IDEATION PHASE FOR INDIAN FOOD EDA
EMPATHIZE & DISCOVER

Date	30 October 2023
Team ID	NM2023TMID05812
Project Name	Project - INDIAN FOOD EDA
Maximum Marks	4 Marks

Empathy Map Canvas:

In this Indian Food EDA project, we embark on a data-driven journey through the vibrant world of Indian cuisine. Our adventure starts with curating a rich dataset, meticulously sourced from a variety of culinary outlets. This treasure trove contains a myriad of culinary details, including dish names, ingredients, regional influences, and popularity metrics. After assembling our data, we meticulously prepare it for analysis. This involves cleansing the dataset, handling missing values, and making sure it's in a format that's ready to reveal its culinary secrets.

The heart of our exploration is the Exploratory Data Analysis (EDA) phase. Here, we dive into the data, uncovering intriguing stories. We begin by painting an initial picture through descriptive statistics. Then, our journey takes a visual twist as we craft informative charts, unveiling patterns and trends in the data. From understanding the most beloved ingredients to dissecting regional variations, our analysis uncovers the diversity of Indian cuisine.

We also dive into the realm of popularity and ratings, drawing insights from user reviews and social media mentions. For those intrigued by the nutritional aspects of Indian food, we dissect ingredients to understand their contributions to calories and macronutrients.

The project culminates in a delightful summary of our findings. This EDA isn't just about data; it's about experiencing the essence of India's culinary heritage. Culinary enthusiasts, researchers, and food lovers will relish the flavors we unveil. Get ready to savor the rich tapestry of Indian cuisine through data analysis.

EMPATHY MAP FOR INDIAN FOOD EDA

Says
What have we heard them say?
What can we imagine them saying?

I'm always looking for new and exciting Indian recipes to try.

Understanding the regional differences in Indian cuisine is fascinating

I need reliable sources of Indian food data for my blog.

I enjoy sharing my discoveries with my social media followers.

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Enjoy connecting with other food enthusiasts and sharing their culinary experiences

Appreciate the cultural and historical significance of Indian food.

Curious about lesser-known regional Indian dishes.

Excited to experiment with Indian spices and cooking techniques.

FOOD ENTHUSIAST

Does
What behavior have we observed?
What can we imagine them doing?

Actively search for Indian food recipes online.

Follow food blogs and YouTube channels to find new dishes.

Follow food blogs and YouTube channels to find new dishes.

Engage in online forums and social media discussions about Indian cuisine.

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Excited about experimenting with Indian spices and cooking techniques.

Happy when sharing culinary discoveries and experiences with others.

Frustrated when recipes are too complex or unclear.

Restaurant owners might want to add popular regional dishes to their menus.