

**Ideation Phase**  
**Define the Problem Statements**

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|----------------------|---|
| <b>Date</b>          | 14 June 2025  |
| <b>Team ID</b>       | LTVIP2025TMID49029  |
| <b>Project Name</b>  | Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study |
| <b>Maximum Marks</b> | 2 Marks   |

**Customer 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

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**Problem Statement (PS)**

**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.