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| DATE         | 18 JUNE 2025  |
| TEAM ID      | LTVIP2025TMID52276  |
| PROJECT NAME | Comprehensive Analysis and Dietary Strategies<br>with Tableau: A College Food Choices Case<br>Study |
| MARKS        | 4 MARKS   |

# IDEATION PHASE

## BRAINSTORMING

### Comprehensive Analysis and Dietary Strategies with Tableau

### A College Food Choices Case Study – Brainstorming Report

#### Project Objective

To uncover behavioral, nutritional, and psychological insights behind college students' dietary habits and preferences using data from a campus-wide food survey, and present actionable strategies through an interactive Tableau dashboard.

#### Key Thematic Areas

- 1. Nutritional Behavior & Health Patterns
  - Daily intake of fruits, vegetables, and calories
  - Vitamin use and exercise frequency

- Correlation with GPA and self-perceived health

## 2. Comfort Food Psychology

- Most consumed comfort foods
- Reasons for comfort food choices (emotional vs habitual)
- Trigger patterns (stress, boredom, celebration)

## 3. Demographic Differentiation

- Gender, grade level, income brackets
- Campus residence (on/off) and employment status
- How these influence food choices and lifestyle

## 4. Cuisine Preferences & Social Habits

- Most loved cuisines across groups
- Frequency of eating out vs cooking at home
- Group dining vs solo eating

## 5. Dietary Self-Perception

- Ideal diet vs actual eating behavior
- Perceived healthiness and weight perception

## **Feature Concepts for Dashboard**

- Interactive Filters: Gender, Income, On/Off Campus, Grade Level
- Health Score Index: Custom-calculated field combining dietary metrics
- Tooltip Narratives: Summarize findings in each chart
- Sectioned Views: Separate tabs or layout sections for Health, Comfort Food, and Lifestyle Habits

**Next Steps**

- Clean and categorize the dataset (`food\_coded.csv`)
- Build key visualizations in individual Tableau worksheets
- Integrate visuals into dashboard with filters and tooltips