Frustration
- Lack of focus



## YOUR SOLUTION

- A Tableau & dashboard and story to integrate college dietary data
- Integrate college dietary data
- Provides personalised nutrition suggestions

- Provides personalized nutrition choices