PROJECT REPORT

TEAM ID: LTVIP2025TMID49029

TITLE: Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study

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1. INTRODUCTION

1.1 Project Overview

As a college health and wellness administrator, my mission is to proactively support the nutritional well-being of students. However, our current understanding of student dietary behaviours is hindered by fragmented, static, or siloed data. Without timely, actionable insights, our ability to address nutritional deficiencies and trends in real-time is limited - leaving us in a largely reactive position.

1.2 Purpose

The primary purpose of this project is to develop an interactive, data-driven platform using Tableau that enables college wellness administrators to:

- Understand and track student eating behaviours in real-time.
- Identify nutritional deficiencies and food trends across the student population.
- Enhance collaboration between health services and dining operations.
- Support evidence-based wellness programs and menu improvements that promote healthier eating on campus.

2. IDEATION PHASE

2.1 Problem Statement

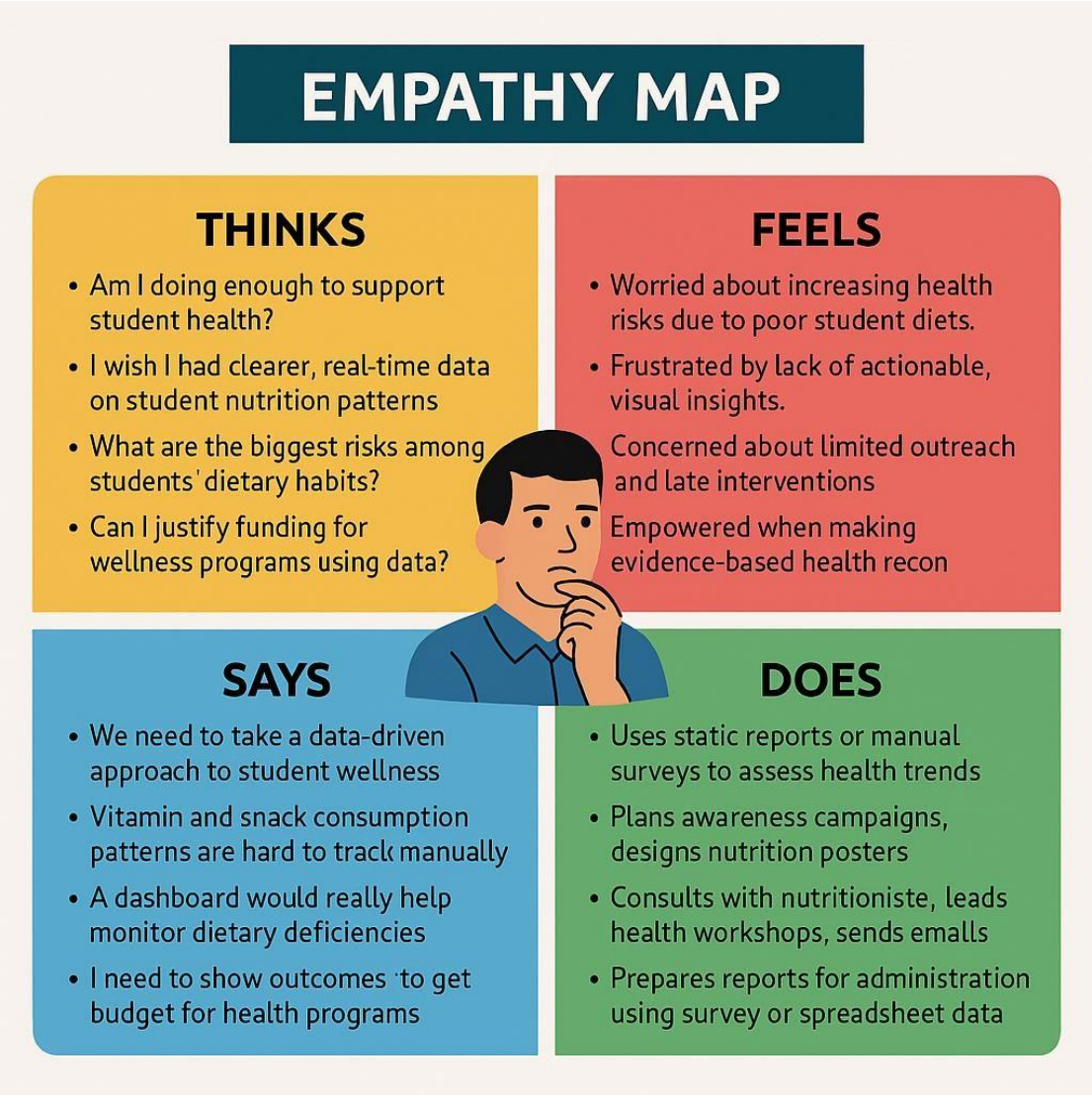
I am a college health and wellness administrator
I'm trying to understand and improve the dietary and nutritional habits of students **But** I lack real-time, visual insights into eating behaviors, health trends, and deficiencies
Because the data is scattered, static, or underutilized for strategic wellness interventions
Which makes me feel reactive and under-equipped to support student health proactively.

PS-1: I am a student affairs officer who wants to monitor student nutrition habits to prevent health issues, but I don't have access to interactive tools that give real-time data on students' dietary trends.

PS-2: I am a university nutritionist trying to detect deficiencies in students' diets, but it's difficult to pinpoint problem areas without an integrated platform that shows snack overconsumption, vitamin neglect, and health perception metrics.

PS-3: I am a wellness strategist aiming to develop personalized health plans for students, but predictive analytics tools are not in place to proactively identify high- risk individuals and suggest tailored interventions.

2.2 Empathy Map



2.3 Brainstorming

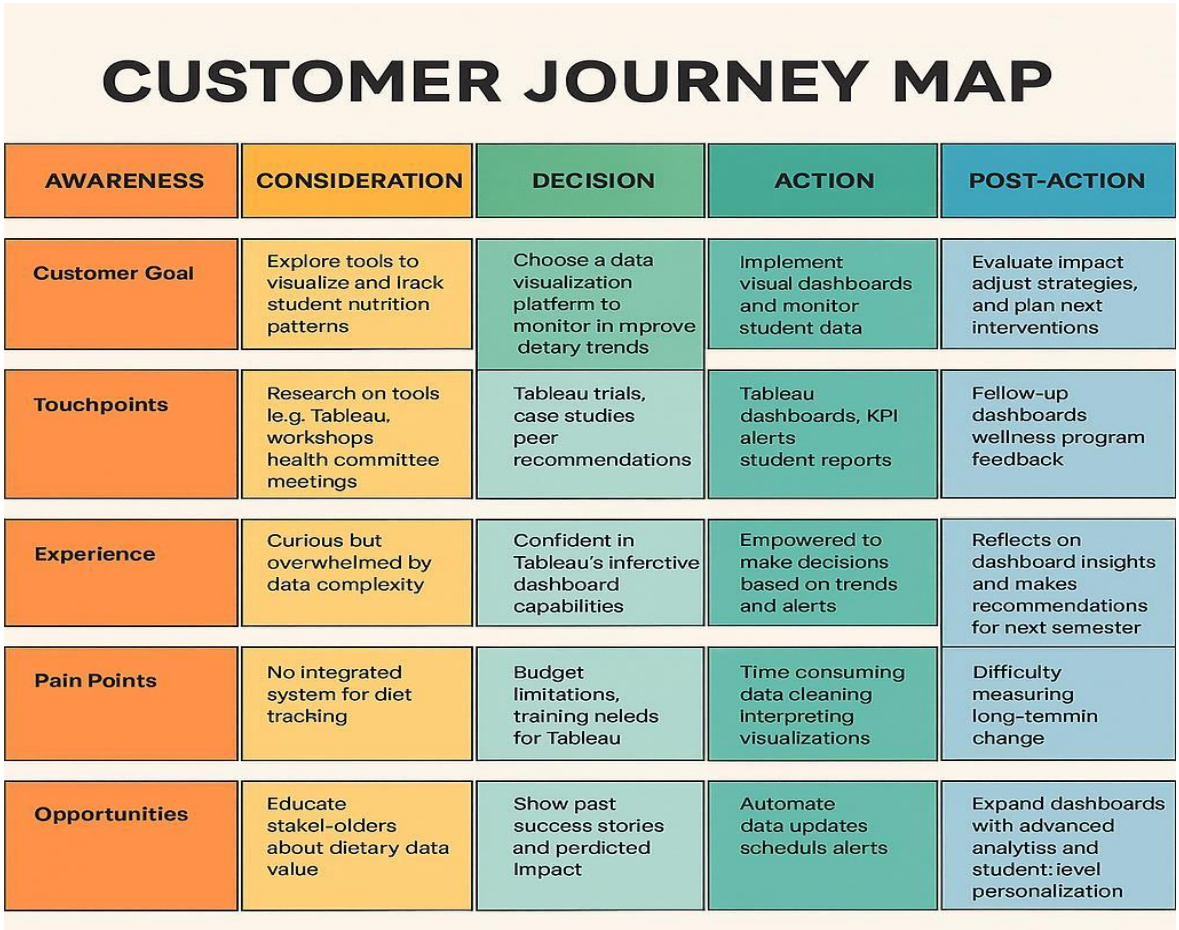
Grouping Category	Ideas Generated
Nutritional Monitoring	Track fruit and vegetable intake trends by gender, age, and exercise frequency
Deficiency Detection	Identify vitamin intake gaps and high snack consumption patterns
Predictive Health Insights	Classify students into nutrition risk groups (High, 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

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)

3.REQUIREMENT ANALYSIS

3.1 Customer Journey Map



3.2 Solution Requirements

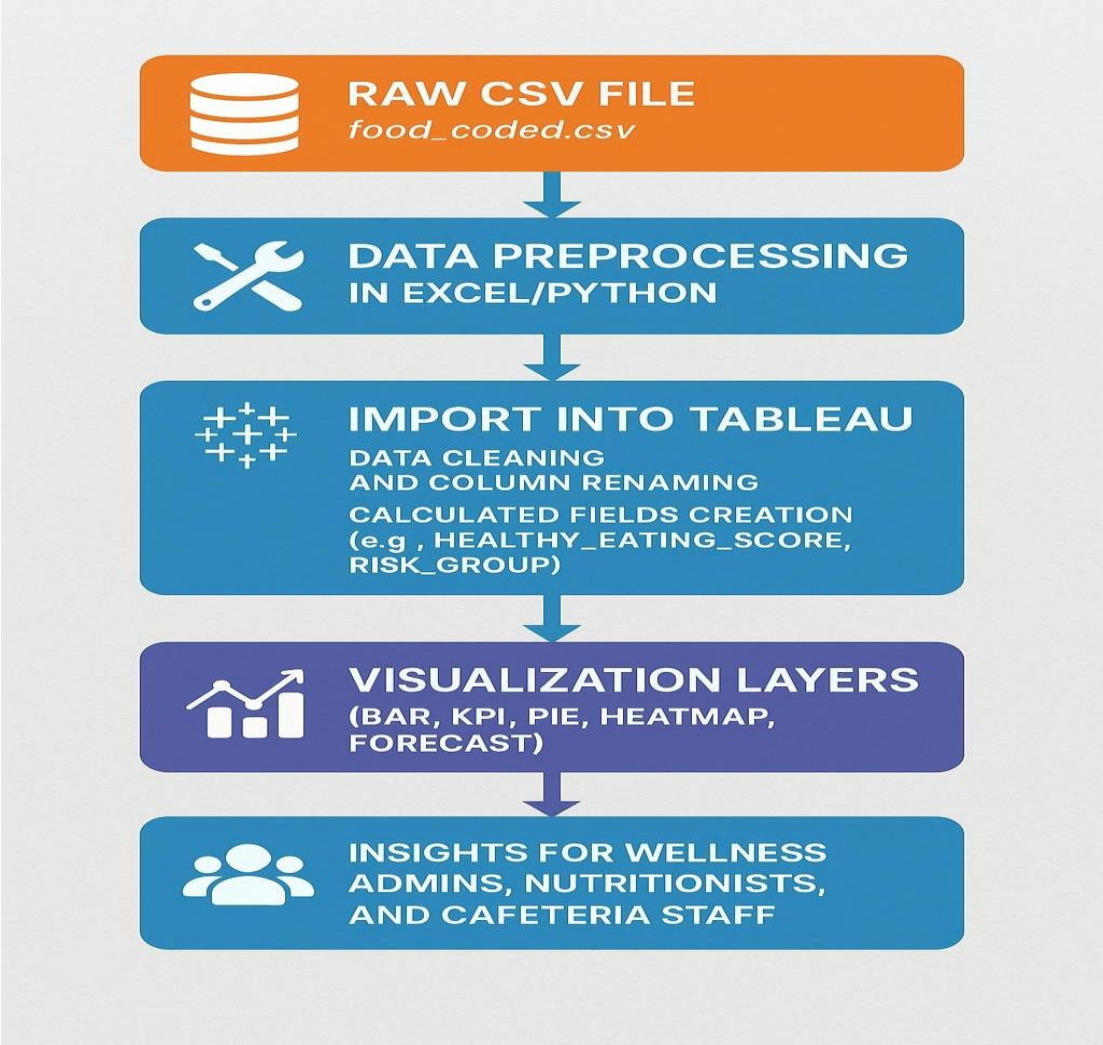
Functional Requirements:

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Registration through Form Registration through Gmail Registration through LinkedIn
FR-2	User Confirmation	Confirmation via Email Confirmation via OTP
FR-3	Data Visualization	Generate Pie Chart Generate Donut Chart Generate Area Chart Generate Word Cloud
FR-4	Data Filtering and Sorting	Filter by Date Range Sort by Total Sales Filter by Branch or Product Line

Non-Functional Requirements:

FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	The system should have a user-friendly and intuitive interface.
NFR-2	**Security**	Secure login and user data encryption should be implemented.
NFR-3	**Reliability**	The system should perform consistently under expected loads without failure.
NFR-4	**Performance**	Visualizations should load within 3 seconds on average.
NFR-5	**Availability**	The system should be accessible 24/7 with minimum downtime.
NFR-6	**Scalability**	Should be scalable to handle large datasets or more branches in the future.

3.3 Data Flow Diagram



3.4 Technology Stack

Data Layer

Component	Description
Dataset	food_coded.csv – structured CSV dataset capturing dietary and health info
Storage Format	Flat file (CSV) loaded locally for analysis
Tools Used	Excel, Python (for cleaning & preprocessing if needed)

Data Processing Layer

Tool/Technology	Purpose

Python (Pandas)	Optional preprocessing: data cleaning, null handling, formatting
Excel	Initial cleaning or quick field review before importing to Tableau

Visualization & Analytics Layer

Tool/Technology	Purpose
Tableau	Main tool for interactive data visualization and dashboard creation
Tableau Features	KPI cards, Bar Charts, Pie Charts, Heatmaps, Highlight Tables, Forecasts
Calculated Fields	Used for: risk group classification, healthy eating score, snack level

User Interaction Layer

Feature	Role
Interactive Dashboards	Users can filter data by gender, risk, and exercise levels
Parameter Controls	Customize target values (e.g., fruit intake threshold)

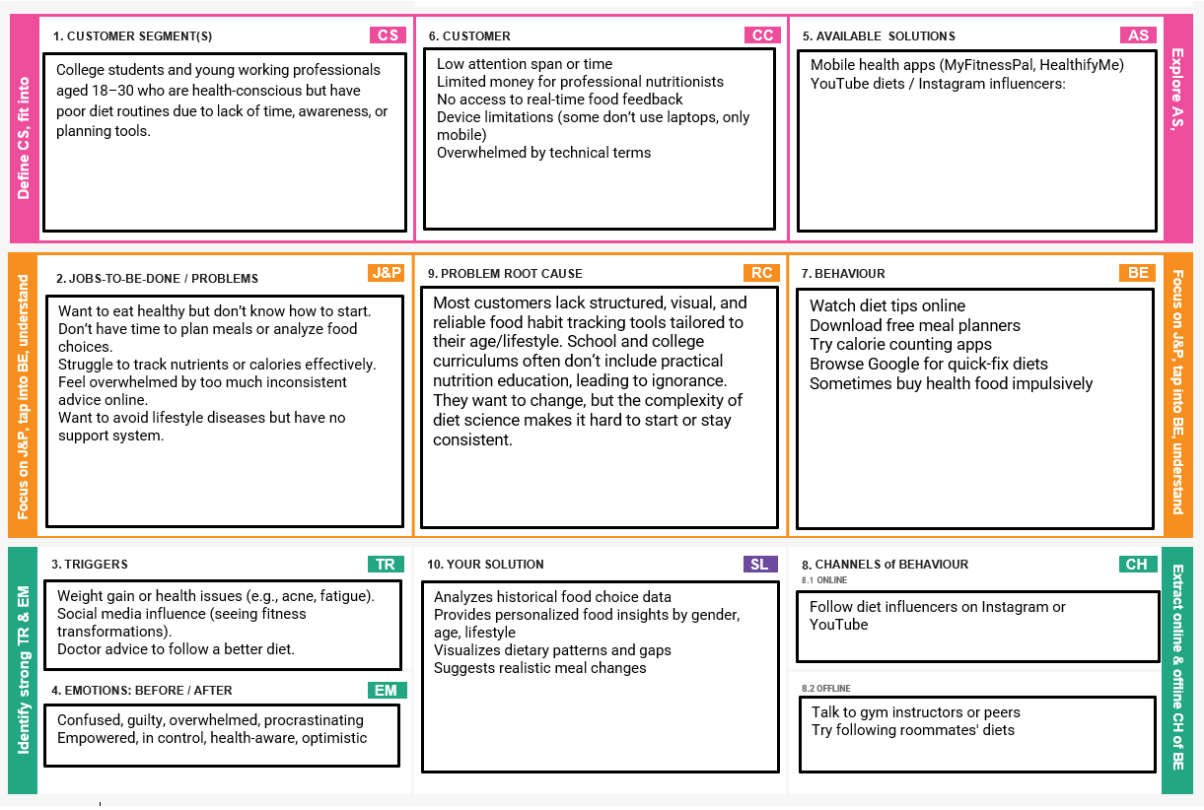
Feature	Role
Alerts & KPIs	Instant insight into nutrition deficiencies and trends
User Roles	Admin, Nutritionist, Cafeteria Staff – each interacts with filtered views

Security & Sharing

Feature	Notes
Tableau Public	Public dashboards (for non-sensitive data)
Tableau Server	Optional upgrade for secured, role-based access
Export Options	PDF reports, public link sharing, dashboard embedding

4. PROJECT DESIGN

4.1 Problem Solution Fit

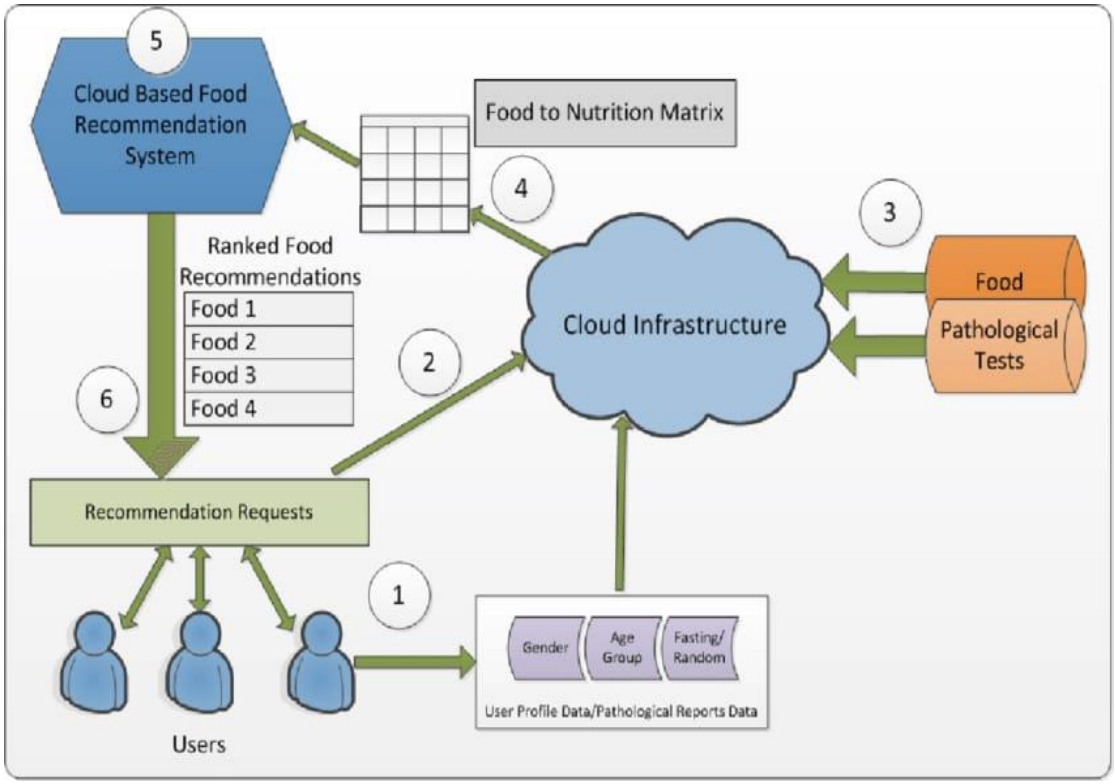


4.2 Proposed Solution

S. No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Clearly describe the problem you aim to solve. Include relevant statistics or pain points to highlight the severity or urgency of the issue.
2.	Idea / Solution description	Outline your proposed solution. Focus on how it addresses the problem effectively and efficiently.
3.	Novelty / Uniqueness	What makes your solution different from existing ones? Highlight any innovative features, technologies, or processes.
4.	Social Impact / Customer Satisfaction	Explain how your solution improves lives, benefits communities, or enhances customer satisfaction.
5.	Business Model (Revenue Model)	How will the solution generate revenue? Include pricing strategies, partnerships, target customer segments, etc.

6.	Scalability of the Solution	Discuss how your solution can grow geographically or serve more users. Mention potential challenges and how they will be handled.

4.3 Solution Architecture



5. PROJECT PLANNING AND SCHEDULING

5.1 Project Planning

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority
Sprint-1	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	2	High
Sprint-1	Confirmation	USN-2	As a user, I will receive confirmation email once I have	1	High

			registered for the application		
Sprint-2	Use Registration	USN-3	As a user, I can register for the application through Facebook	2	Low
Sprint-1	Registration	USN-4	As a user, I can register for the application through Gmail	2	Medium
Sprint-1	Login	USN-5	As a user, I can log into the application by entering email & password	1	High

Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (Planned)	Story Points Completed (as on Planned End Date)	Sprint Release Date (Actual)
Sprint-1	20	6 Days	24 Oct 2022	24 May 2025	20	24 May 2025
Sprint-2	20	6 Days	31 Oct 2022	31 May 2025	20	31 May 2025
Sprint-3	20	6 Days	07 Nov 2022	07 June 2025	20	07 June 2025
Sprint-4	20	6 Days	14 Nov 2022	14 June 2025	20	14 June 2025

5.2 Planning Logic

A Sprint fixed period or duration in which a team works to complete a set of tasks

An **Epic** is a **big task or project** that is too large to complete in one sprint. It is broken down into **smaller tasks (stories)** that can be completed over multiple sprints.

A **Story** is a small task. It is part of an **Epic**.

A **Story Point** is a number that represents how much effort a story takes to complete. (usually in form of Fibonacci series)

Sprint 1: (6 Days)

Data Collection

Collection of Data **2**

Loading Data **1**

Sprint 2: (6 Days)

Data Preprocessing

Handling Missing Values **3**

Handling Categorical values **2**

Sprint 3: (6 Days)

Model Building

Model Building **5**

Testing Model **3**

Sprint 4: (6 Days)

Deployment

Working HTML Pages **3**

Flask deployment **5**

Total Story Points

Sprint 1 = 8

Sprint 2 = 16

Velocity= Total Story Points Completed/ Number of Sprints

Total story Points= 16+8 =24

No of Sprints= 2

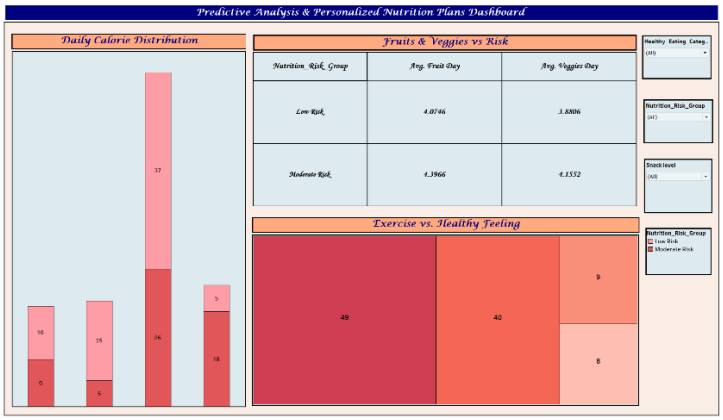
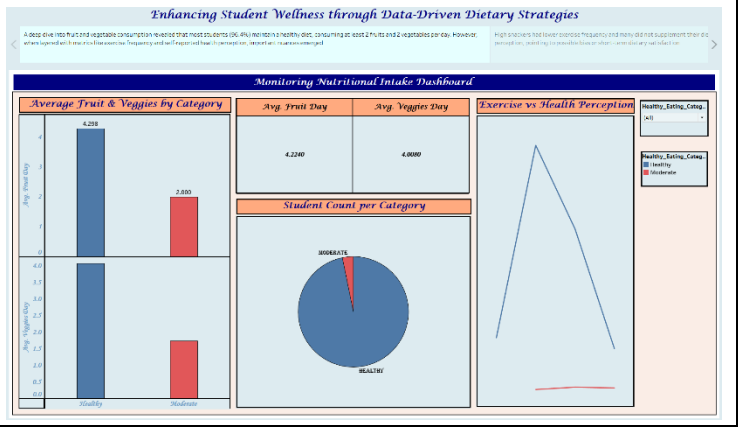
Velocity = (16+8)/2= 24/2

12 (Story Points per Sprint)

Team's velocity is 12 Story Points per Sprint.

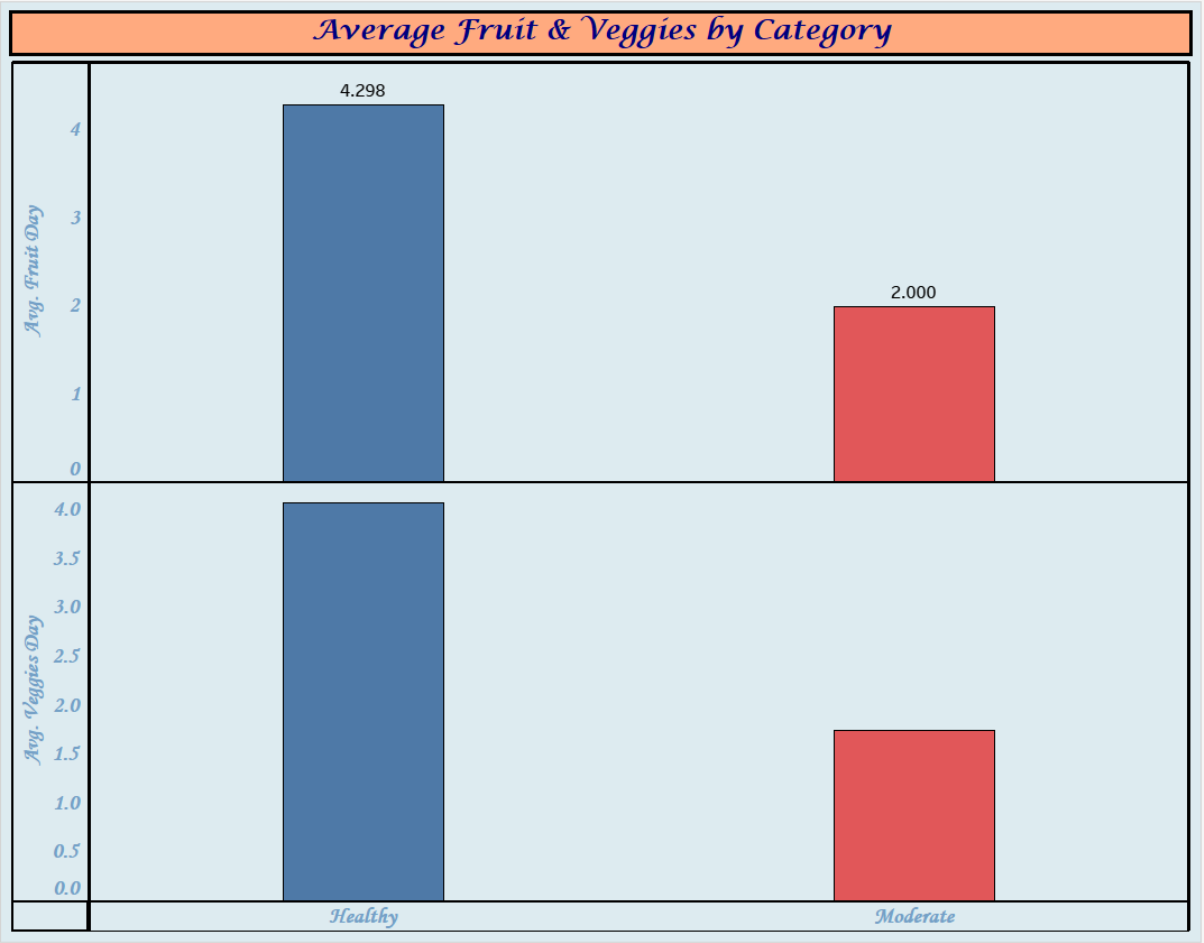
6. FUNCTIONAL AND PERFORMANCE TESTING

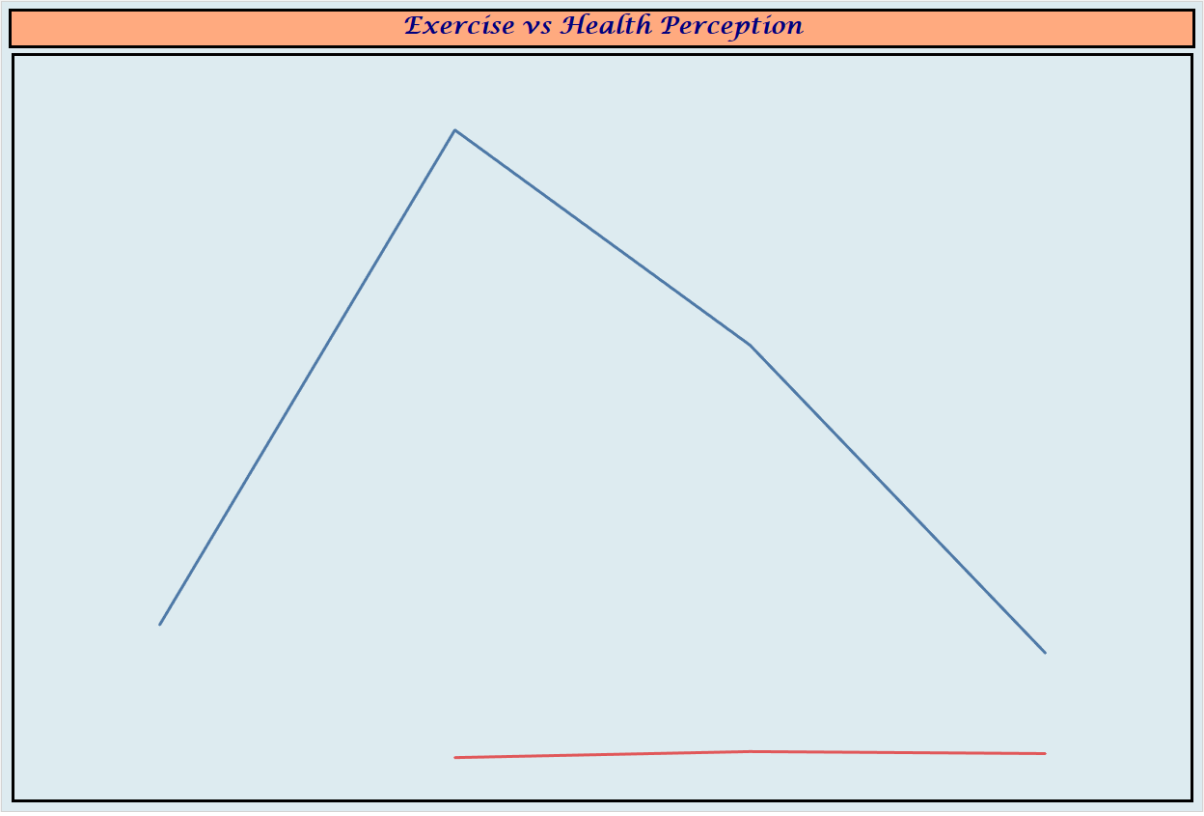
6.1 Performance Testing

S. No.	Parameter	Screenshot / Values
1.	Data Rendered	126 records
2.	Data Preprocessing	Removed null values
3.	Utilization of Filters	Date Range Filter Region Filter Product Category Filter
4.	Calculation fields Used	Usually numeric, date/time, or text depending on the formula and context.
5.	Dashboard design	No of Visualizations / Graphs – 11 
6	Story Design	No of Visualizations / Graphs – 11 

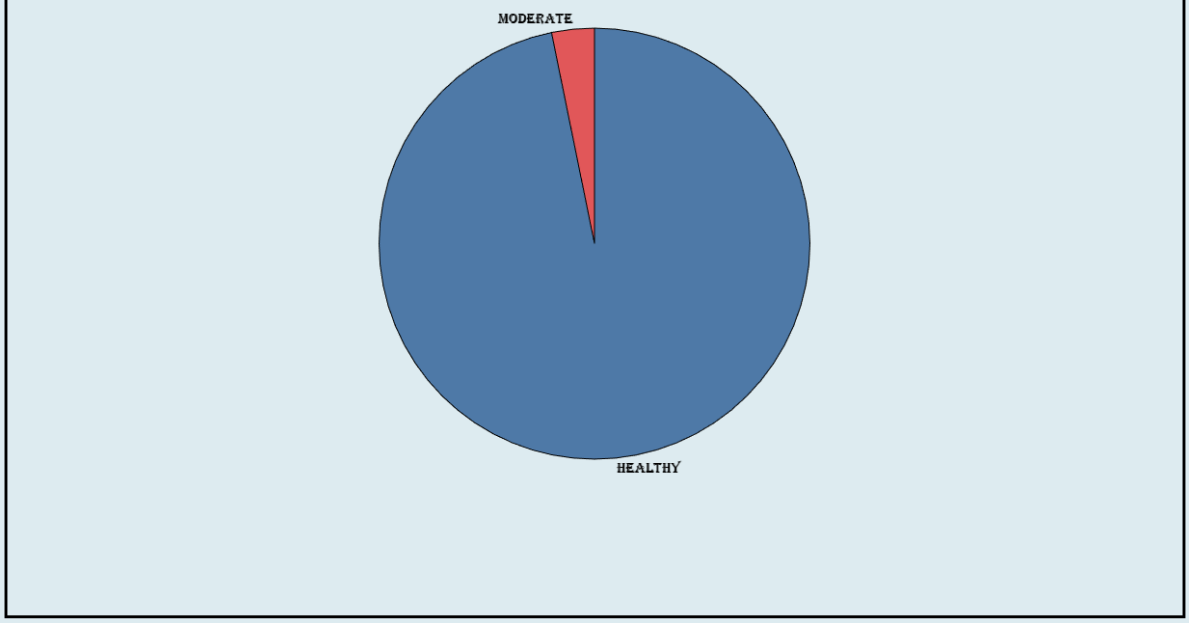
7.RESULTS

7.1 Output Screenshots

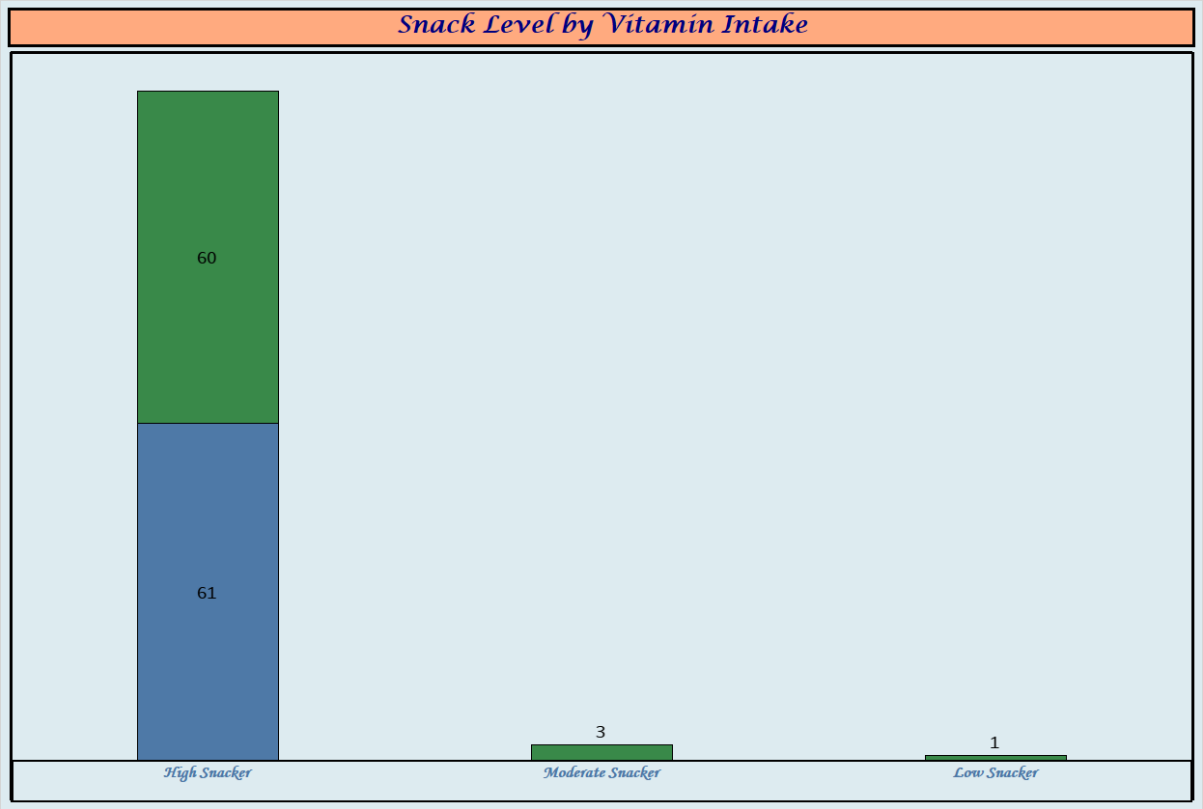

Average Fruit & Veggies by Category
Avg. Fruit Day
4.298
2.000
0
1
2
3
4
Avg. Veggies Day
0.0
0.5
1.0
1.5
2.0
2.5
3.0
3.5
4.0
Healthy
Moderate

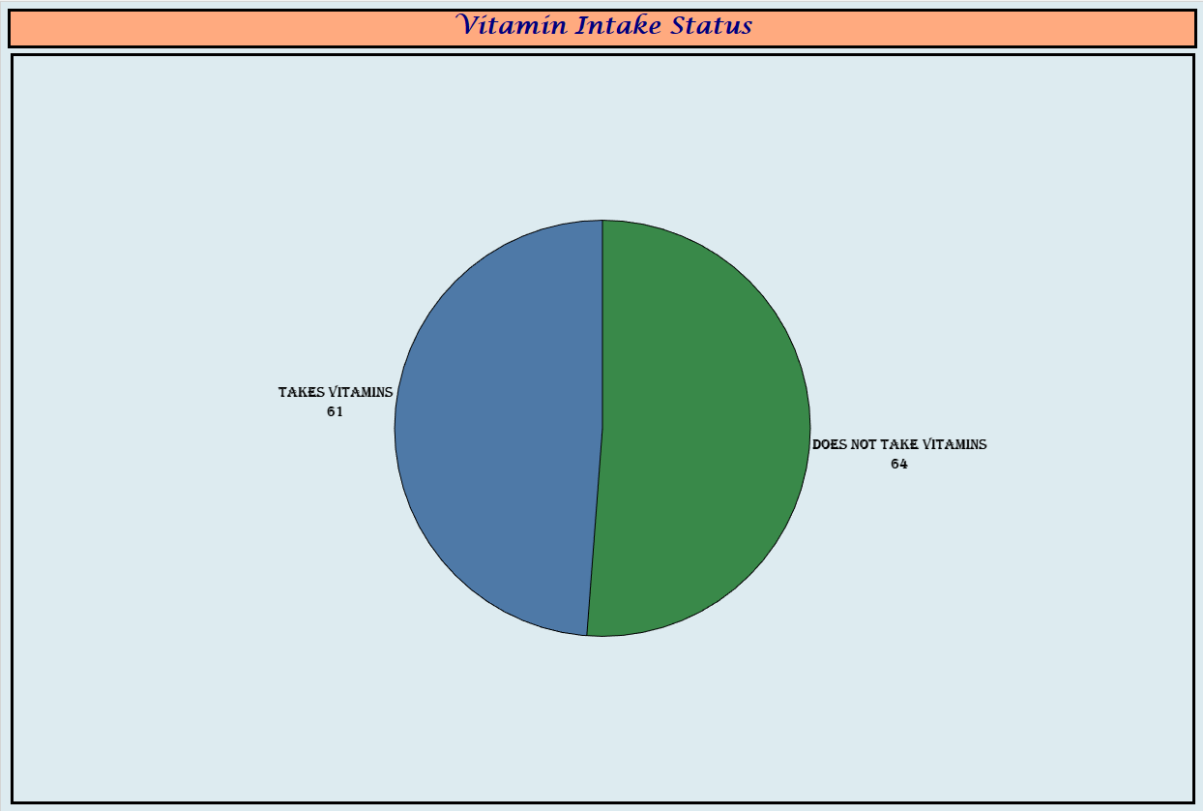

Exercise vs Health Perception

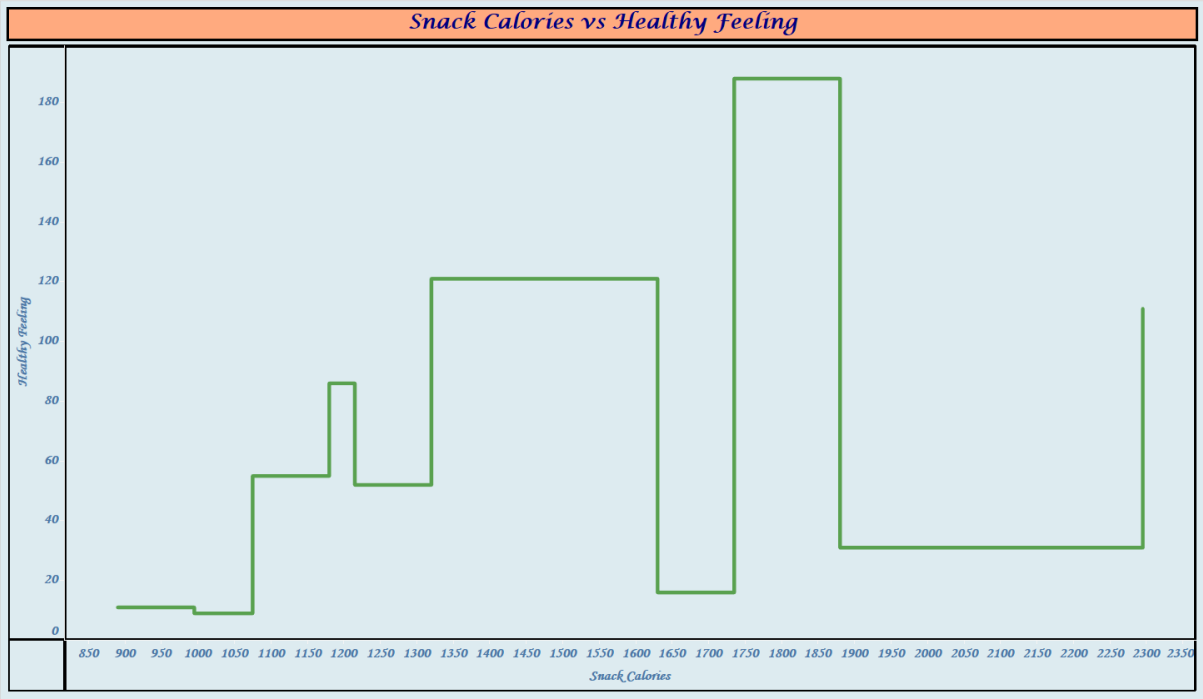
Student Count per Category



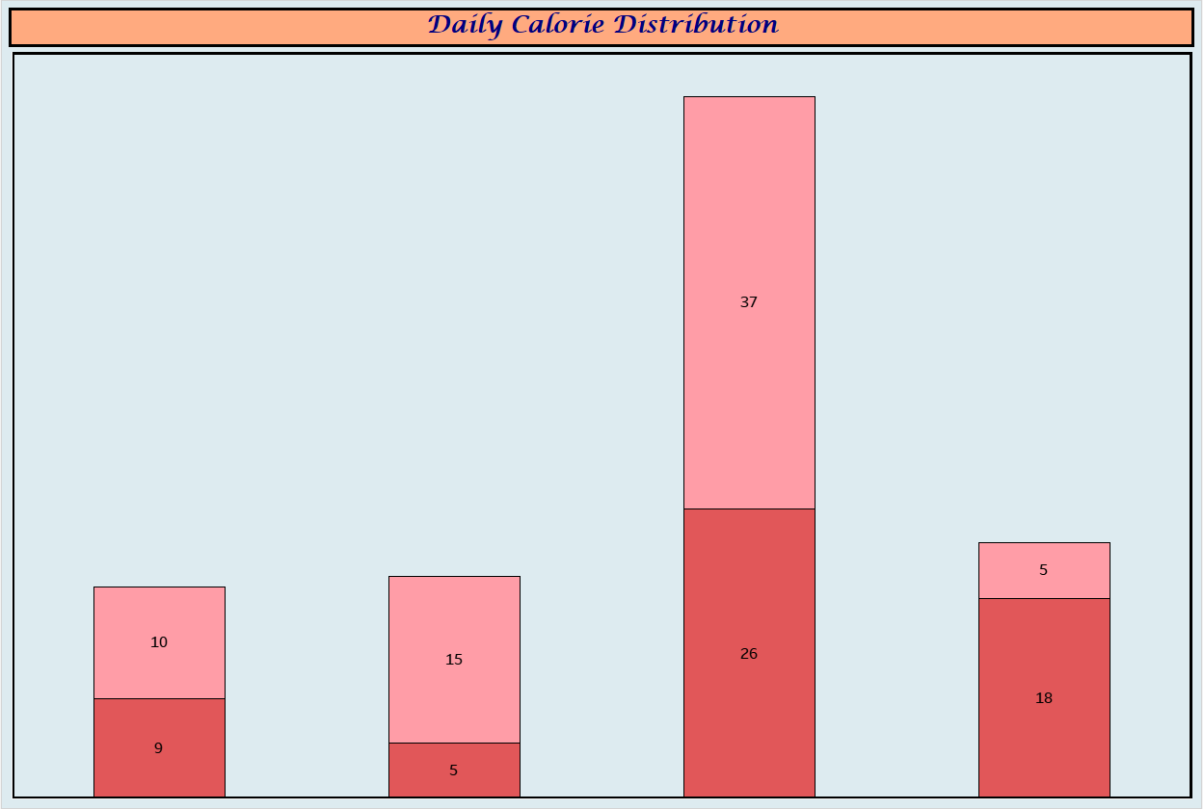
Avg. Fruit Day	Avg. Veggies Day
4.2240	4.0080

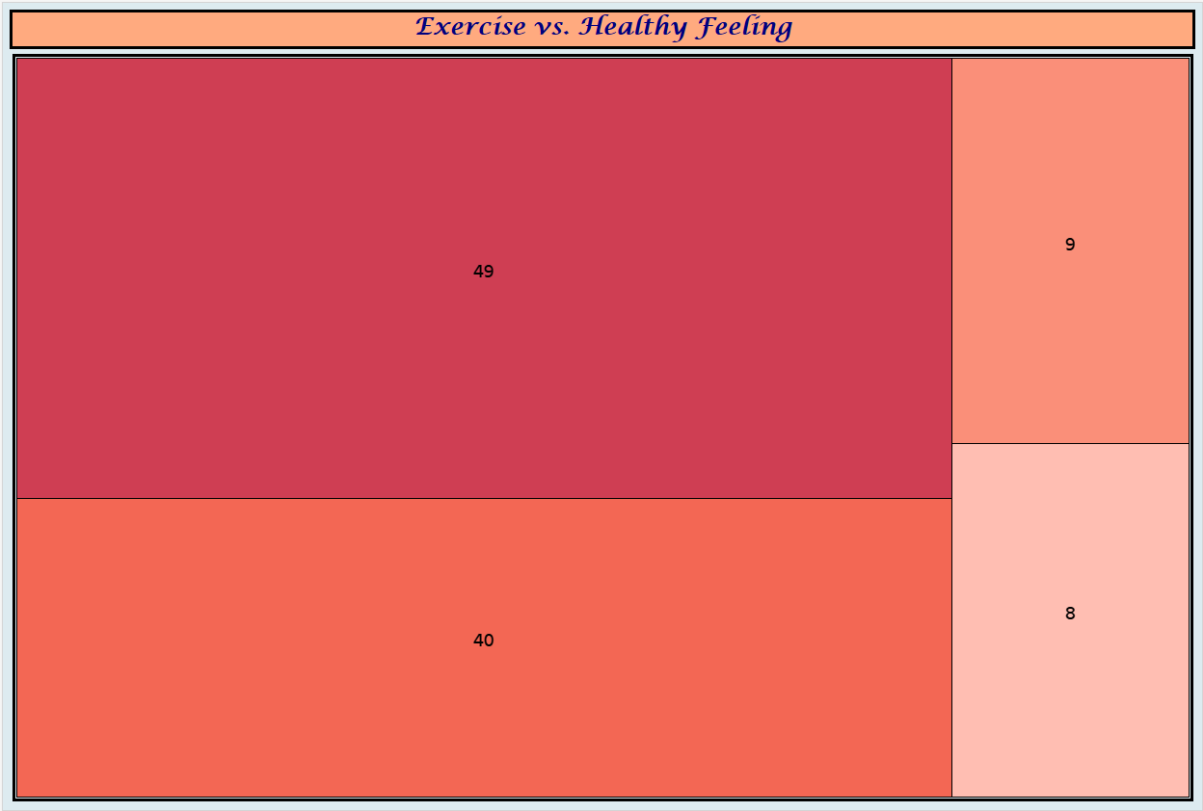

Snack Level by Vitamin Intake
60
61
3
1
High Snacker
Moderate Snacker
Low Snacker


Vitamin Intake Status
TAKES VITAMINS
61
DOES NOT TAKE VITAMINS
64



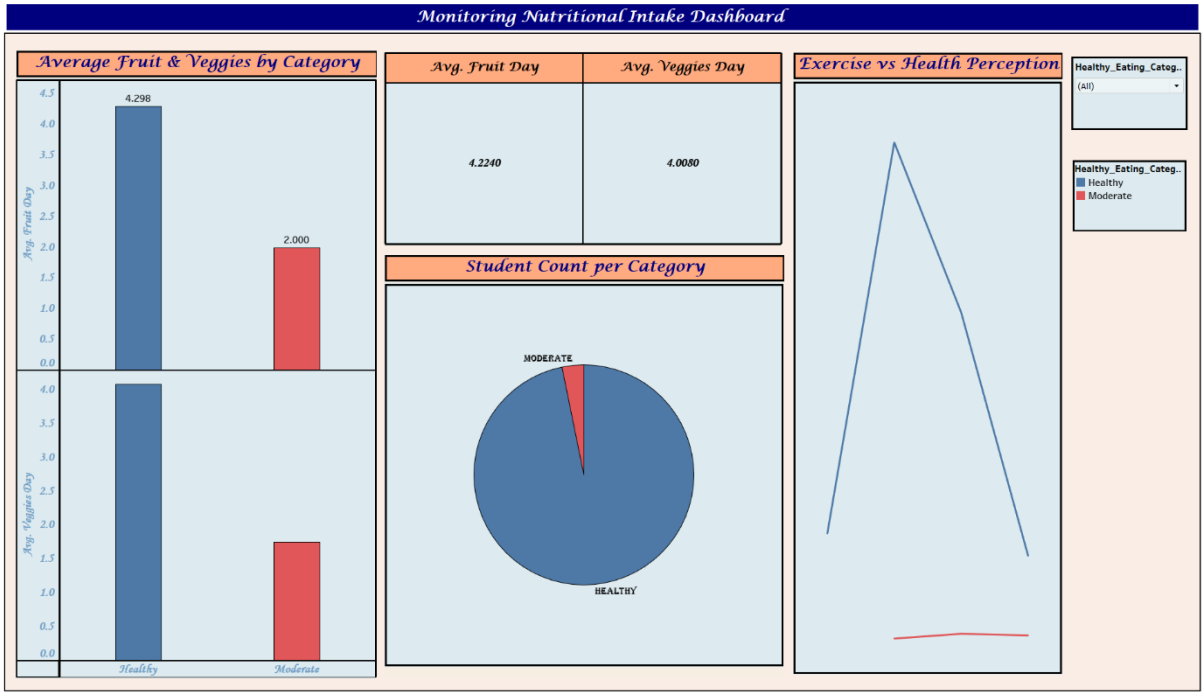
Avg. Healthy Feeling	Avg. Snack Calories
5	1,580

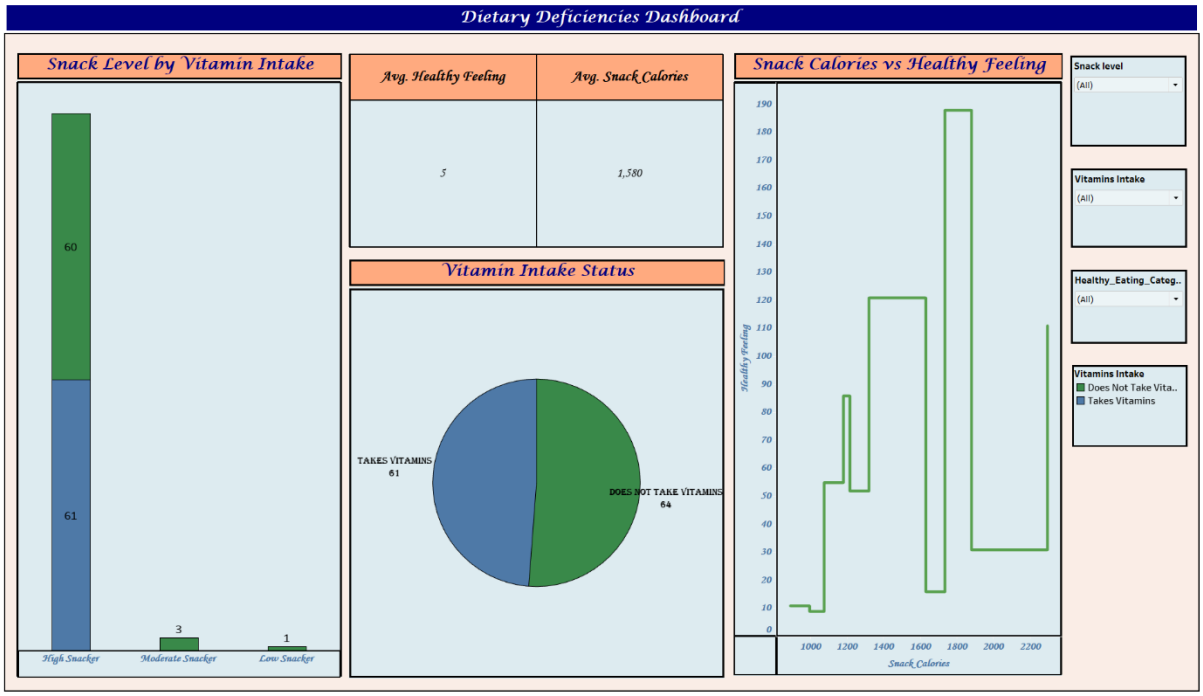

Daily Calorie Distribution
10
9
15
5
37
26
5
18

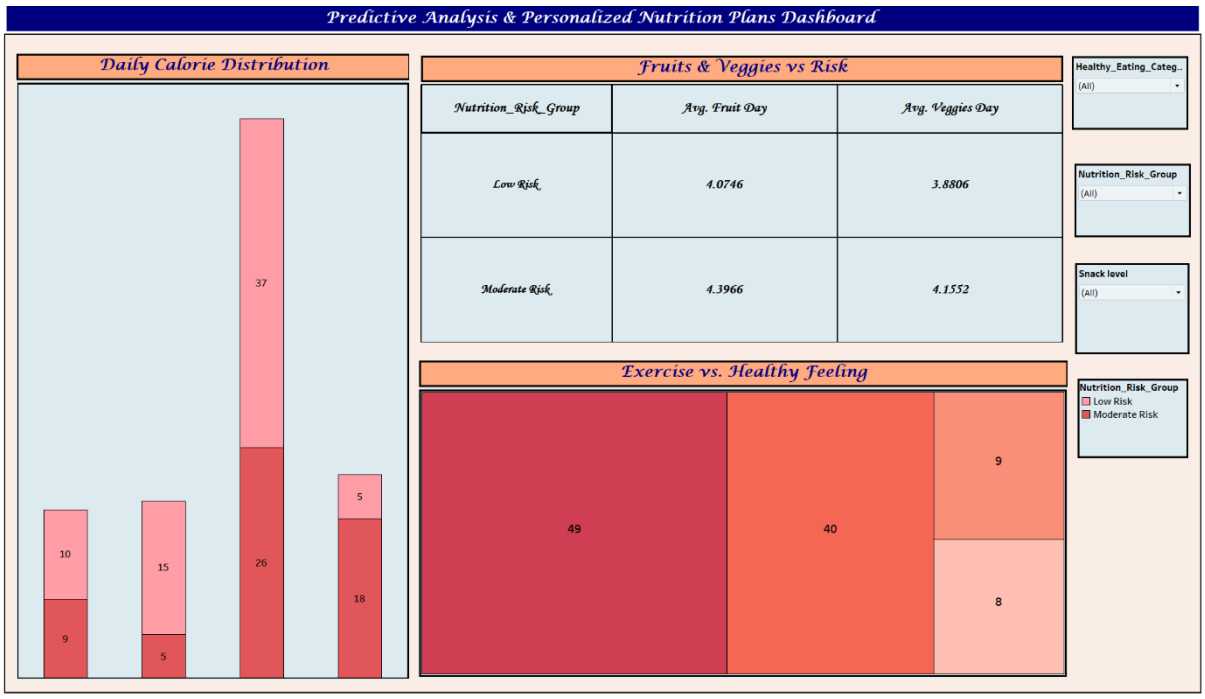

Exercise vs. Healthy Feeling
49
40
9
8

Fruits & Veggies vs Risk		
Nutrition_Risk_Group	Avg. Fruit Day	Avg. Veggies Day
Low Risk	4.0746	3.8806
Moderate Risk	4.3966	4.1552

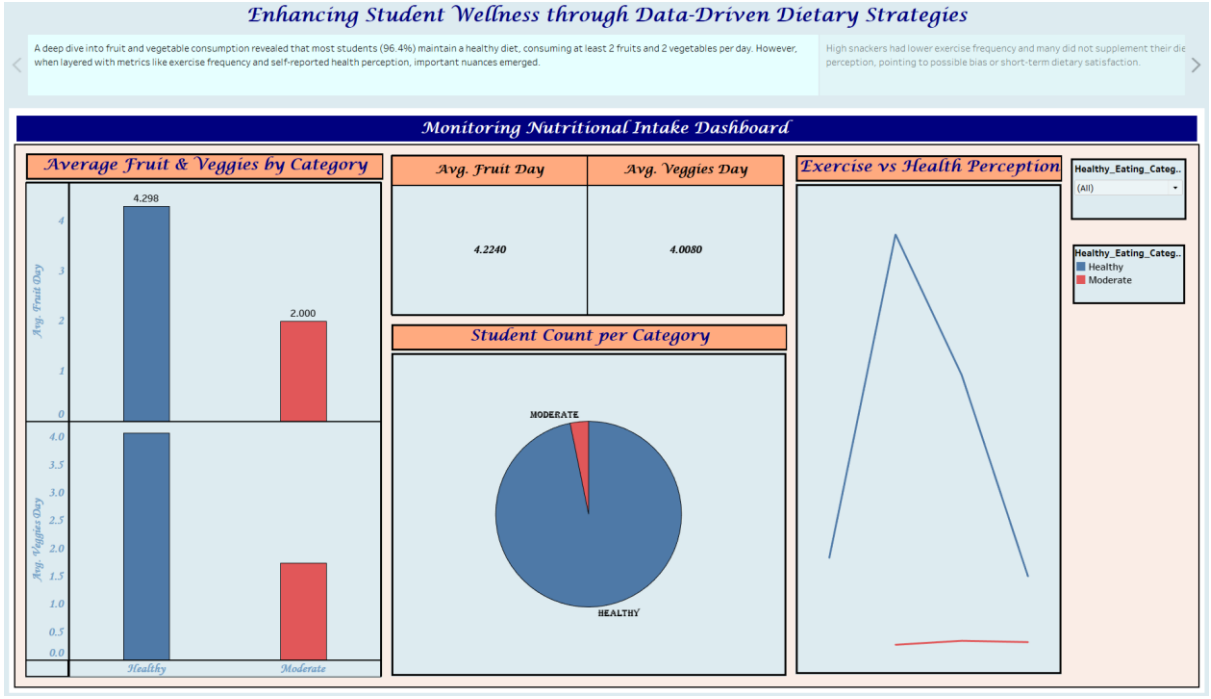
Dashboards:

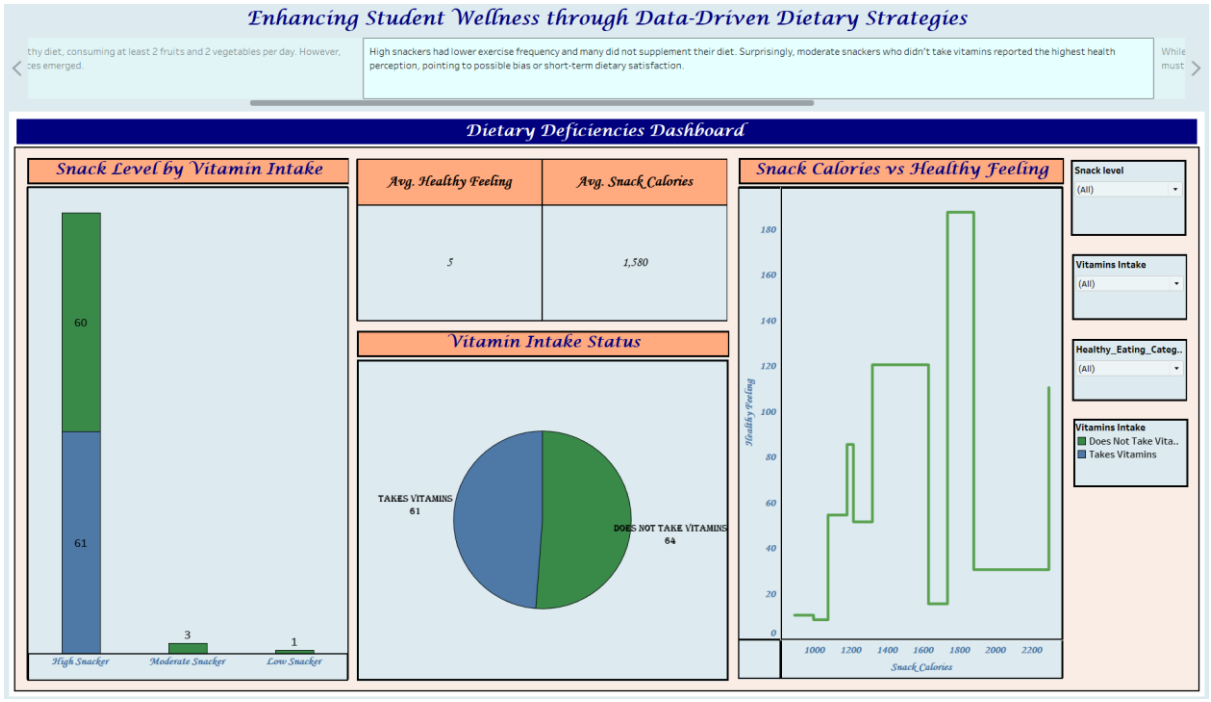



Dietary Deficiencies Dashboard
Snack Level by Vitamin Intake
60
61
3
1
High Snacker
Moderate Snacker
Low Snacker
Avg. Healthy Feeling
Avg. Snack Calories
5
1,580
Vitamin Intake Status
TAKES VITAMINS
61
DOES NOT TAKE VITAMINS
64
Snack Calories vs Healthy Feeling
Healthy Feeling
Snack Calories
Snack level
(All)
Vitamins Intake
(All)
Healthy_Eating_Categ..
(All)
Vitamins Intake
Does Not Take Vita..
Takes Vitamins


Predictive Analysis & Personalized Nutrition Plans Dashboard
Daily Calorie Distribution
10
9
15
5
37
26
5
18
Fruits & Veggies vs Risk
Nutrition_Risk_Group
Avg. Fruit Day
Avg. Veggies Day
Low Risk
4.0746
3.8806
Moderate Risk
4.3966
4.1552
Exercise vs. Healthy Feeling
49
40
9
8
Healthy_Eating_Categ..
(All)
Nutrition_Risk_Group
(All)
Snack level
(All)
Nutrition_Risk_Group
Low Risk
Moderate Risk

Story:


Enhancing Student Wellness through Data-Driven Dietary Strategies
A deep dive into fruit and vegetable consumption revealed that most students (96.4%) maintain a healthy diet, consuming at least 2 fruits and 2 vegetables per day. However, when layered with metrics like exercise frequency and self-reported health perception, important nuances emerged.
High snackers had lower exercise frequency and many did not supplement their die
perception, pointing to possible bias or short-term dietary satisfaction.
Monitoring Nutritional Intake Dashboard
Average Fruit & Veggies by Category
4.298
2.000
Avg. Fruit Day
Avg. Veggies Day
Healthy
Moderate
Avg. Fruit Day
Avg. Veggies Day
4.2240
4.0080
Student Count per Category
MODERATE
HEALTHY
Exercise vs Health Perception
Healthy_Eating_Categ..
(All)
Healthy_Eating_Categ..
Healthy
Moderate


Enhancing Student Wellness through Data-Driven Dietary Strategies
thy diet, consuming at least 2 fruits and 2 vegetables per day. However,
ces emerged.
High snackers had lower exercise frequency and many did not supplement their diet. Surprisingly, moderate snackers who didn't take vitamins reported the highest health perception, pointing to possible bias or short-term dietary satisfaction.
While
must
Dietary Deficiencies Dashboard
Snack Level by Vitamin Intake
60
61
3
1
High Snacker
Moderate Snacker
Low Snacker
Avg. Healthy Feeling
Avg. Snack Calories
5
1,580
Vitamin Intake Status
TAKES VITAMINS
61
DOES NOT TAKE VITAMINS
64
Snack Calories vs Healthy Feeling
Healthy Feeling
Snack Calories
Snack level
(All)
Vitamins Intake
(All)
Healthy_Eating_Categ..
(All)
Vitamins Intake
Does Not Take Vita..
Takes Vitamins

8. ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

- **Real-Time Insights:**
  Tableau dashboards allow for up-to-date visualization of student dietary behaviours, helping administrators quickly spot trends and deficiencies.
- **Data-Driven Decision Making:**
  Enables evidence-based strategies for improving menu planning, wellness programs, and targeted health interventions.
- **Centralized Data Integration:**
  Combines multiple data sources (dining hall menus, nutrition data, student surveys, health records) into one accessible platform.
- **Improved Student Health Outcomes:**
  Early identification of dietary deficiencies or poor eating habits can lead to timely support, better physical and mental health, and improved academic performance.
- **Enhanced Collaboration:**
  Facilitates cooperation between health services, dining services, and student affairs through shared data insights.
- **Customizable Visual Dashboards:**
  Dashboards can be tailored for different audiences—administrators, nutritionists, dining staff, or even students.
- **Cost-Effective Long-Term Planning:**
  Helps avoid expensive health interventions later by focusing on prevention through nutrition.

DISADVANTAGES:

- **Data Collection and Quality Issues:**
  Accurate and comprehensive data from multiple sources (e.g., dining systems, health records) may be hard to collect, inconsistent, or siloed.
- **Privacy and Ethics Concerns:**
  Handling student health and dietary data requires strict compliance with privacy laws (e.g., FERPA, HIPAA) and ethical considerations.
- **Technical and Resource Limitations:**
  Building and maintaining Tableau dashboards may require technical expertise, staff training, and ongoing IT support.
- **Limited Student Participation:**
  Without consistent student input (e.g., food choices, survey responses), data may be incomplete or unrepresentative.
- **Resistance to Change:**
  Dining services or administrative staff may resist adopting new data systems or changing long-standing menu practices.

- **Initial Time and Cost Investment:**
  Upfront costs for data integration, software, and training may be significant, especially for smaller institutions.

9. CONCLUSION

The Comprehensive Analysis and Dietary Strategies with Tableau project represents a forward-thinking approach to improving student health and wellness through data-driven insights. By leveraging Tableau's powerful visualization capabilities, the project addresses key challenges such as fragmented data, lack of real-time analysis, and reactive health strategies. With integrated dashboards and nutritional analysis tools, college administrators, health professionals, and dining services can collaboratively identify dietary trends, detect nutritional gaps, and implement more effective, targeted interventions.
This initiative not only enhances operational efficiency but also places student well-being at the centre of campus life—fostering a healthier, more informed, and proactive campus community.

10. FUTURE SCOPE

1. **Predictive Health Analytics:**
   - Integrate machine learning tools with Tableau to forecast potential health issues related to diet (e.g., vitamin deficiencies, obesity risk).
2. **Mobile App Integration:**
   - Develop or integrate with mobile platforms to allow students to track their meals, receive personalized nutrition tips, and give feedback.
3. **Personalized Nutrition Plans:**
   - Use student dietary data to offer tailored meal recommendations based on individual health needs, allergies, or fitness goals.
4. **Expansion to Mental Health Insights:**
   - Correlate dietary trends with mental health patterns to support holistic student wellness initiatives.
5. **Collaboration with Academic Departments:**
   - Partner with nutrition, public health, or data science departments for student-led research, internships, or capstone projects.
6. **Benchmarking Across Institutions:**
   - Share anonymized insights across universities to compare trends, share best practices, and improve nationwide student health strategies.
7. **Sustainability & Food Waste Monitoring:**
   - Extend dashboards to analyse food waste and sustainability metrics, aligning dietary planning with environmental goals.

11. APPENDIX

Source Code:

Index.html

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <title>Combined Nutrition Dashboards</title>
  <style>
    body {
      font-family: Arial, sans-serif;
      margin: 20px;
    }
    .dashboard-container {
      margin-bottom: 60px;
    }
  </style>
</head>
<body>

  <!-- Dashboard 1: Monitoring Nutritional Intake -->
  <div class="dashboard-container tableauPlaceholder" id="viz1" style="position: relative;">
    <noscript>
      <a href="#">
        <img alt="Monitoring Nutritional Intake Dashboard"

src="https://public.tableau.com/static/images/Mo/MonitoringNutritionalIntakeDashboard/MonitoringNutritionalIntakeDashboard/1_rss.png"
            style="border: none" />
      </a>
    </noscript>
    <object class="tableauViz" style="display:none;">
      <param name="host_url" value="https%3A%2F%2Fpublic.tableau.com%2F" />
      <param name="embed_code_version" value="3" />
      <param name="site_root" value="" />
      <param                                                                    name="name"
value="MonitoringNutritionalIntakeDashboard/MonitoringNutritionalIntakeDashboard" />
      <param name="tabs" value="no" />
      <param name="toolbar" value="yes" />
      <param                                                                    name="static_image"
value="https://public.tableau.com/static/images/Mo/MonitoringNutritionalIntakeDashboard/MonitoringNutritionalIntakeDashboard/1.png" />
```

```
    <param name="animate_transition" value="yes" />
    <param name="display_static_image" value="yes" />
    <param name="display_spinner" value="yes" />
    <param name="display_overlay" value="yes" />
    <param name="display_count" value="yes" />
    <param name="language" value="en-US" />
   </object>
  </div>

  <!-- Dashboard 2: Dietary Deficiencies -->
  <div class="dashboard-container tableauPlaceholder" id="viz2" style="position: relative;">
   <noscript>
    <a href="#">
     <img alt="Dietary Deficiencies Dashboard"

src="https://public.tableau.com/static/images/Di/DietaryDeficienciesDashboard/DietaryDeficienciesDashboard/1_rss.png"
          style="border: none" />
    </a>
   </noscript>
   <object class="tableauViz" style="display:none;">
    <param name="host_url" value="https%3A%2F%2Fpublic.tableau.com%2F" />
    <param name="embed_code_version" value="3" />
    <param name="site_root" value="" />
    <param                                                                    name="name"
value="DietaryDeficienciesDashboard/DietaryDeficienciesDashboard" />
    <param name="tabs" value="no" />
    <param name="toolbar" value="yes" />
    <param                                                                    name="static_image"
value="https://public.tableau.com/static/images/Di/DietaryDeficienciesDashboard/DietaryDeficienciesDashboard/1.png" />
    <param name="animate_transition" value="yes" />
    <param name="display_static_image" value="yes" />
    <param name="display_spinner" value="yes" />
    <param name="display_overlay" value="yes" />
    <param name="display_count" value="yes" />
    <param name="language" value="en-US" />
   </object>
  </div>

  <!-- Dashboard 3: Predictive Analysis -->
  <div class="dashboard-container tableauPlaceholder" id="viz3" style="position: relative;">
   <noscript>
    <a href="#">
```

```
      <img alt="Predictive Analysis & Personalized Nutrition Plans Dashboard"

src="https://public.tableau.com/static/images/Pr/PredictiveAnalysisandPersonalizedNutrition
PlansDashboard/PredictiveAnalysisPersonalizedNutritionPlansDashboard/1_rss.png"
          style="border: none" />
     </a>
   </noscript>
   <object class="tableauViz" style="display:none;">
     <param name="host_url" value="https%3A%2F%2Fpublic.tableau.com%2F" />
     <param name="embed_code_version" value="3" />
     <param name="site_root" value="" />
     <param                                                                    name="name"
value="PredictiveAnalysisandPersonalizedNutritionPlansDashboard/PredictiveAnalysisPerso
nalizedNutritionPlansDashboard" />
     <param name="tabs" value="no" />
     <param name="toolbar" value="yes" />
     <param                                                                  name="static_image"
value="https://public.tableau.com/static/images/Pr/PredictiveAnalysisandPersonalizedNutriti
onPlansDashboard/PredictiveAnalysisPersonalizedNutritionPlansDashboard/1.png" />
     <param name="animate_transition" value="yes" />
     <param name="display_static_image" value="yes" />
     <param name="display_spinner" value="yes" />
     <param name="display_overlay" value="yes" />
     <param name="display_count" value="yes" />
     <param name="language" value="en-US" />
   </object>
  </div>

  <!-- Story: Enhancing Student Wellness -->
  <div class="dashboard-container tableauPlaceholder" id="viz4" style="position: relative;">
   <noscript>
     <a href="#">
       <img alt="Story: Enhancing Student Wellness through Data-Driven Dietary Strategies"

src="https://public.tableau.com/static/images/En/EnhancingStudentWellnessthroughData-
DrivenDietaryStrategiesStory/EnhancingStudentWellnessthroughData-
DrivenDietaryStrategiesStory/1_rss.png"
          style="border: none" />
     </a>
   </noscript>
   <object class="tableauViz" style="display:none;">
     <param name="host_url" value="https%3A%2F%2Fpublic.tableau.com%2F" />
     <param name="embed_code_version" value="3" />
     <param name="site_root" value="" />
```

```
    <param name="name" value="EnhancingStudentWellnessthroughData-DrivenDietaryStrategiesStory/EnhancingStudentWellnessthroughData-DrivenDietaryStrategiesStory" />
    <param name="tabs" value="no" />
    <param name="toolbar" value="yes" />
    <param name="static_image" value="https://public.tableau.com/static/images/En/EnhancingStudentWellnessthroughData-DrivenDietaryStrategiesStory/EnhancingStudentWellnessthroughData-DrivenDietaryStrategiesStory/1.png" />
    <param name="animate_transition" value="yes" />
    <param name="display_static_image" value="yes" />
    <param name="display_spinner" value="yes" />
    <param name="display_overlay" value="yes" />
    <param name="display_count" value="yes" />
    <param name="language" value="en-US" />
   </object>
  </div>

  <!-- Common Script to Load All Visualizations -->
  <script type="text/javascript">
   function renderViz(divId, fallbackHeight) {
    var divElement = document.getElementById(divId);
    var vizElement = divElement.getElementsByTagName('object')[0];

    if (divElement.offsetWidth > 800) {
     vizElement.style.width = '100%';
     vizElement.style.height = (divElement.offsetWidth * 0.75) + 'px';
    } else if (divElement.offsetWidth > 500) {
     vizElement.style.width = '100%';
     vizElement.style.height = (divElement.offsetWidth * 0.75) + 'px';
    } else {
     vizElement.style.width = '100%';
     vizElement.style.height = fallbackHeight;
    }

    var scriptElement = document.createElement('script');
    scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js';
    vizElement.parentNode.insertBefore(scriptElement, vizElement);
   }

   renderViz('viz1', '1327px');
   renderViz('viz2', '1477px');
   renderViz('viz3', '1227px');
   renderViz('viz4', '1327px');
```

```
  </script>

</body>
</html>
```

Dataset Link:

https://www.kaggle.com/datasets/borapajo/food-choices?select=food_coded.csv

GitHub Repository Link:

https://github.com/RaghunadhaRao-Kotaru/Comprehensive-Analysis-and-Dietary-Strategies-with-Tableau-A-College-Food-Choices-Case-Study

Project Demo Link:

https://drive.google.com/file/d/17rDWzVLU-tlsuCsbdVFN7ZV8zFx3a7oB/view?usp=sharing

Team Members:

1. **Chandrika Komali Kolla**
2. **Raghunadha Rao Kotaru**