

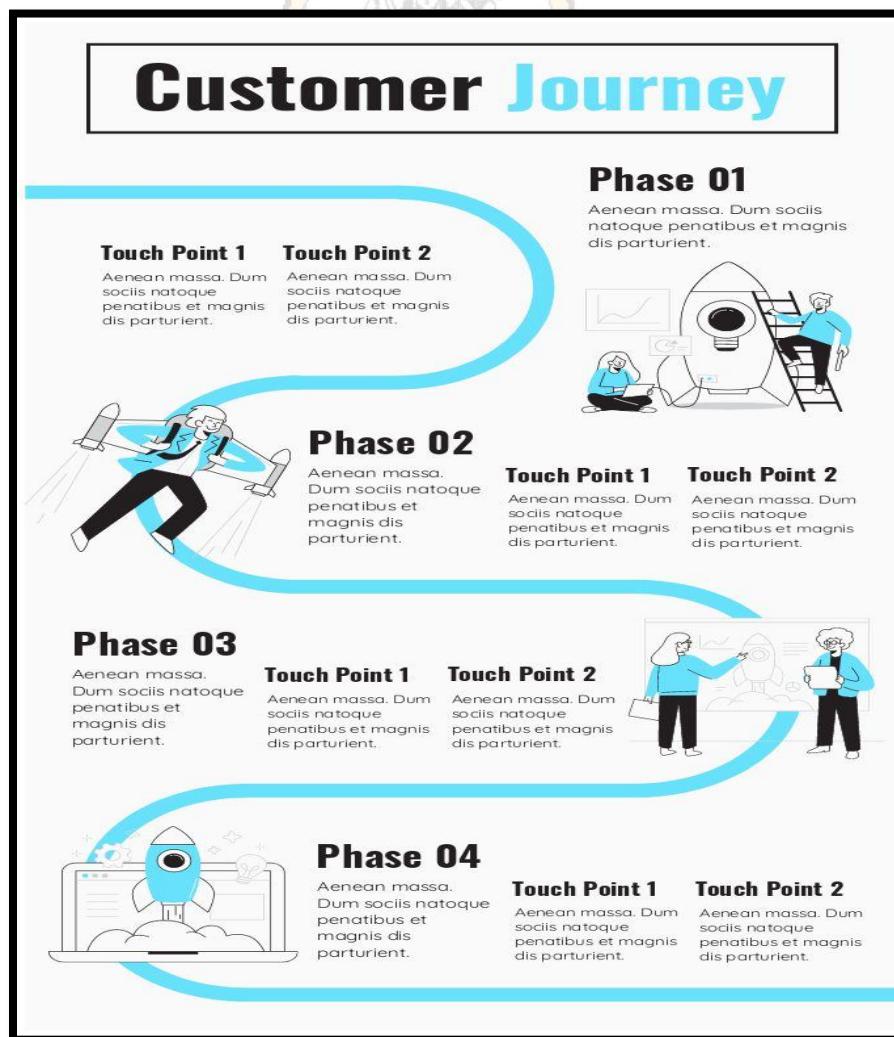
Comprehensive Analysis and Dietary strategies with tableau: A College Food Choices Case Study

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|---------------|---|
| DATE | 28-02-2026 |
| TEAM ID | LTVIP2026TMIDS90659 |
| PROJECT NAME | Comprehensive Analysis and Dietary strategies with tableau: A College Food Choices Case Study |
| MAXIMUM MARKS | 4 MARKS |

Chapter - 3 Requirement Analysis

3.1 - Customer Journey map

The Customer Journey Map illustrates the stages a college student goes through while making food-related decisions. It helps identify touchpoints, pain points, and opportunities for improvement using data insights from Tableau.



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Tableau supports the journey by:

- Visualizing food preference trends
- Tracking spending behavior
- Identifying peak consumption times
- Segmenting students based on eating habits
- Recommending targeted dietary strategies

