Ideation Phase
Brainstorm & Idea Prioritization Template

Date	27 June 2025
Team ID	LTVIP2025TMID59682
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

Our team convened to analyze the dataset 'food_coded.csv', which captures detailed food habits, choices, and health perceptions among college students. After reviewing the data attributes and discussing challenges students face with nutrition, budgeting, and health, we finalized the following problem statement:

Problem Statement:
"College students often make dietary choices that may not align with healthy eating practices due to lack of awareness, convenience, and lifestyle constraints. Our project aims to analyze dietary trends and generate strategies to support healthier food decisions."

Step-2: Brainstorm, Idea Listing and Grouping

Raw Ideas from Team Members:

Member	Ideas
Member 1	Food preference clusters, Healthy vs unhealthy eater profiles
Member 2	Visual dashboard of dietary frequency by major/gender
Member 3	Recommendation system for balanced meals

Grouped Ideas by Category:

Category	Ideas
Dietary Patterns	Clustering food habits, Frequency charts
Demographic Insights	Dietary behavior by gender, major
Visualizations	Dashboard of meal categories & budgets
Behavioral Analysis	Stress-eating correlation, Motivation mapping
Strategy & Solutions	Meal recommendations, Healthy eating index

Step-3: Idea Prioritization

Idea	Impact	Feasibility	Priority
Visualize dietary choices by gender/major	High	High	High
Food clusters for healthy/unhealthy patterns	High	Medium	High
Correlation between stress and junk food	Medium	Medium	Medium
Budget-based food category analysis	Medium	High	Medium
Personalized meal suggestions	High	Low	Low

Final Shortlisted Idea(s):
We chose to proceed with a comprehensive Tableau dashboard that includes:
- Visual comparisons of food habits across majors and genders
- Pattern recognition: healthy vs unhealthy eaters
- Budget tracking vs food category selection
- Exploratory insights into mood/stress & food choices

Team Members:
• Team Leader: Pusunuri Sai Chandrika
• Team Member: Yaswanth Kumar Marella
• Team Member: Vallapu Lakshmi Srujana

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