

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

Chapter – 1

Introduction:

Food choices among college students are influenced by a complex combination of lifestyle, availability, nutritional awareness, and personal preferences. With increasing concerns about health, academic performance, and long-term well-being, understanding students' dietary patterns has become essential. This case study presents a **comprehensive analysis of college food choices** using data visualization techniques in **Tableau** to identify trends, gaps, and opportunities for healthier eating behaviors.

By leveraging Tableau's interactive dashboards, the study examines key factors such as meal frequency, food categories, calorie intake, and dietary preferences. Visual analytics enable a clearer understanding of how students balance convenience, cost, and nutrition in their daily food decisions. The insights gained from this analysis form the foundation for proposing **targeted dietary strategies** aimed at improving nutritional quality while remaining realistic for college lifestyles.

Project Overview:

This project focuses on analyzing college students' food choices using data visualization and analytical tools in **Tableau**. The primary goal is to explore dietary patterns, identify nutritional trends, and understand the factors influencing food decisions among college students. The dataset includes information related to meal habits, food preferences, calorie intake, and consumption frequency across various food categories.

Tableau is used to transform raw data into interactive dashboards and visual reports, enabling efficient exploration of patterns and comparisons. Through visual analysis, the project highlights common dietary behaviors, potential nutritional imbalances, and areas where healthier choices can be encouraged.

Problem Specification:

The lack of clear, data-driven insights into students' actual food consumption patterns makes it difficult for institutions and individuals to design effective nutritional interventions. Traditional analysis methods may not adequately capture trends, variations, and relationships within dietary data.

This project addresses the problem by utilizing **Tableau-based visual analytics** to systematically analyze college food choice data. The objective is to identify key dietary trends, highlight nutritional gaps, and uncover behavioral patterns that contribute to unhealthy eating habits.

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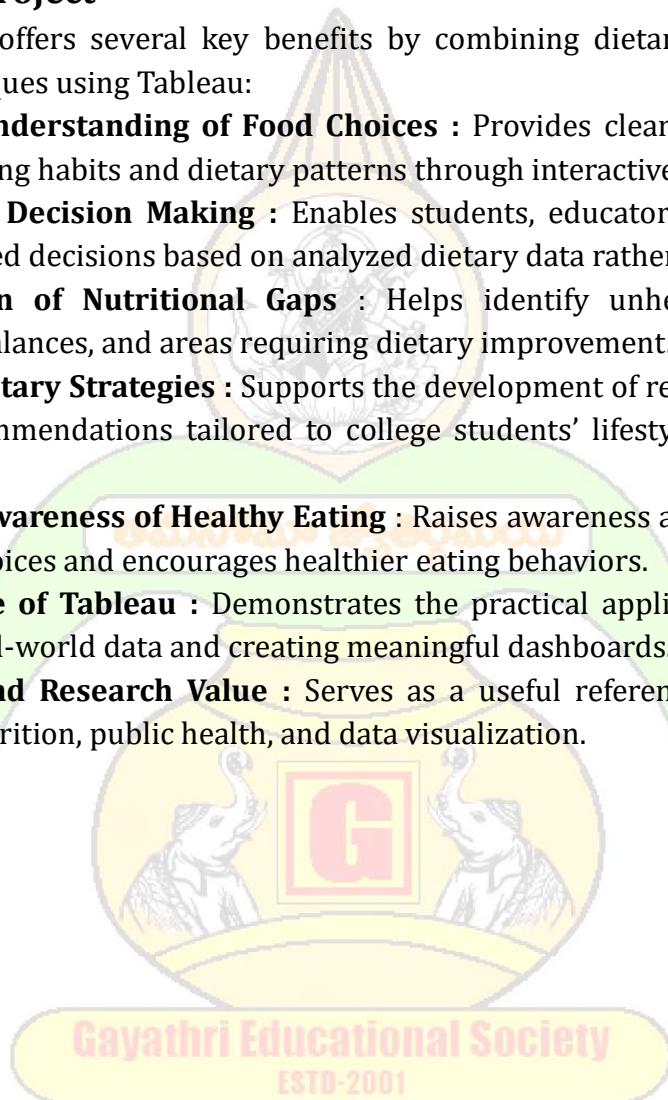
Purpose & Objectives of the Project:

The purpose of this project is to analyze and understand food choice patterns among college students using data visualization techniques in Tableau. By transforming dietary data into interactive visual insights, the project aims to identify nutritional trends, highlight gaps in eating habits, and support the development of practical dietary strategies suitable for college lifestyles.

Benefits of the Project

This project offers several key benefits by combining dietary analysis with data visualization techniques using Tableau:

- **Improved Understanding of Food Choices :** Provides clear insights into college students' eating habits and dietary patterns through interactive visualizations.
- **Data-Driven Decision Making :** Enables students, educators, and institutions to make informed decisions based on analyzed dietary data rather than assumptions.
- **Identification of Nutritional Gaps :** Helps identify unhealthy eating trends, nutrient imbalances, and areas requiring dietary improvement.
- **Practical Dietary Strategies :** Supports the development of realistic and achievable dietary recommendations tailored to college students' lifestyles, time constraints, and budgets.
- **Enhanced Awareness of Healthy Eating :** Raises awareness among students about their food choices and encourages healthier eating behaviors.
- **Effective Use of Tableau :** Demonstrates the practical application of Tableau for analyzing real-world data and creating meaningful dashboards.
- **Academic and Research Value :** Serves as a useful reference for future studies related to nutrition, public health, and data visualization.



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Chapter - 2 Ideantation Phase

2.1 - Problem Statement

College students face complex and often conflicting demands on their time, energy, and resources, which significantly influence their daily food choices. Despite the importance of adequate nutrition for academic performance, health, and long-term wellbeing, many students struggle to make dietary decisions that align with established nutritional guidelines. These challenges are compounded by limited access to healthy food options on campus, varying individual preferences, cultural influences, financial constraints, and inconsistent nutrition education.

At present, there is no comprehensive, data-driven approach at the university level that visualizes, analyzes, and interprets patterns in student food choices in relation to dietary quality, demographic characteristics, and environmental factors. As a result: Students may unknowingly adopt poor dietary habits.

- Campus food services lack actionable insights to optimize menus and offerings.
- Nutritionists and health educators struggle to target interventions effectively.

2.1 – Problem Statement

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College students often struggle with maintaining healthy eating habits due to busy schedules, academic pressure, limited budgets, and easy access to fast food. 🥗

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Key Questions:



What are the common food preferences?



Fast Food vs. Home-Cooked Meals?



What Influences Food Choices?
(Budget, Time, Convenience)



Are Nutritional Needs Being Met?

Objective:



Develop strategies to promote healthier eating habits for college students.

Focus Areas:



Affordability



Availability



Lifestyle & Health



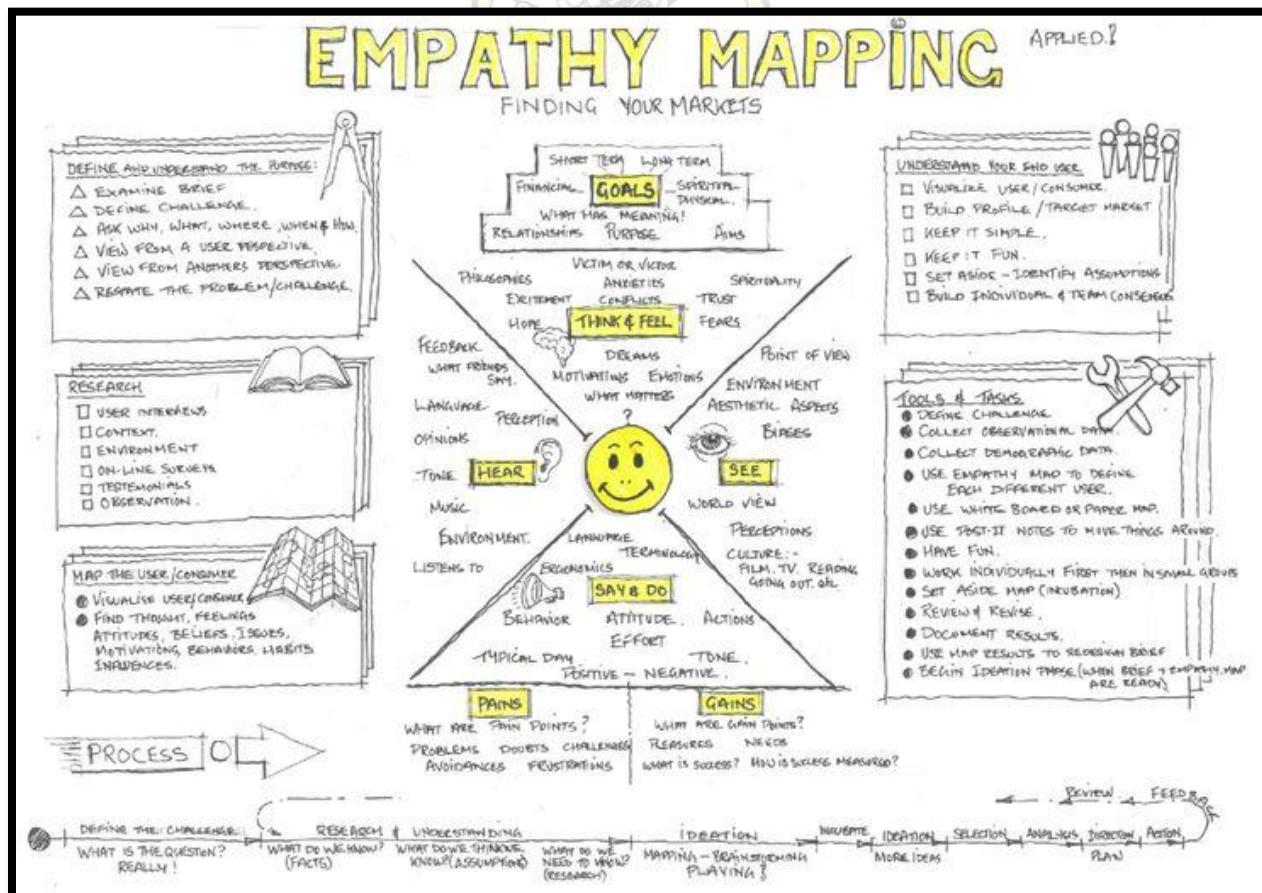
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2.2 Empathy Map Canvas

An Empathy Map Canvas is used to better understand the target users—in this case, college students making daily food choices. It helps identify their thoughts, emotions, behaviors, challenges, and motivations related to dietary decisions.



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Role of Tableau in Empathy Mapping:

Using Tableau dashboards, we can:

- Visualize student food preferences.
- Analyze spending patterns.
- Identify frequency of fast-food consumption.
- Detect nutritional gaps.
- Segment students based on eating behavior.

This empathy map forms the foundation for developing data-driven dietary strategies tailored to the real needs of college students.



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2.3 – Brainstorming

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.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

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

Brainstorm & idea prioritization

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.

⌚ 10 minutes to prepare
⌚ 1 hour to collaborate
👤 2-8 people recommended

Before you collaborate
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.
⌚ 10 minutes

Define your problem statement
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
⌚ 5 minutes

PROBLEM
How might we [your problem statement]?

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

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Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm
Write down any ideas that come to mind that address your problem statement.
⌚ 10 minutes

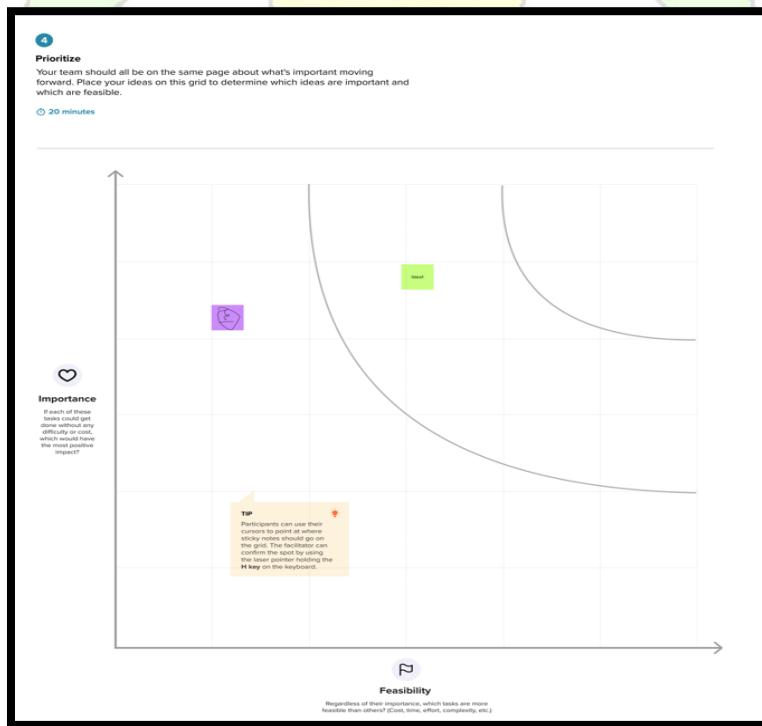
TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing.

3 Group ideas
Take time to review your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.
⌚ 20 minutes

Person 4

TIP
Add customizable tags to sticky notes to quickly filter, browse, organize, and categorize your notes as themes within your mural.

Step-3: Idea Prioritization



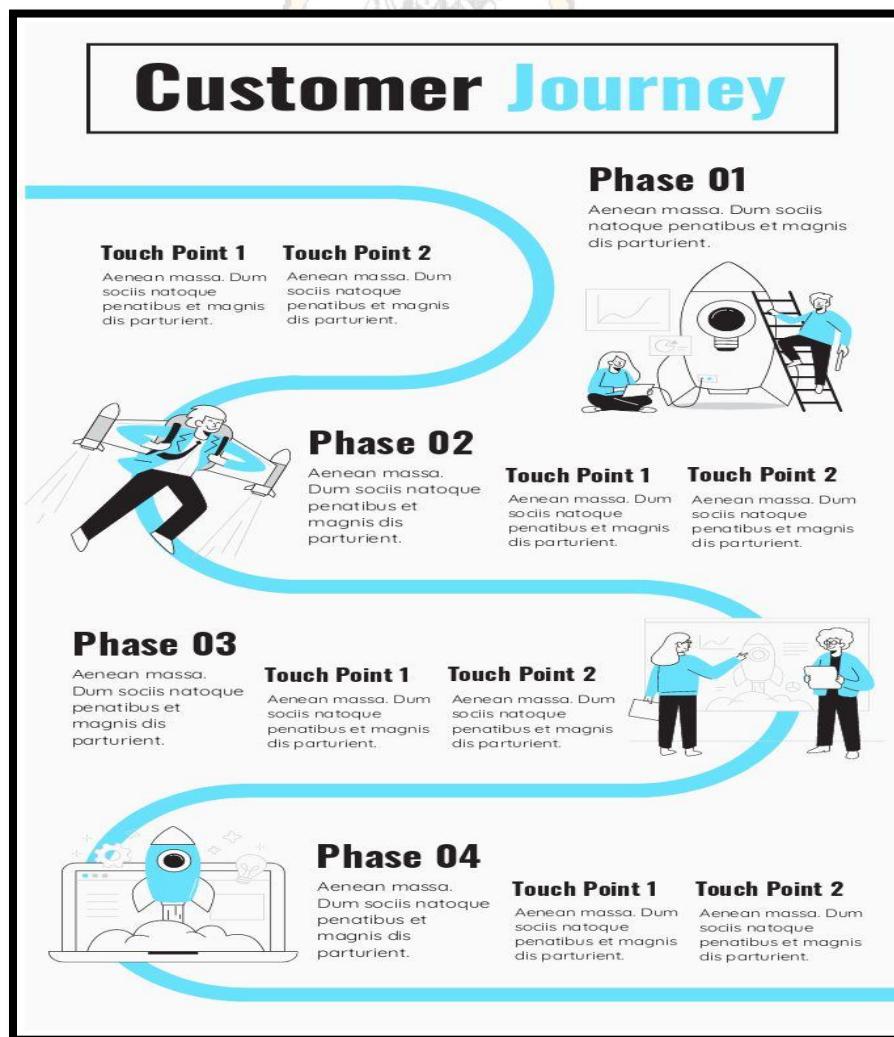
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Chapter - 3 Requirement Analysis

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



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3.2 - Solution Requirement

The Solution Requirement defines the necessary components needed to address unhealthy food choices among college students using data analysis and visualization tools such as Tableau.

Functional Requirements

1. Data Collection System

- Collect data through surveys, questionnaires, and canteen sales records.
 - Gather information on food preferences, spending patterns, and meal frequency.

2. Data Analysis

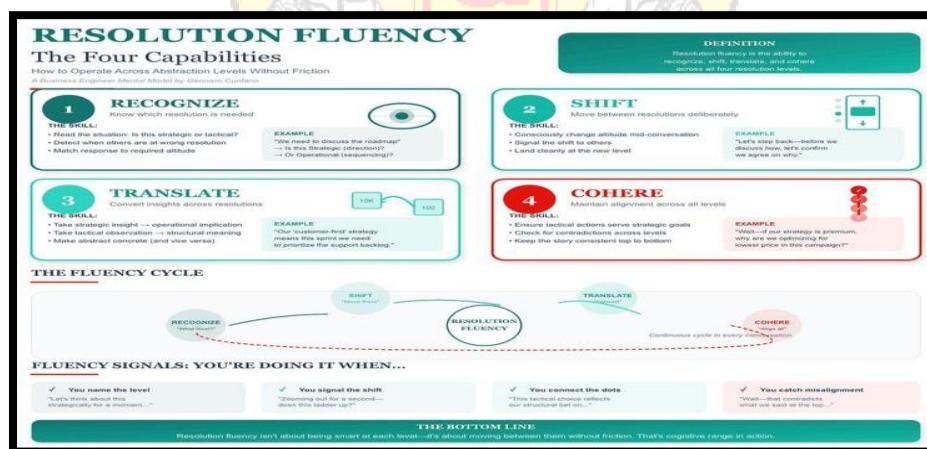
- Analyze nutritional intake (calories, protein, fats, etc.).
 - Identify fast-food consumption trends.
 - Compare healthy vs. unhealthy food choices.

3. Data Visualization (Using Tableau)

- Create interactive dashboards.
 - Visualize spending behavior and consumption trends.
 - Display peak ordering times and dietary gaps.

4. Student Segmentation

- Classify students based on eating habits.
 - Identify high fast-food consumers.
 - Group students by budget and lifestyle.

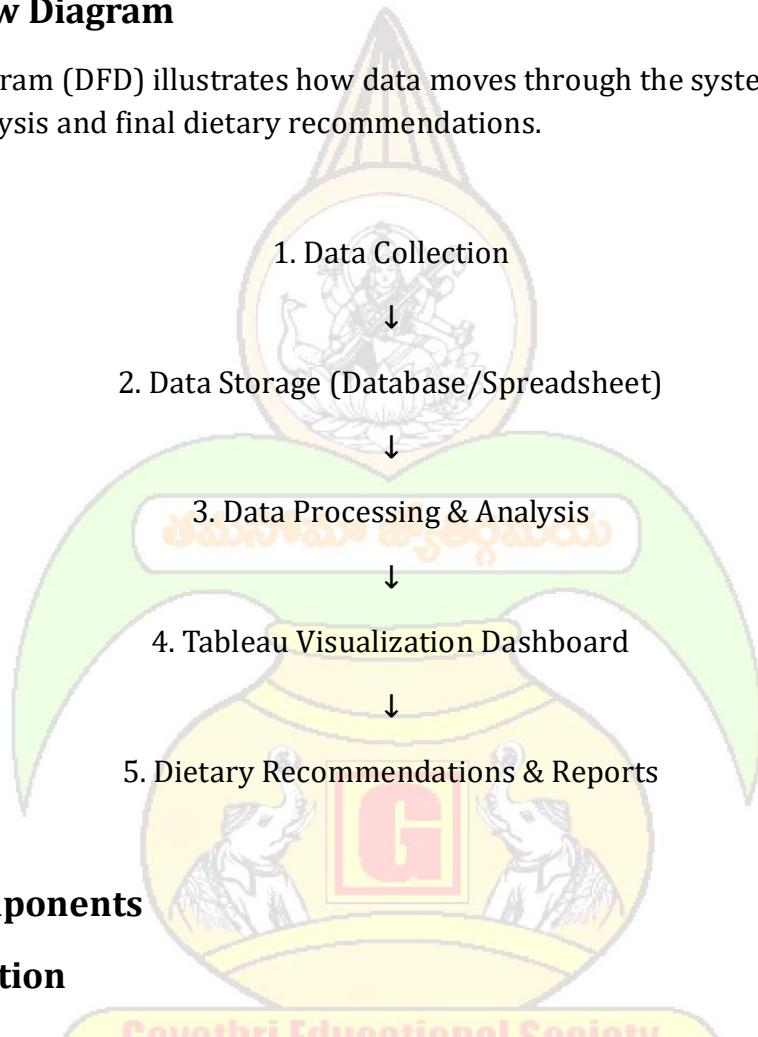


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3.3 - Data Flow Diagram

A Data Flow Diagram (DFD) illustrates how data moves through the system—from data collection to analysis and final dietary recommendations.



Detailed Components

1. Data Collection

- Surveys & Questionnaires
- Canteen Sales Records
- Food Delivery App Data

2. Data Storage

- Central Database
- Excel/Spreadsheet Files

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3. Data Processing

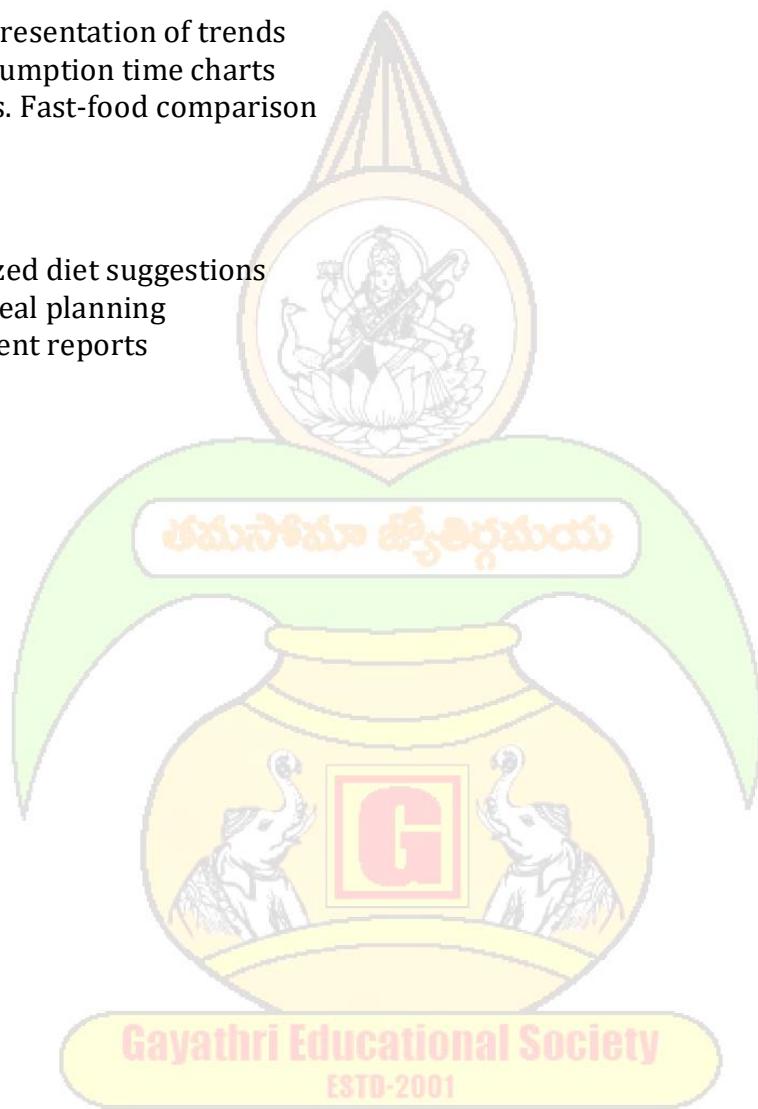
- Nutritional Analysis
- Spending Pattern Analysis
- Consumption Frequency Analysis

4. Tableau Dashboard

- Visual representation of trends
- Peak consumption time charts
- Healthy vs. Fast-food comparison

5. Output

- Personalized diet suggestions
- Weekly meal planning
- Management reports



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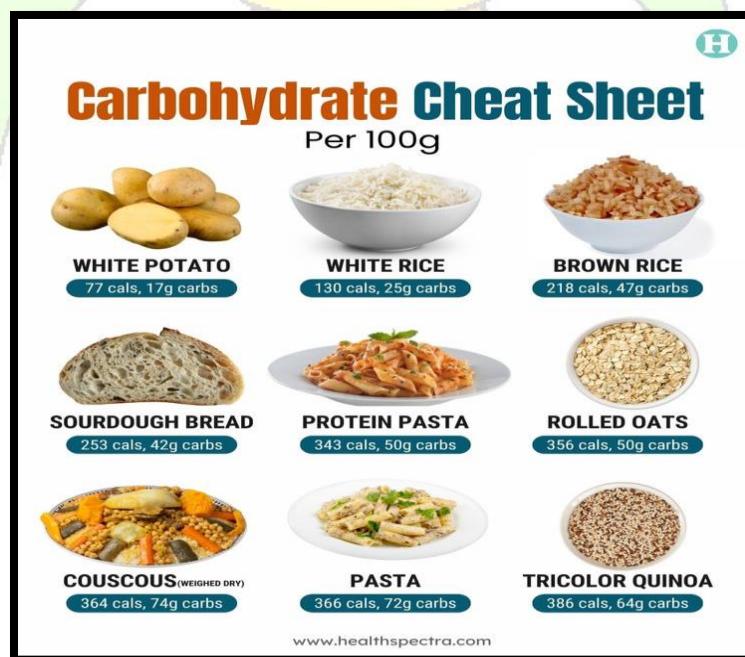
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3.4 - Technology Stack

The Technology Stack refers to the combination of tools and technologies used to collect, store, process, analyze, and visualize data related to students' food habits.

Main Points:

- Data Collection Tools:**
Google Forms, surveys, questionnaires, and canteen sales records.
- Data Storage:**
Excel sheets, CSV files, or databases like MySQL.
- Data Processing & Analysis:**
Excel, SQL, and basic statistical techniques for identifying trends and patterns.
- Data Visualization:**
Tableau for creating interactive dashboards and graphical reports.
- Reporting & Recommendations:**
Tableau dashboards, PDF/Excel reports, and presentations for sharing insights.



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Chapter - 4 Project Design

4.1 - Problem Solution Fit

Problem-Solution Fit refers to how well the proposed solution addresses the identified problems related to unhealthy eating habits among college students.

Identified Problems

- High fast-food consumption
- Irregular meal patterns
- Limited budget constraints
- Lack of nutritional awareness
- Decisions driven by convenience

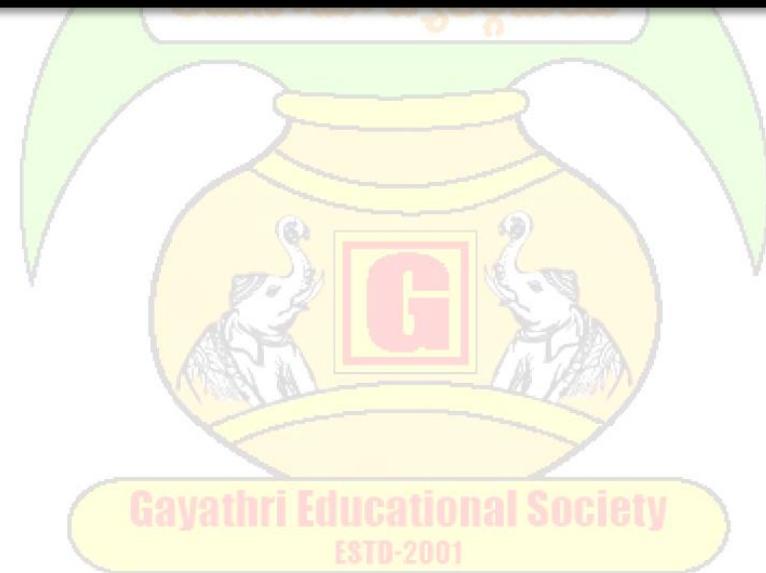
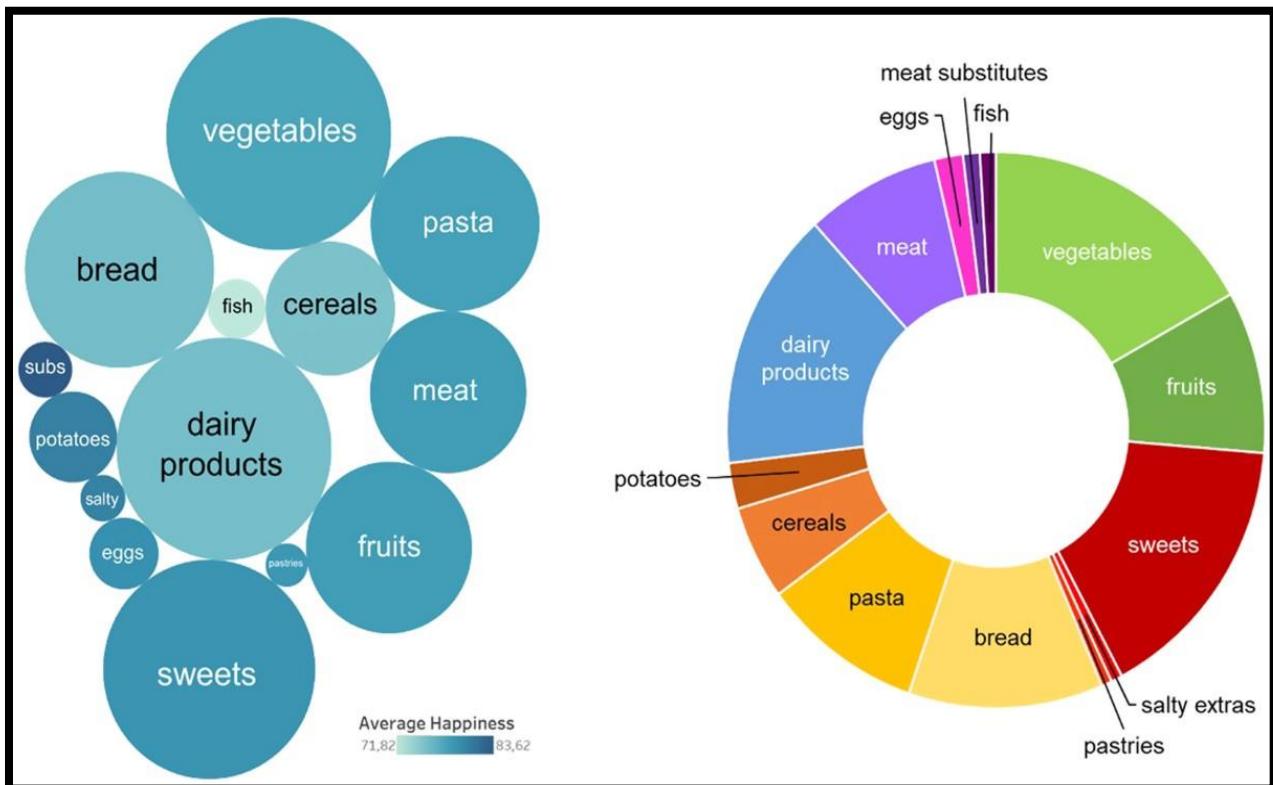
Proposed Solution

- Data collection through surveys and canteen records
- Analysis of food trends and spending behavior
- Use of Tableau dashboards for visualization
- Identification of nutritional gaps

Key Outcomes

- Affordable healthy meal options
- Structured diet planning
- Personalized dietary recommendations
- Increased awareness of healthy eating.

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4.2 - Proposed Solution

The proposed solution focuses on addressing unhealthy eating habits among college students through a **data-driven and practical approach**.

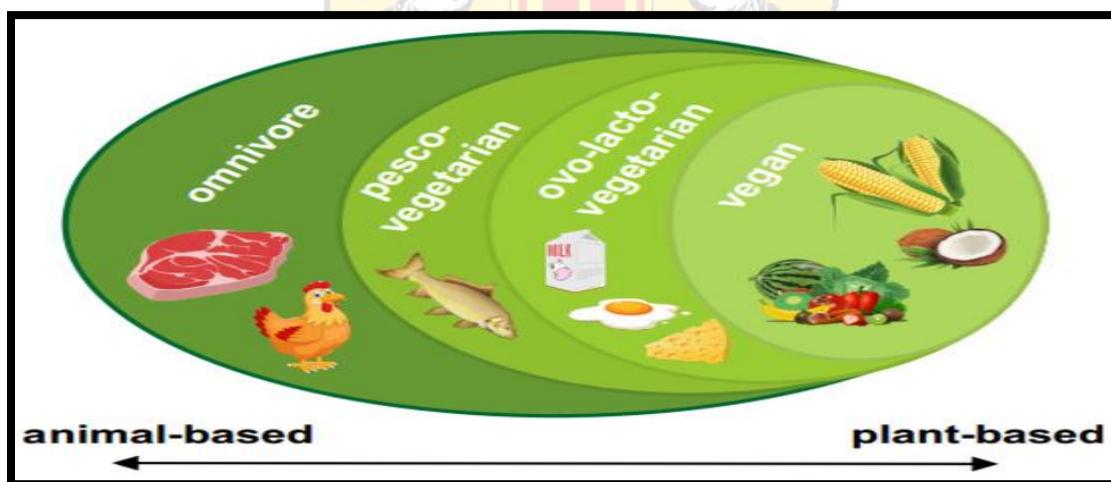
First, data is collected through student surveys, food preference forms, and canteen sales records. This helps in understanding eating patterns, spending behavior, and common food choices.

Next, the collected data is analyzed using **Tableau dashboards**, which visually represent trends such as frequency of fast-food consumption, budget allocation, and nutritional intake. These visual insights make it easier to identify nutritional gaps and unhealthy habits.

Based on the analysis, the solution provides:

- Affordable and healthy meal alternatives
- Structured weekly diet plans
- Personalized dietary recommendations
- Awareness programs on balanced nutrition

Thus, the proposed solution ensures informed decision-making, promotes healthier food choices, and aligns with students' budget and lifestyle constraints.



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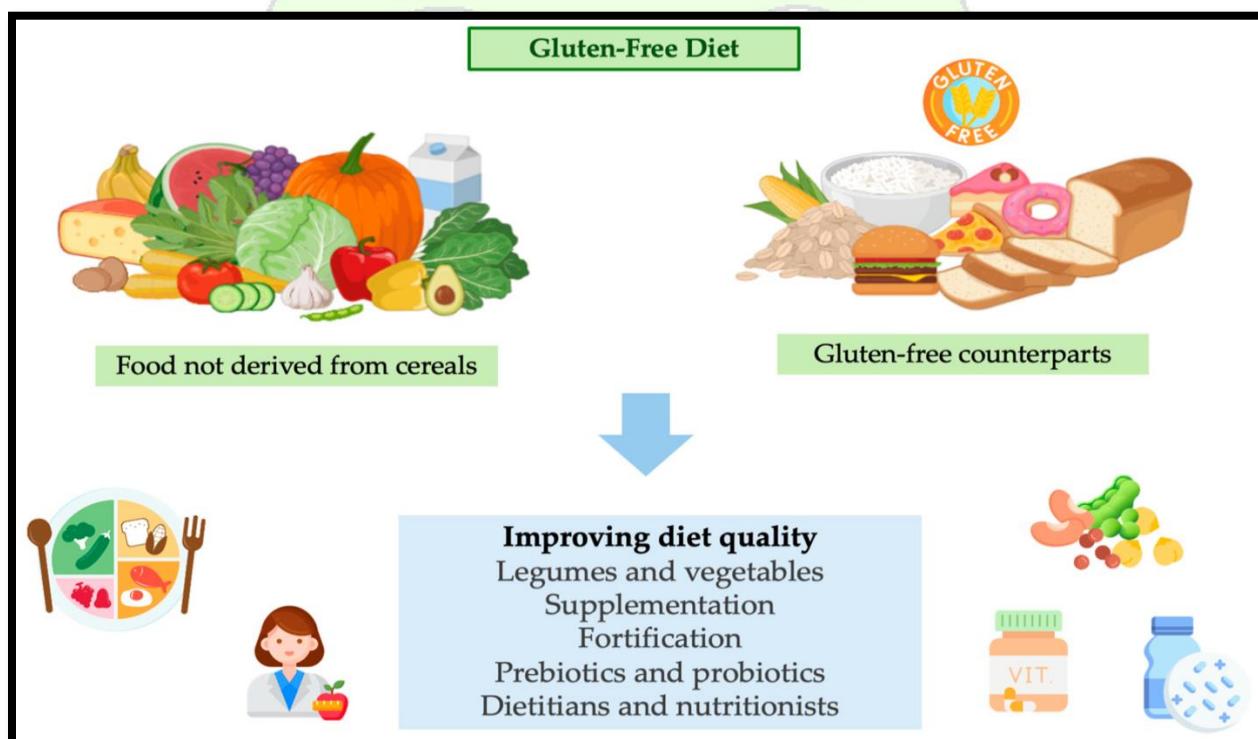
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4.3 - Solution Architecture

Solution Architecture explains the structured framework used to implement the proposed dietary improvement solution for college students.

- **Data Collection Layer:** Collects data from student surveys, food preference forms, and canteen sales records.
- **Data Processing Layer:** Cleans, organizes, and categorizes data to ensure accuracy.
- **Analysis & Visualization Layer:** Uses Tableau dashboards to analyze eating patterns, spending habits, and nutritional gaps.
- **Recommendation Layer:** Provides affordable healthy meal options, weekly diet plans, and personalized suggestions.

Thus, the solution architecture ensures a systematic, data-driven approach that connects data collection, analysis, and actionable recommendations.



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Chapter - 5

5.1 Project Milestones & Tasks

1. Data Preparation

- Collected food choice data from students (survey/Excel/CSV).
- Removed duplicate and incomplete records.
- Handled missing values properly.
- Standardized column names and formats.
- Converted data types (date, numeric, categorical).
- Created calculated fields (e.g., BMI category, calorie range).
- Verified data accuracy before visualization.

2. Data Connectivity

- Connected dataset to Tableau.
- Imported data from Excel/CSV file.
- Established relationships between multiple tables (if any).
- Refreshed data connection to ensure updated information.
- Verified data source filters and live/extract connection.

3. Dashboard Development

- Created interactive dashboards for:
 - Student food preferences
 - Nutritional intake analysis
 - Budget vs food spending
 - Healthy vs junk food comparison
- Added filters (Gender, Age, Course, Income).
- Used charts like bar charts, pie charts, line graphs, and heat maps.
- Enabled interactivity (filter actions, highlight actions).
- Designed user-friendly layout for easy understanding.

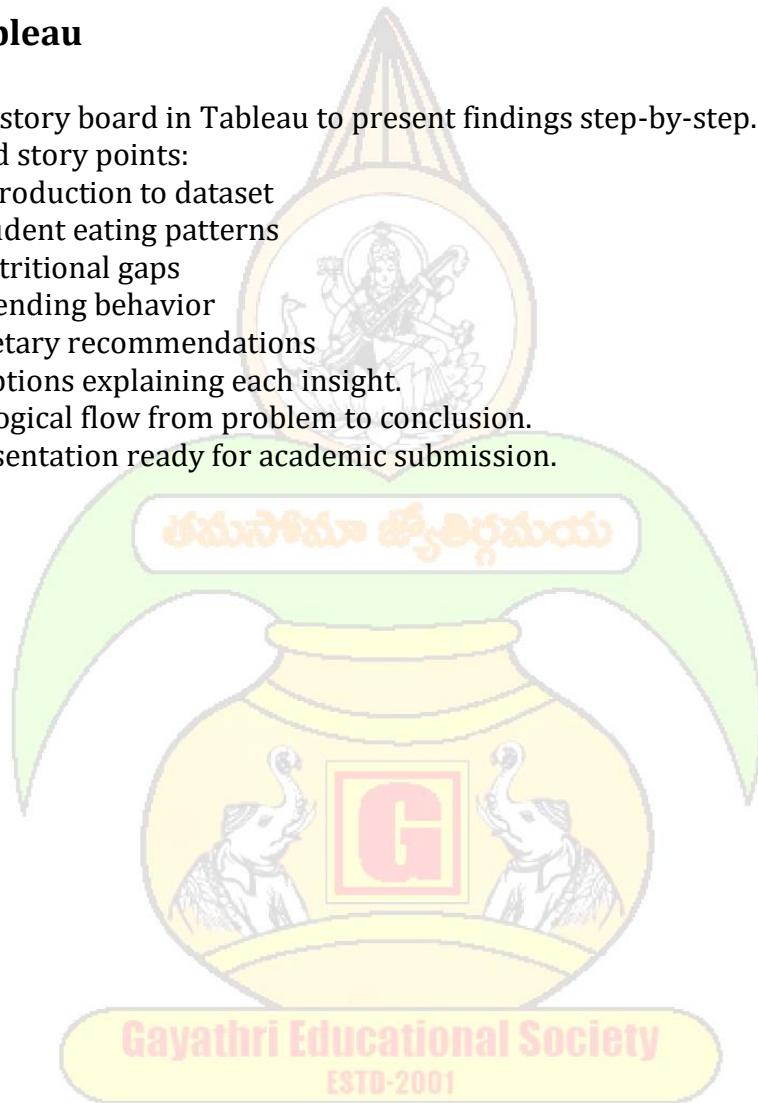
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4. Creativity (Font and Style)

- Selected clean and professional font styles.
- Used consistent color themes (healthy vs unhealthy indicators).
- Applied proper alignment and spacing.
- Used meaningful icons and labels.
- Highlighted important insights with bold formatting.
- Maintained visual hierarchy for clarity.

5. Story in Tableau

- Created a story board in Tableau to present findings step-by-step.
- Structured story points:
 1. Introduction to dataset
 2. Student eating patterns
 3. Nutritional gaps
 4. Spending behavior
 5. Dietary recommendations
- Added captions explaining each insight.
- Ensured logical flow from problem to conclusion.
- Made presentation ready for academic submission.



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5.2 - Sprint Delivery Plan

Sprint 1 (Week 1) – Project Orientation

- Introduction to project objectives
- Understanding problem statement
- Requirement gathering
- Overview of Agile methodology

Output: Project scope document

Sprint 2 (Week 2) – Data Collection & Understanding

- Collecting survey data
- Understanding dataset structure
- Identifying variables and attributes

Output: Raw dataset ready for cleaning

Sprint 3 (Week 3) – Data Preparation

- Handling missing values and duplicates
- Data formatting and transformation
- Creating calculated fields

Output: Cleaned dataset

Sprint 4 (Week 4) – Data Connectivity

- Connecting dataset to Tableau
- Creating worksheets
- Developing basic visualizations

Output: Initial charts and worksheets

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Sprint 5 (Week 5) - Dashboard Development

- Designing interactive dashboards
- Adding filters and actions
- Comparing food habits and spending patterns

Output: Functional dashboard

Sprint 6 (Week 6) - Story Creation & Review

- Creating Story Points
- Adding captions and insights
- Mid-review presentation and feedback

Output: Mid-project presentation

Phase 2: Next 9 Weeks – Project Sessions (Development & Completion Phase)

Sprint 7-8 (Weeks 7-8) - Advanced Analysis

- Trend analysis
- Nutritional gap identification
- Dashboard enhancements

Output: Improved analytical dashboard

Sprint 9-10 (Weeks 9-10) - Feature Enhancement

- Advanced calculated fields
- Performance optimization
- Improved interactivity

Output: Optimized dashboard

Sprint 11-12 (Weeks 11-12) - Testing Phase

- Functional testing
- Performance testing
- Bug fixing

Output: Tested and stable dashboard

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Sprint 13-14 (Weeks 13-14) - Documentation

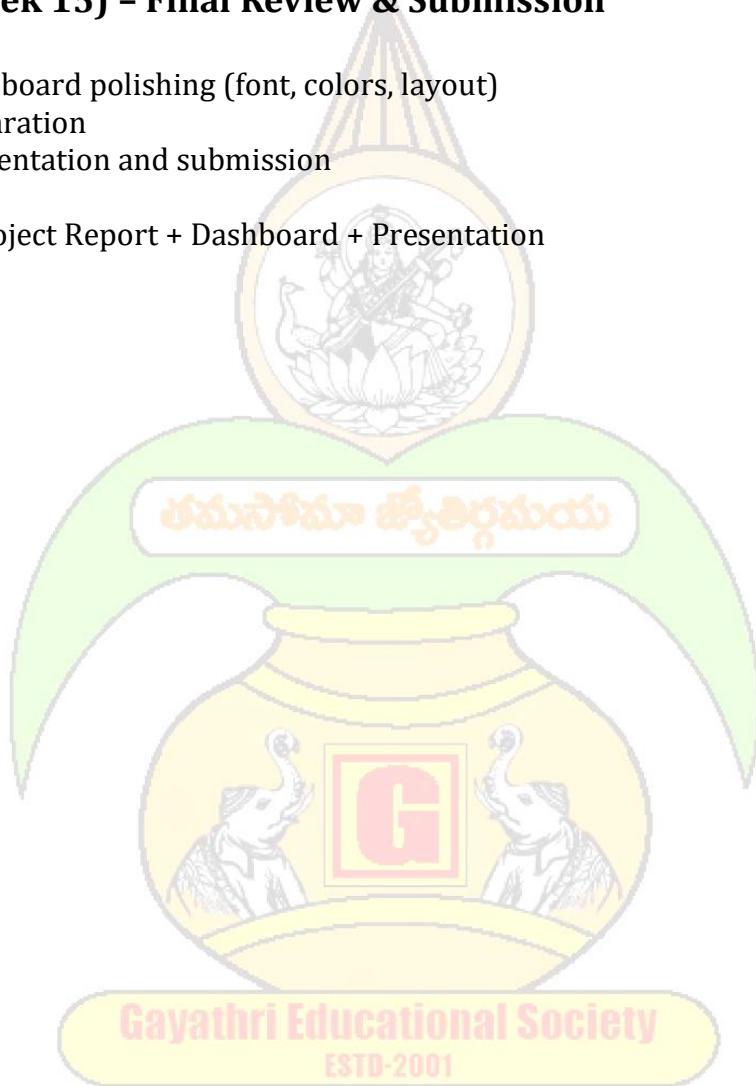
- Preparing detailed project report
- Capturing dashboard screenshots
- Writing analysis and conclusions

Output: Complete documentation draft

Sprint 15 (Week 15) - Final Review & Submission

- Final dashboard polishing (font, colors, layout)
- PPT preparation
- Final presentation and submission

Output: Final Project Report + Dashboard + Presentation



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5.3 - Project Progress Tracking

1. Project Creation in JIRA

- Create a new project in Jira.
- Select Agile Scrum template.
- Define project name (College Food Choices Analysis).
- Add team members and assign roles.

2. Sprint Planning

- Create product backlog (list of all tasks).
- Break project into smaller tasks:
 - Data Collection
 - Data Cleaning
 - Data Connectivity
 - Dashboard Creation
 - Story Development
 - Testing & Documentation
- Prioritize tasks based on importance.
- Create sprint (weekly/bi-weekly).

3. Task Creation (Issue Creation)

- Create issues such as:
 - Story
 - Task
 - Sub-task
 - Bug
- Provide:
 - Task description
 - Assignee
 - Due date
 - Priority level
- Attach files if required (dataset, screenshots).

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4. Daily/Weekly Status Updates

Team members update task status regularly:

- **To Do** → Task not started
- **In Progress** → Work ongoing
- **In Review** → Waiting for review
- **Done** → Task completed

Add comments such as:

- Dashboard completed and uploaded.
- Data cleaned and verified.
- Bug fixed in filter action.

5. Linking JIRA with Tableau Tasks

- Mention worksheet/dashboard name in task description.
- Upload screenshots of Tableau dashboards.
- Track progress of visualization tasks.
- Record feedback and improvement suggestions.

6. Bug Tracking

- Report visualization errors (wrong calculation, filter issue).
- Assign to responsible team member.
- Change status after fixing.
- Retest and close issue.

7. Sprint Review & Closure

- Review completed tasks at end of sprint.
- Move completed issues to “Done”.
- Carry forward incomplete tasks to next sprint.
- Generate sprint report in Jira.

8. Final Documentation Update

- Ensure all tasks are marked completed.
- Archive project after final submission.
- Export reports for academic documentation.

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5.4 - Team management Tools for Agile Planning (Jira)

Introduction

Agile planning requires effective collaboration, task tracking, and sprint management. Jira is one of the most widely used team management tools that helps teams plan, track, and manage Agile projects efficiently.

Why JIRA for Agile Planning?

- Supports **Scrum and Kanban** methodologies
- Easy sprint planning and backlog management
- Real-time task tracking
- Bug and issue management
- Performance and progress reporting

Key Features of JIRA in Agile Planning

1. Product Backlog Management

- Create and manage user stories.
- Prioritize tasks based on project requirements.
- Break large tasks into smaller sub-tasks.

2. Sprint Planning

- Create sprints (weekly/bi-weekly).
- Assign tasks to team members.
- Set sprint goals and deadlines.
- Estimate story points.

3. Task Tracking

- Track task status:
 - To Do

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- In Progress
- In Review
- Done
- Monitor individual performance.
- Update progress regularly.

4. Scrum & Kanban Boards

- Visual representation of workflow.
- Drag-and-drop task movement.
- Helps in tracking work completion.

5. Reporting & Analytics

- Burndown charts
- Velocity charts
- Sprint reports
- Workload reports

Role of JIRA in Tableau Project

In projects developed using Tableau:

- Manage dashboard development tasks.
- Track data cleaning and preparation progress.
- Report visualization bugs.
- Assign testing responsibilities.
- Monitor sprint completion rate.

Benefits of Using JIRA

- Improves team collaboration
- Enhances transparency
- Tracks deadlines effectively
- Reduces project delays
- Maintains proper documentation

Conclusion:

Jira plays a crucial role in Agile project management by organizing tasks, monitoring sprint progress, and ensuring timely project delivery. It enhances coordination among team members and improves overall project efficiency.

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Chapter - 6

Project Development

6.1 - Pre-Requisites

Tableau Installation Guide

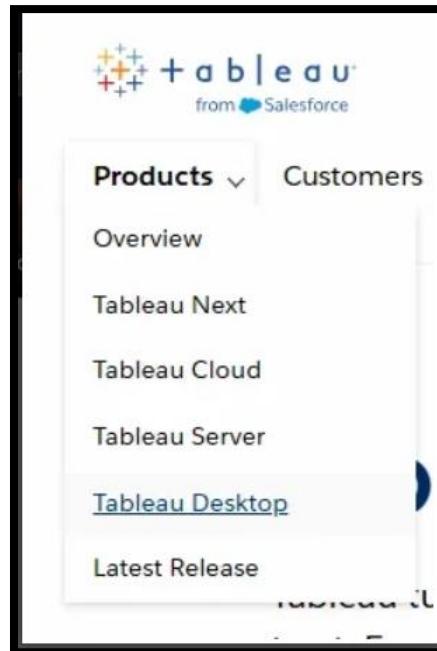
- Tableau is a useful data visualization and business intelligence tool that helps us turn raw data into easy-to-understand charts, dashboards and interactive reports. It is widely used for businesses, analysts and researchers to make sense of complex information and support better decision-making.

Installation

Let's install Tableau in our local machines.

Step 1: Tableau Website

Go to the official website of Tableau and find the "Products" menu.



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Step 2: Tableau Products

Tableau provides various ways to use its features which includes:

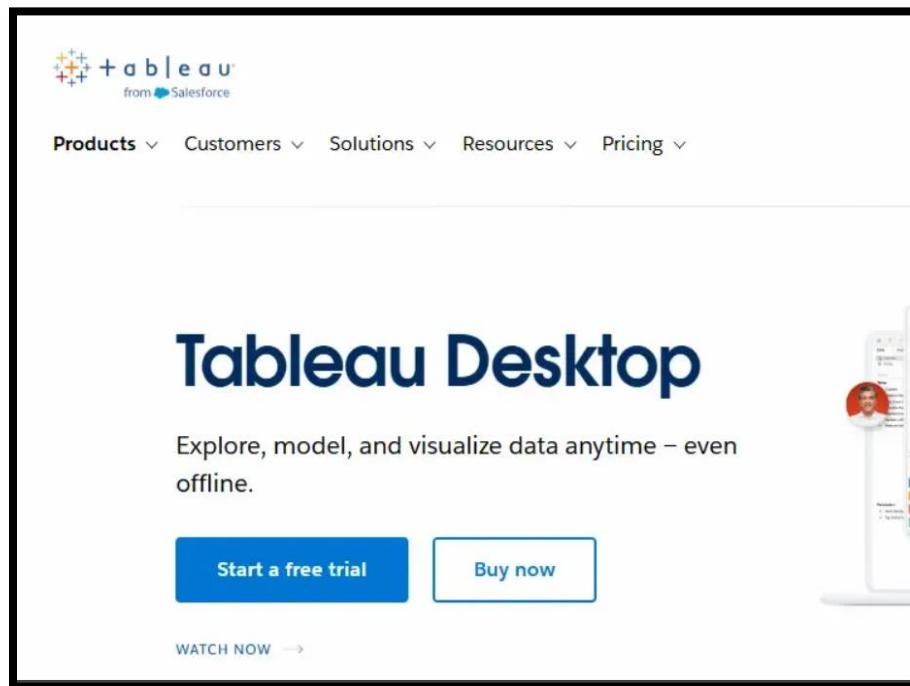
- **Tableau Cloud:** Cloud-based analytics platform, fully hosted without server management, for data analysis and secure sharing.
- **Tableau Server:** Self-hosted platform for on-premises or cloud deployment, giving full control over data and analytics environment.
- **Tableau Desktop:** Authoring tool used to create visualizations and dashboards, supporting offline and deep data exploration.
- **Tableau Next:** Future-focused AI and modular analytics platform integrating smart workflows and quicker insights.
- **Other Products:** Tableau Prep (data cleaning), Tableau Public (free public visualizations), Tableau Mobile (mobile access).

We will download the desktop version.

Step 3: Select the Tableau Desktop

We will select the Tableau Desktop option and then there we can have two option:

- Start Free Trial
- Buy Now

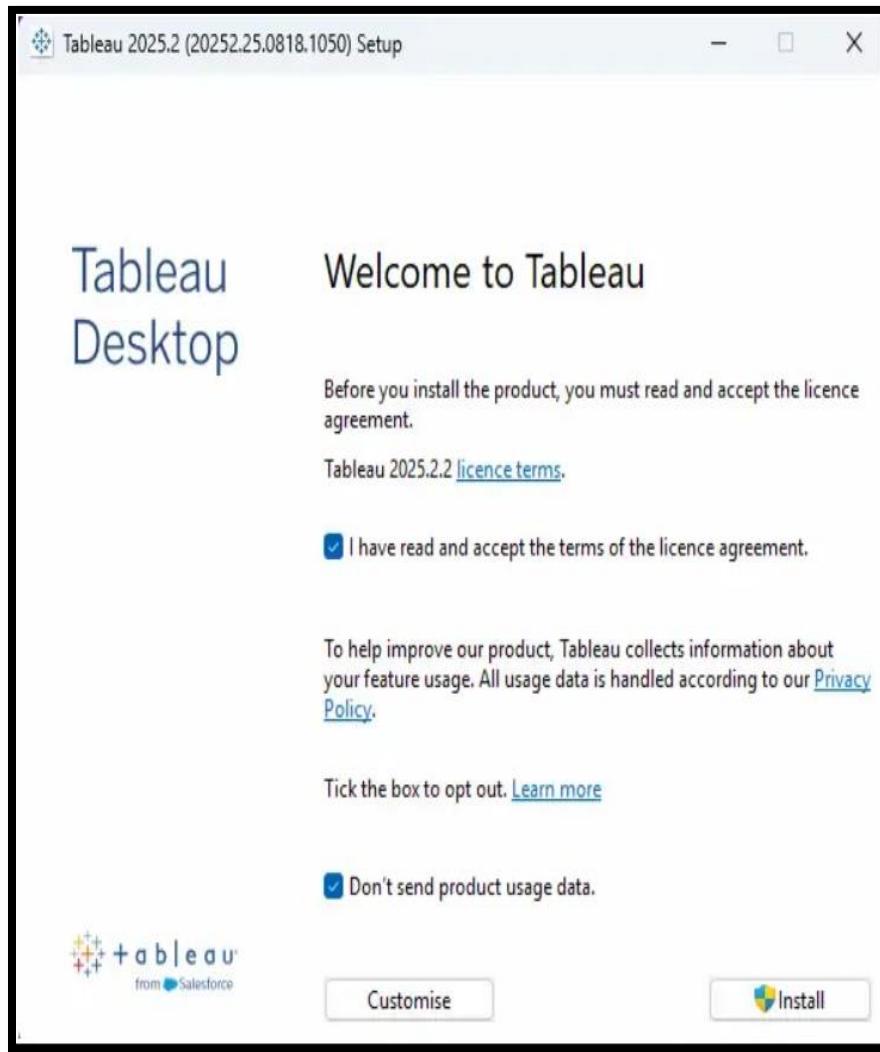


Select the one which suits you.

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

Step 4: Installation

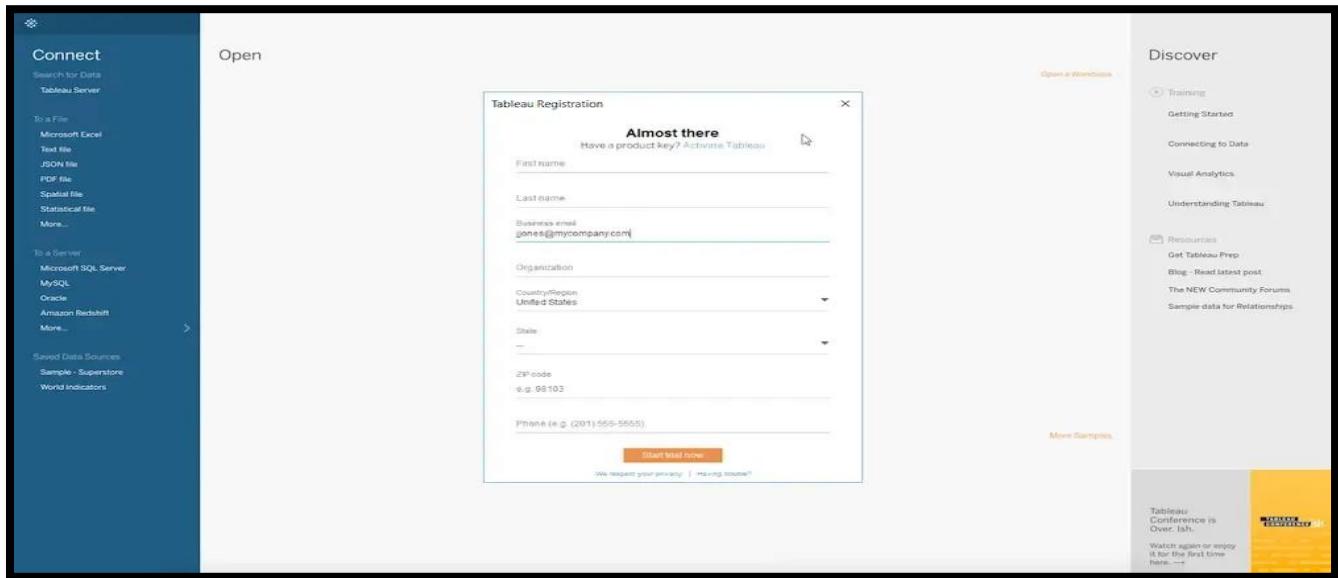
After selecting the option, the setup will get downloaded. After downloading the setup, we need to install it. Open the setup file and proceed with the setup.



Step 5: Setup

After successful installation, open the Tableau Desktop application and complete the registration.

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Step 6: Tableau Desktop

After completing the registration, Tableau is ready to be used.

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6.2 - Data Connectivity

Tableau - Connect to a Data Source

Steps to Connect a Data Source

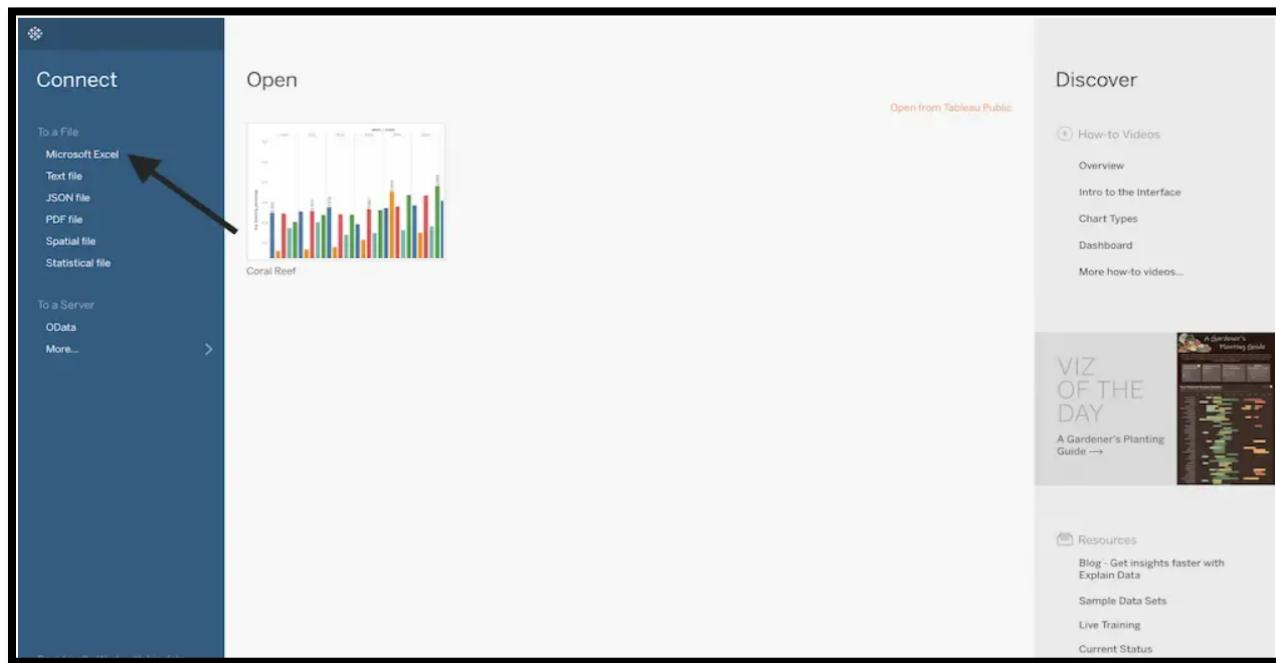
Let's see the steps that need to be followed to connect a data source.

Step 1: Open Tableau

Launch Tableau Desktop. On the left-hand side of the start screen, we will see the Connect Panel.

Step 2: Select a Data Source

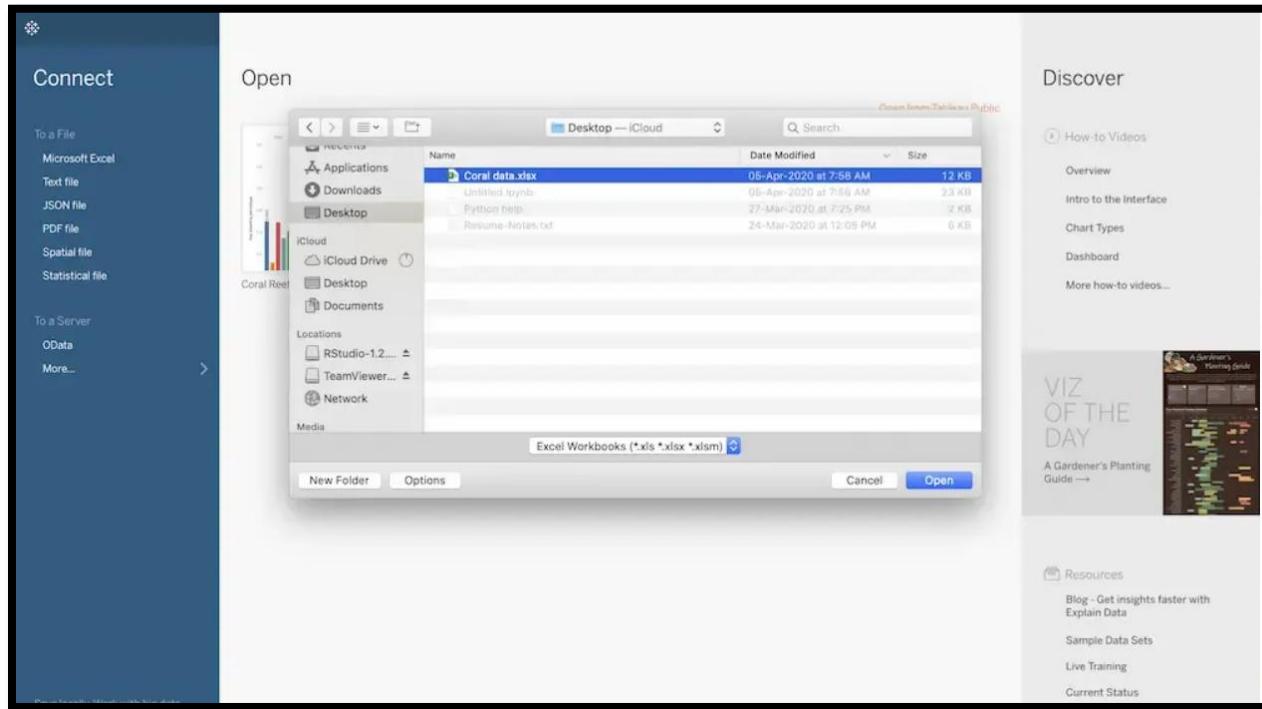
Under the File section in the Connect Panel, choose the type of data file we want to connect with. For example, to connect to an Excel file, click on Microsoft Excel.



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Step 3: Browse and Load the File

Once selecting MS Excel, a file dialog box will appear and we can select the desired data file. For example here we selected Coral data.xlsx



Step 4: View the Data in Tableau

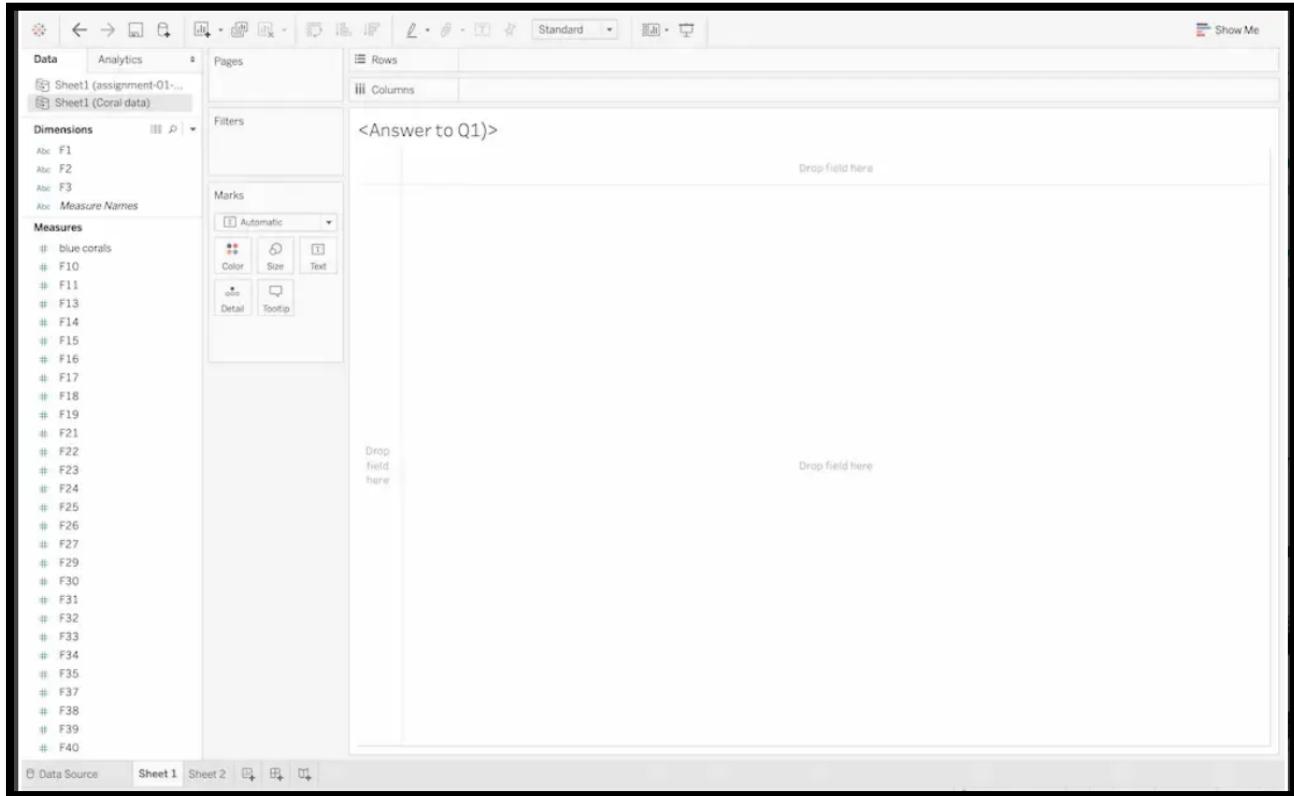
After selecting, Tableau creates a connection with the file and displays our dataset at the bottom of the screen. We can preview the tables, fields and structure of our data.

F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	F13	F14	F15	F16
name	longitude	latitude	2,017.00	2,016.00	2,015.00	2,014.00	2,013.00	2,012.00	2,011.00	2,010.00	2,017.00	2,016.00	2,015.00	2,014.00	2,
site01	143.515	-11.843	0.84	0.80	0.75	0.75	0.58	0.56	0.55	0.56	0.47	0.47	0.47	0.47	0.41
site02	147.898	-16.937	0.21	0.19	0.17	0.16	0.15	0.34	0.34	0.30	0.56	0.54	0.50	0.49	
site03	144.081	-10.321	0.76	0.60	0.37	0.27	0.26	0.34	0.34	0.30	0.75	0.50	0.32	0.10	
site04	150.444	-20.414	0.12	0.12	0.11	0.11	0.11	0.10	0.10	0.10	0.78	0.65	0.31	0.28	
site05	143.786	-13.107	0.94	0.91	0.76	0.60	0.30	0.28	0.29	0.34	0.48	0.46	0.42	0.40	
site06	146.589	-17.981	0.60	0.55	0.48	0.44	0.36	0.34	0.34	0.30	0.86	0.76	0.61	0.58	
site07	145.043	-14.383	0.68	0.61	0.59	0.56	0.55	0.40	0.40	0.40	0.63	0.55	0.43	0.38	
site08	145.715	-16.091	0.65	0.63	0.60	0.60	0.59	0.34	0.34	0.30	0.48	0.45	0.41	0.40	

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

Step 5: Proceed to the Worksheet

Once the data connection is set up, click on Worksheet to begin analysis. This is where we can start preparing, cleaning (wrangling) and exploring our data.



Step 6: Begin Visualization

Drag and drop fields onto our Tableau canvas to create charts, graphs and interactive dashboards.

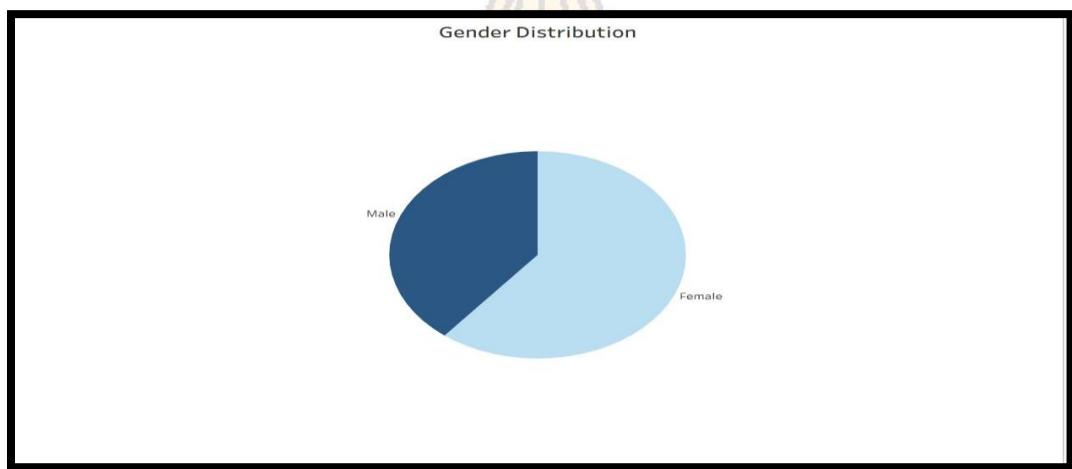
GAYATHRI Educational Society
ESTD-2001

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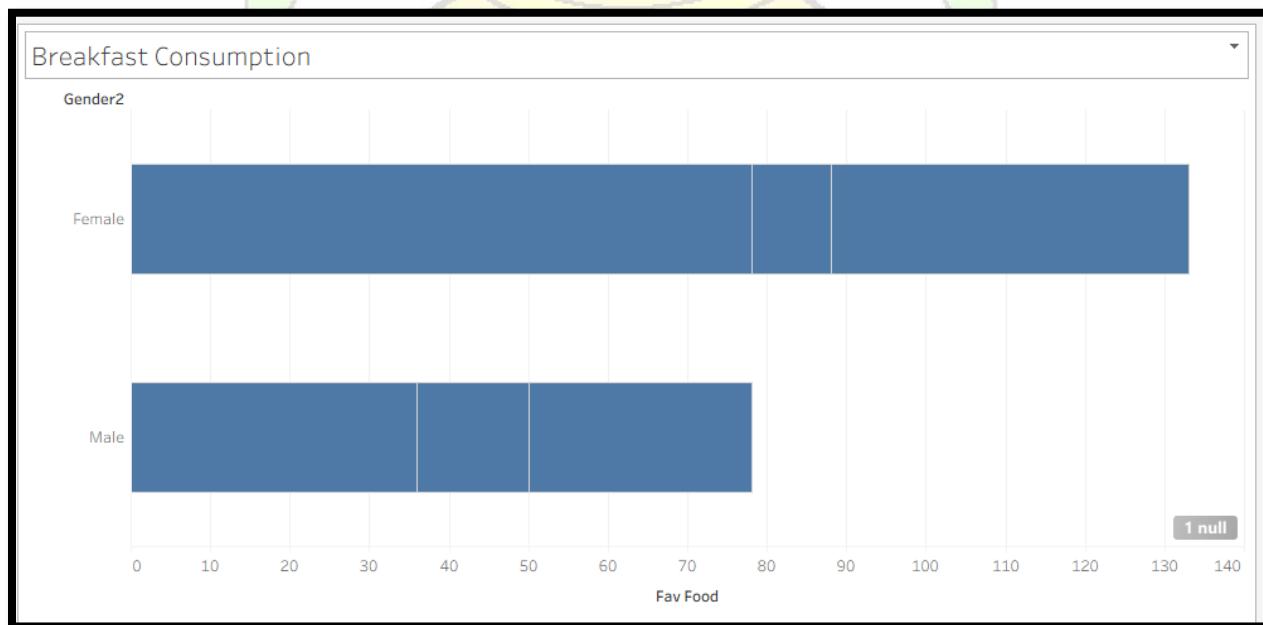
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6.3 - Data Preparation

Pie Chart

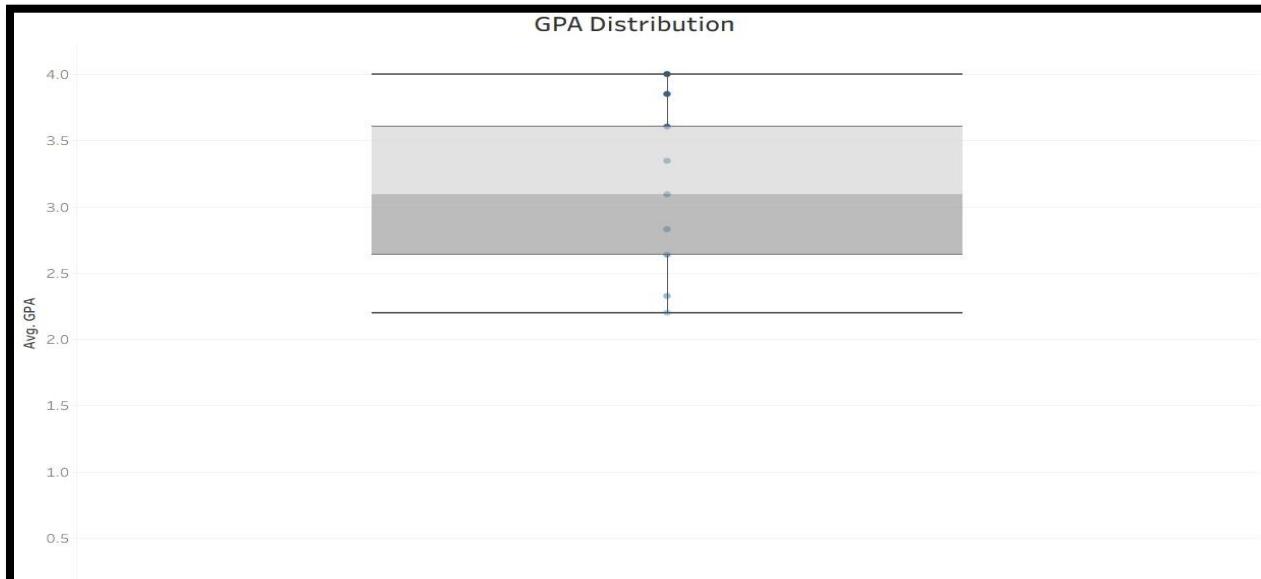


Bar Chart

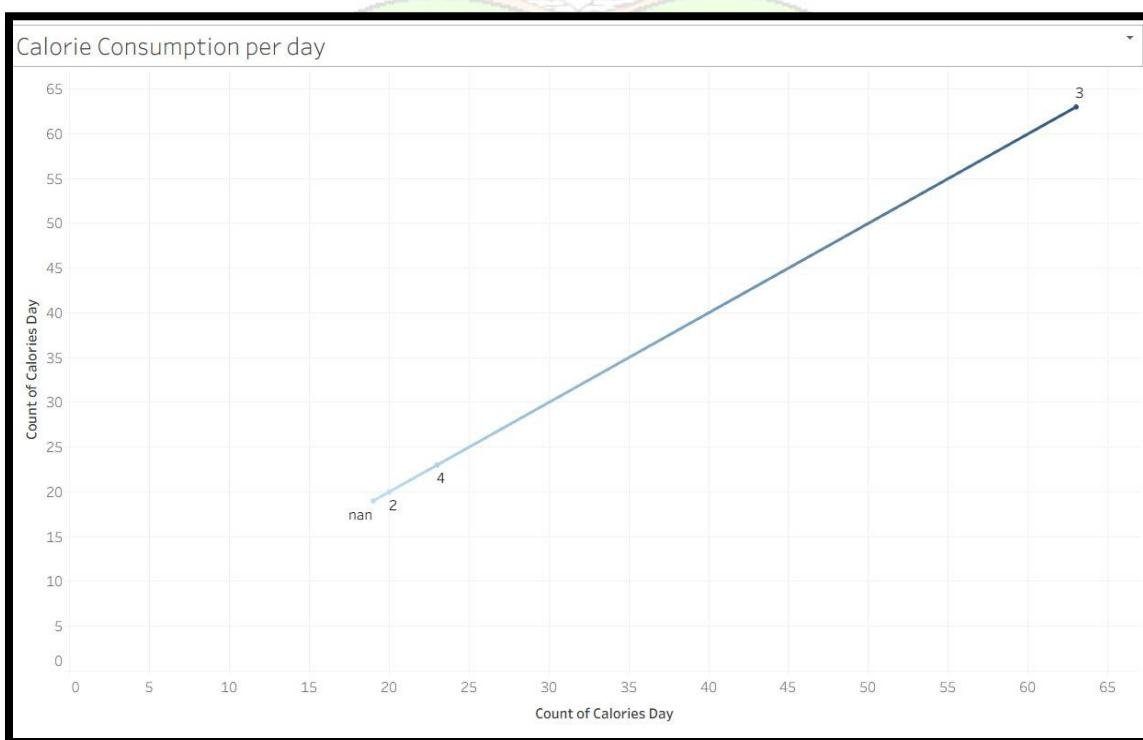


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Box- and-Whisker plot

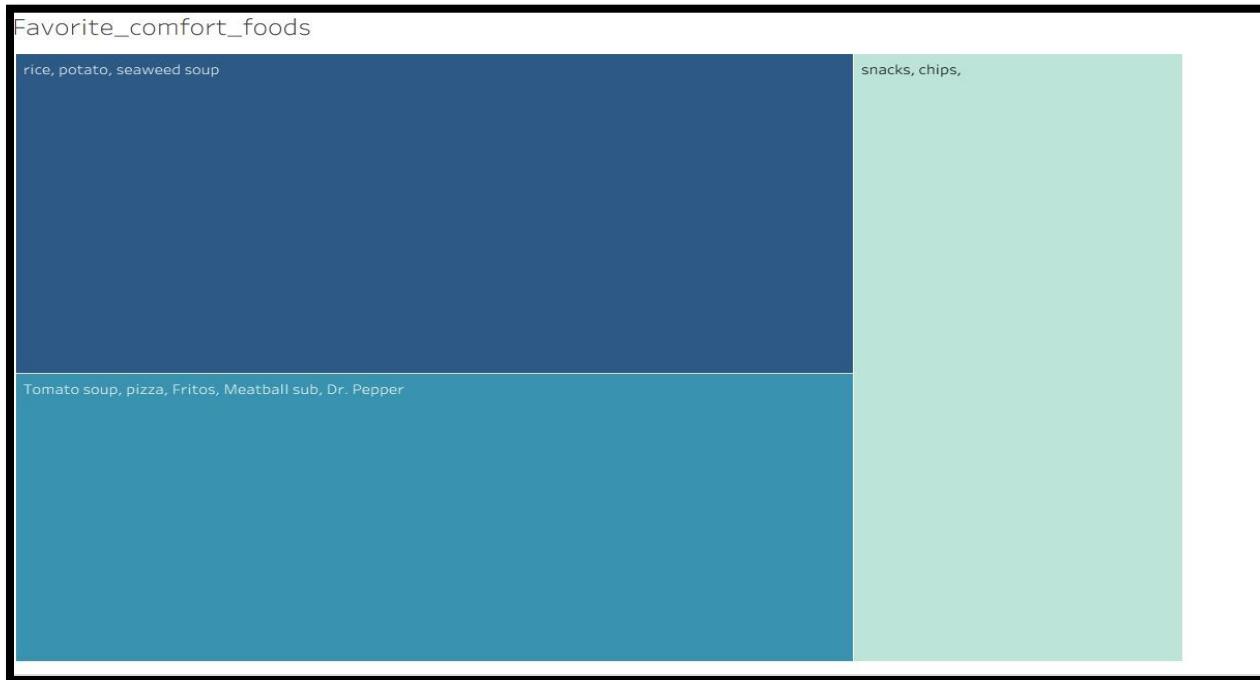


Line Chart

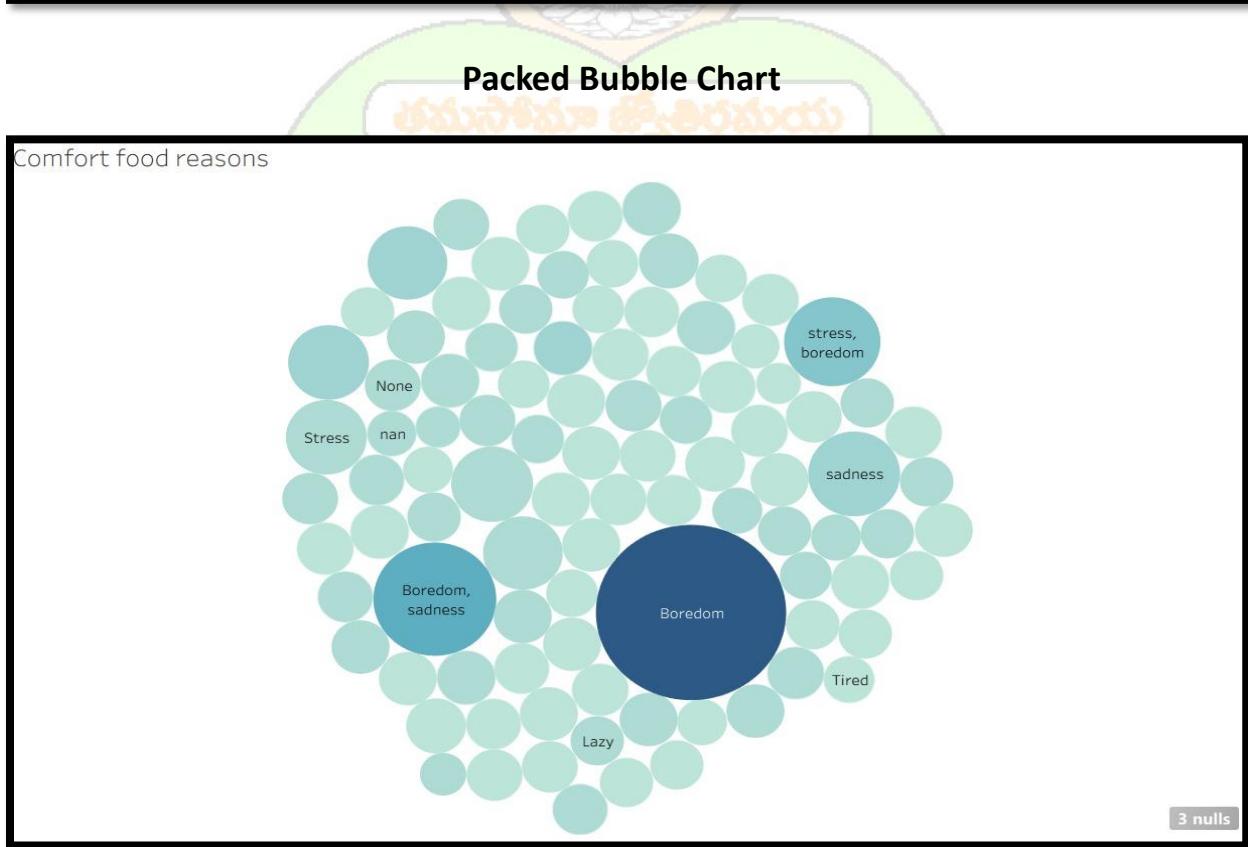


Comprehensive Analysis and Dietary strategies with tableau: A College Food Choices Case Study

Tree Maps Chart

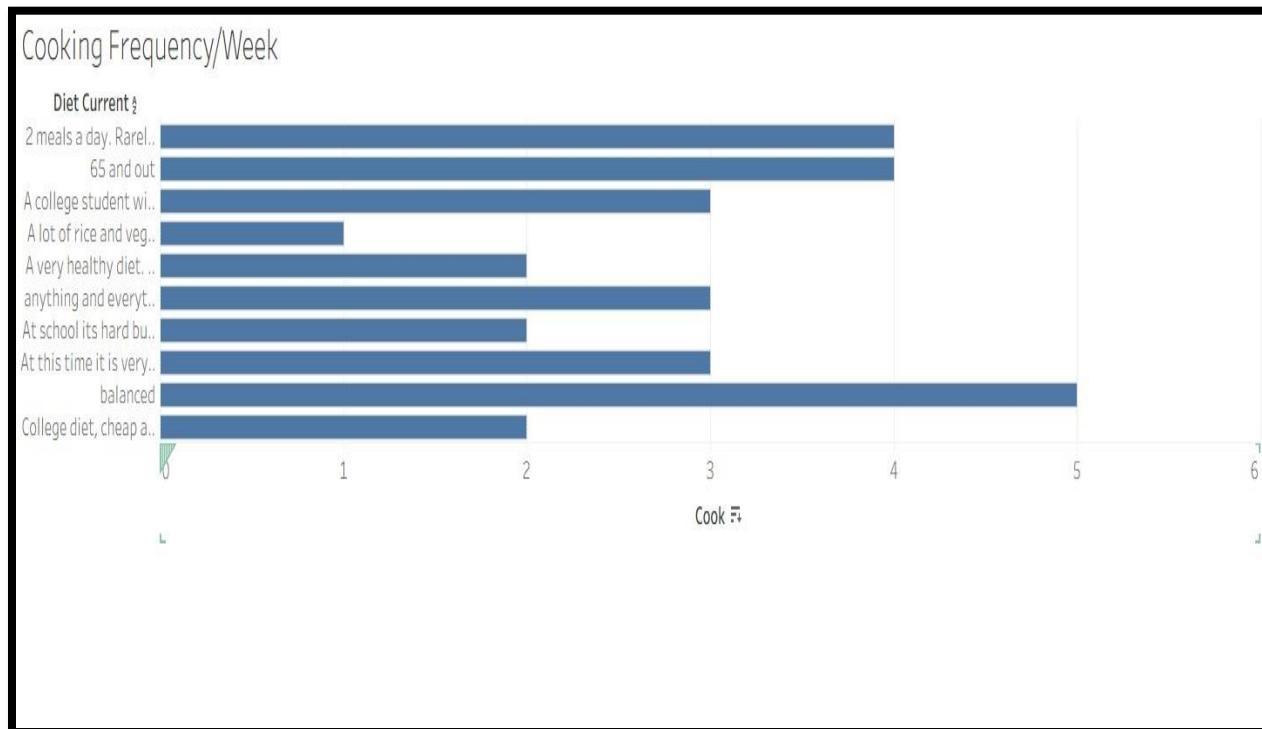


Packed Bubble Chart

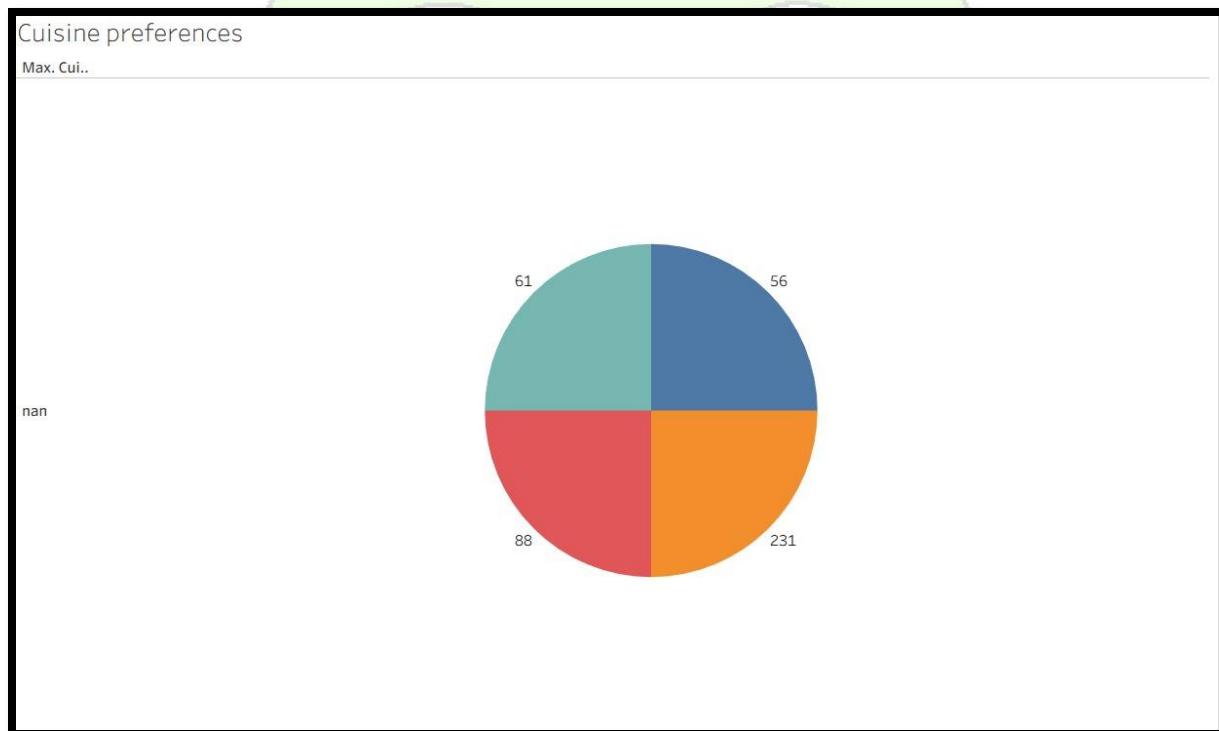


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Horizontal Bar Chart



Pie Chart

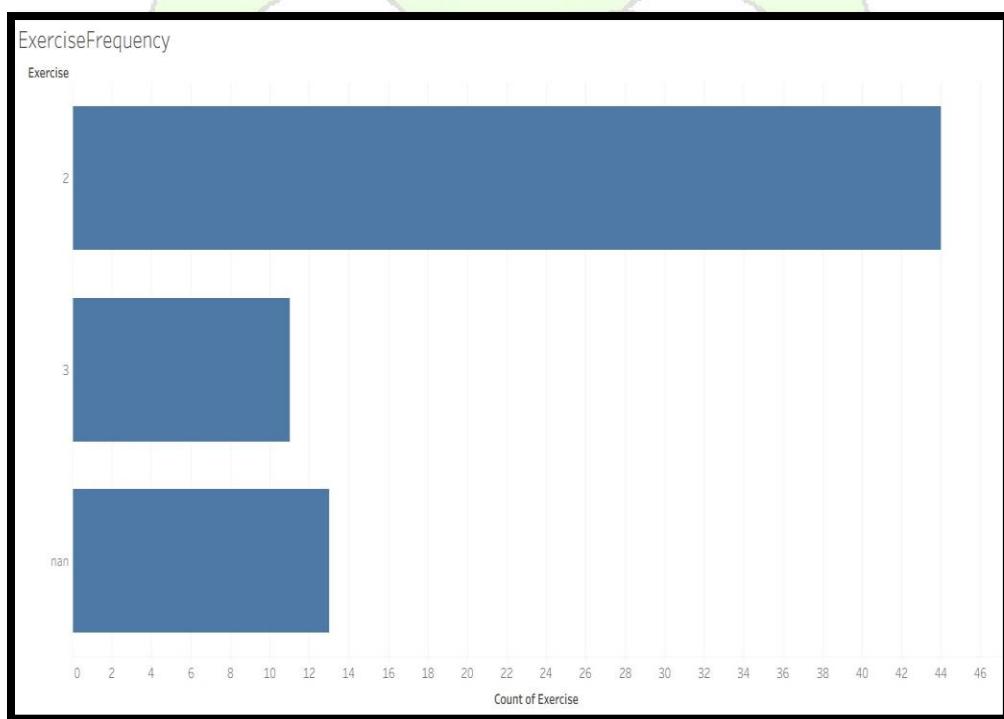


Comprehensive Analysis and Dietary strategies with tableau: A College Food Choices Case Study

stacked bar chart

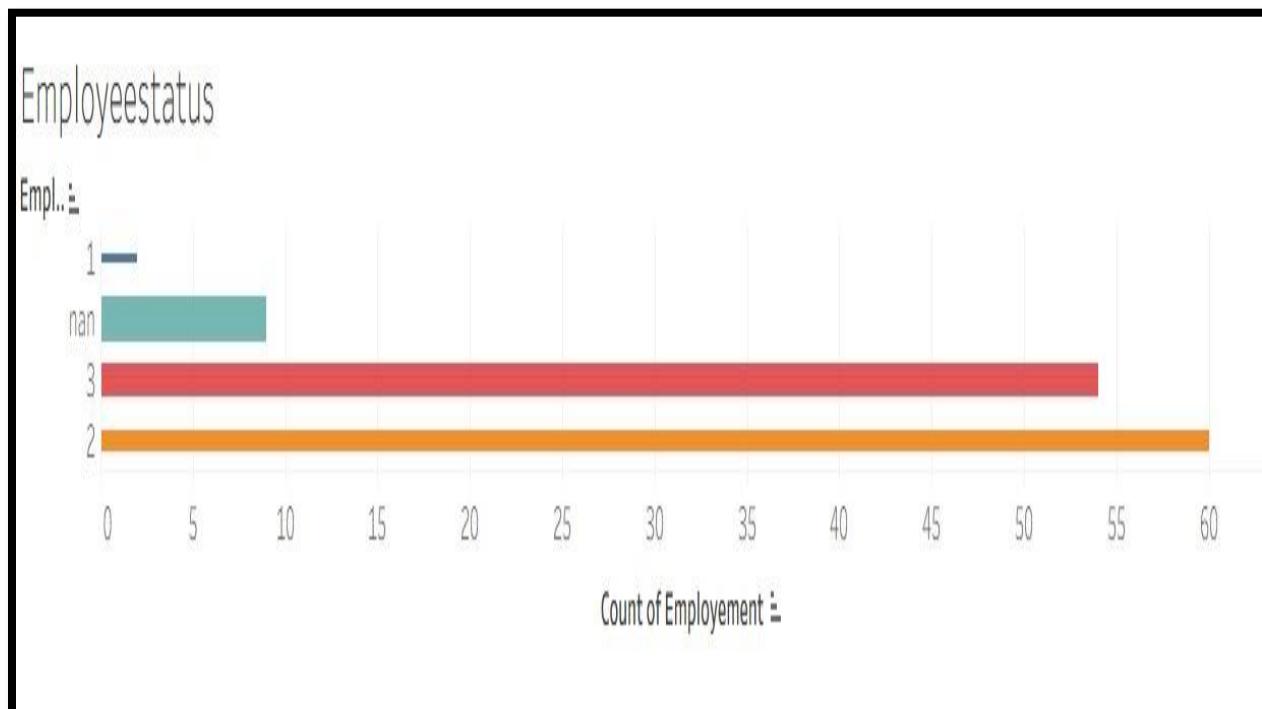


Bar Chart

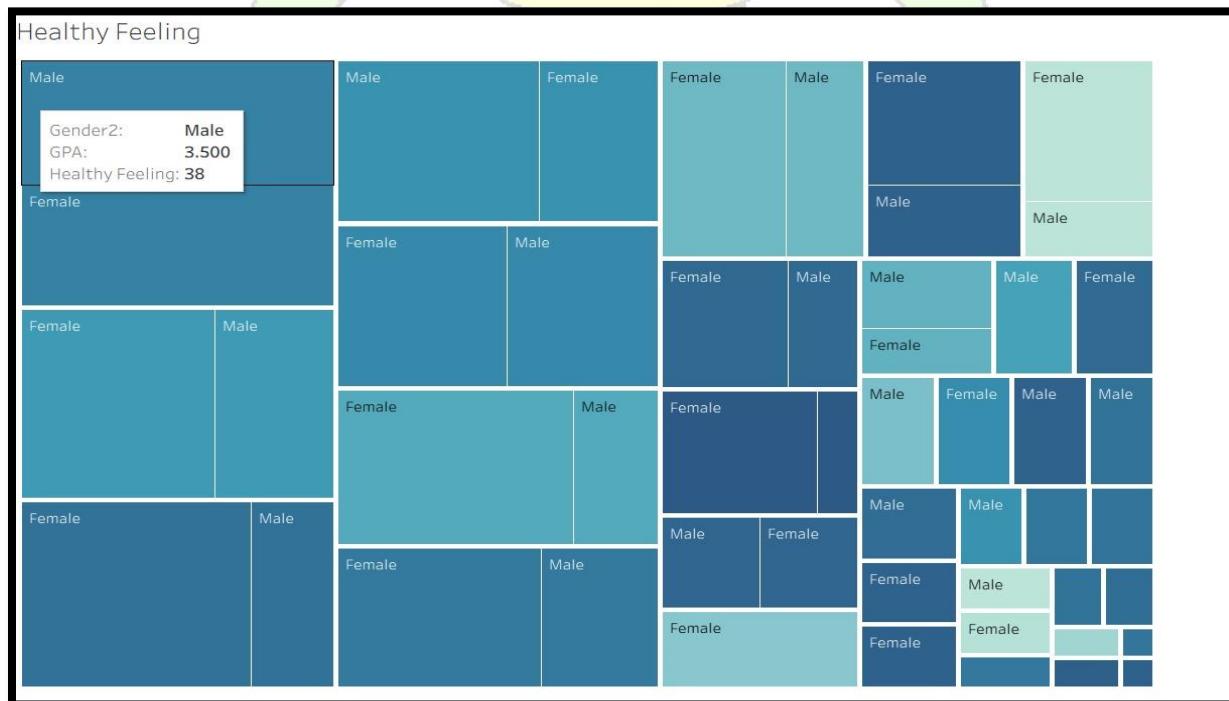


Comprehensive Analysis and Dietary strategies with tableau: A College Food Choices Case Study

Horizontal Bar Chart

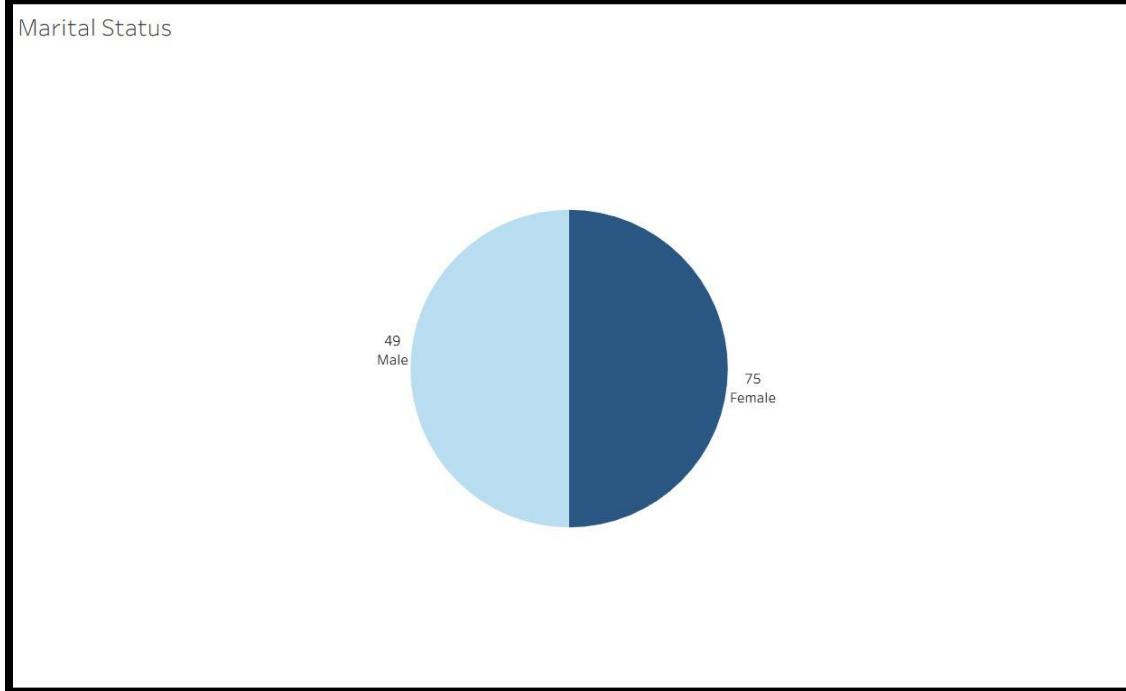
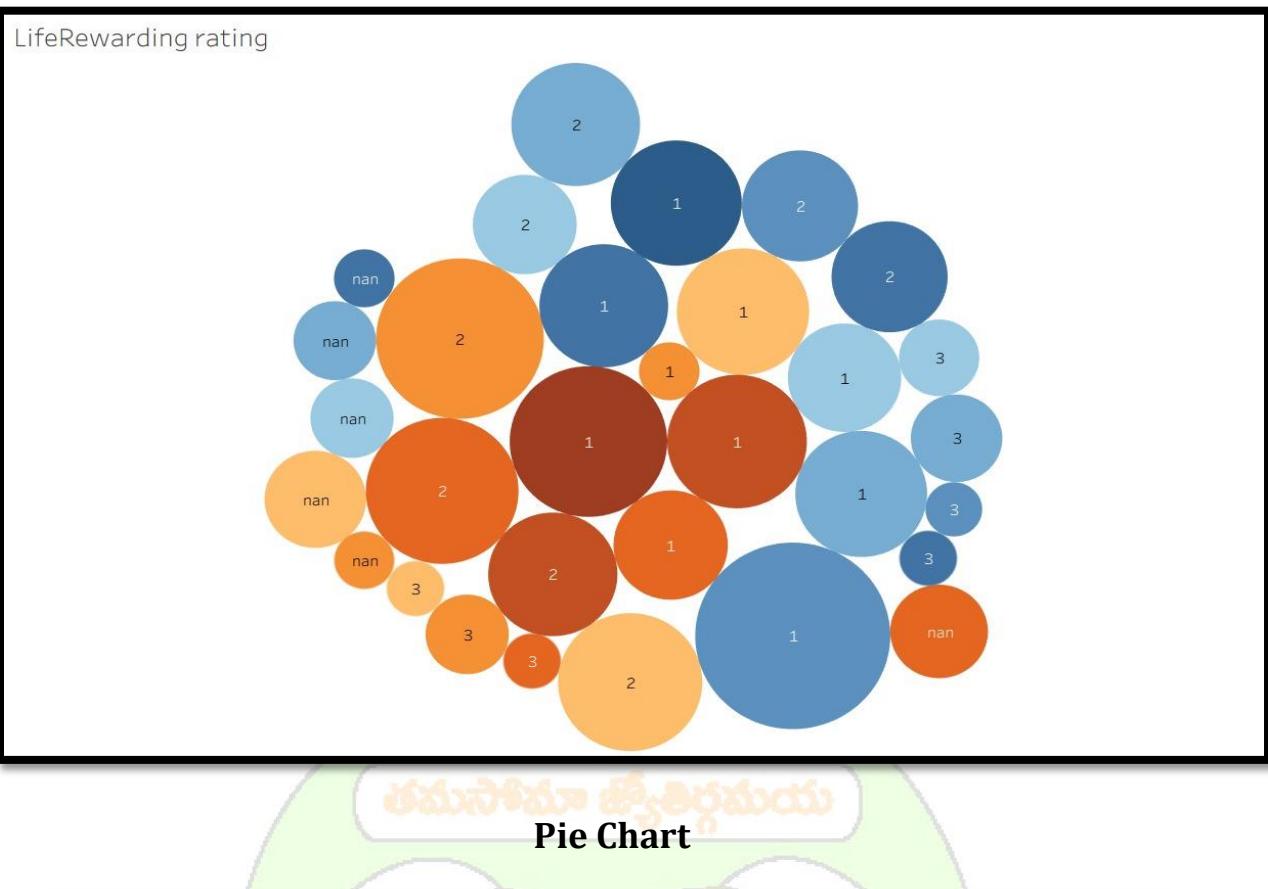


Tree Maps Chart



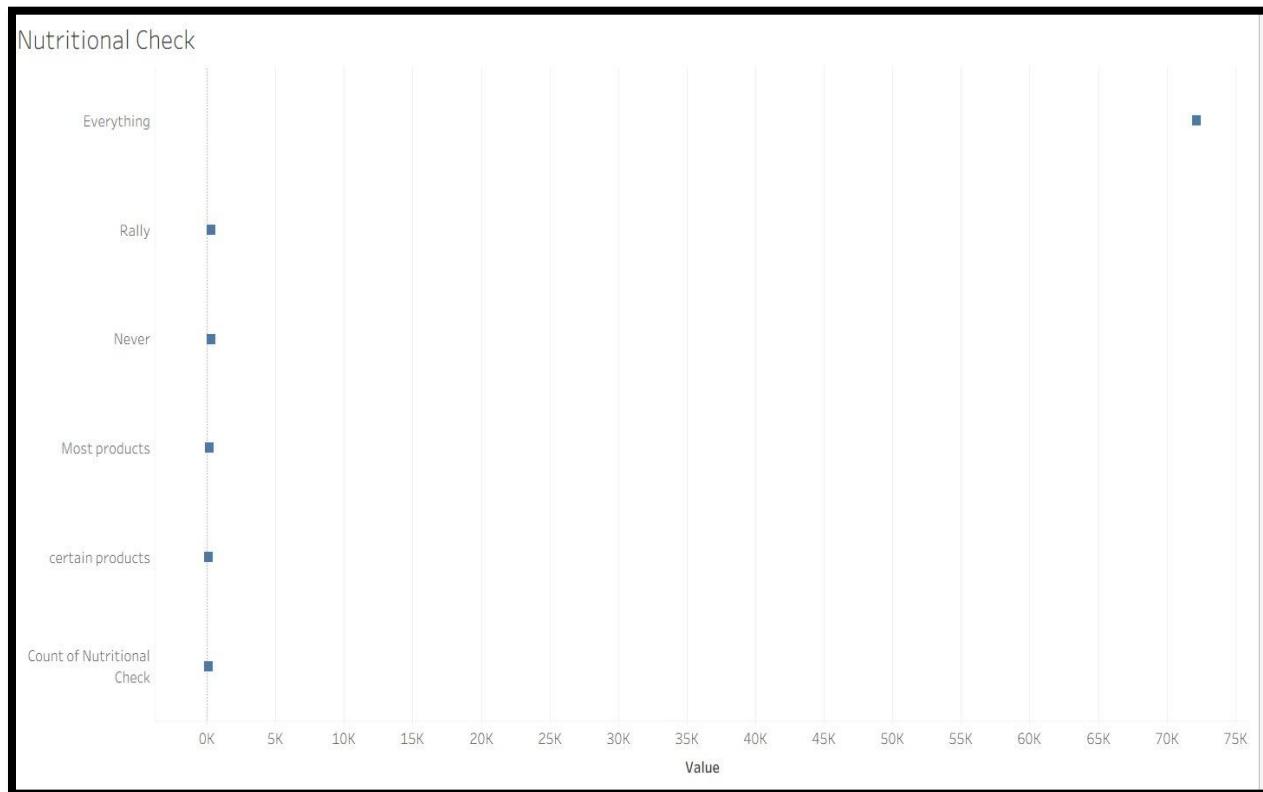
Comprehensive Analysis and Dietary strategies with tableau: A College Food Choices Case Study

Packed Bubble Chart



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

Square Chart

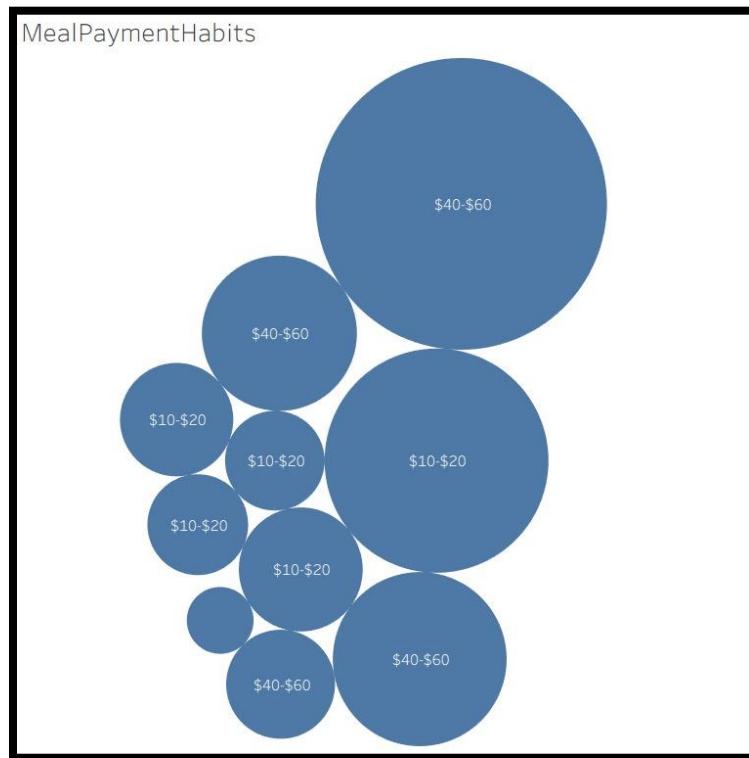


Stacked Bar Chart

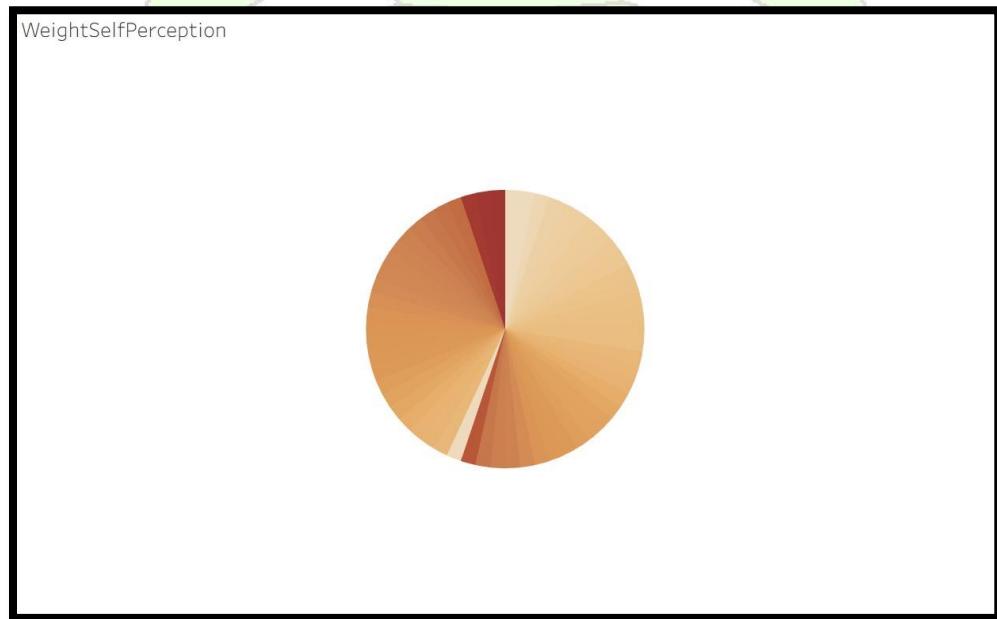


Comprehensive Analysis and Dietary strategies with tableau: A College Food Choices Case Study

Packed Bubble Chart

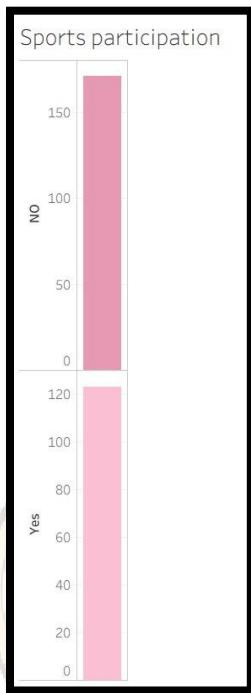


Pie Chart

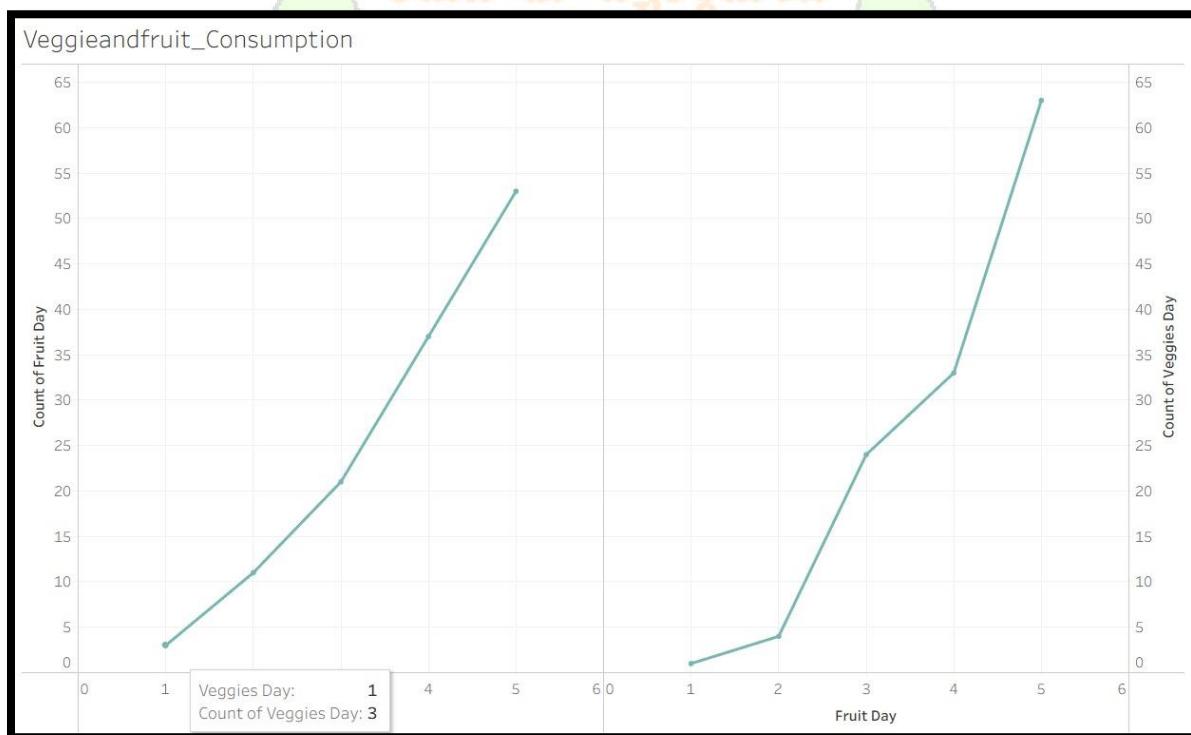


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Horizontal Bar Chart

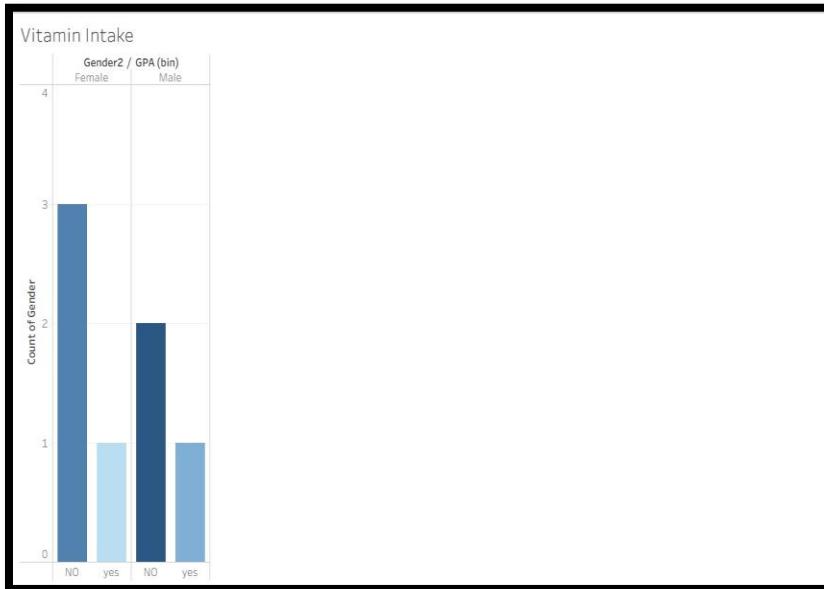


Line Chart

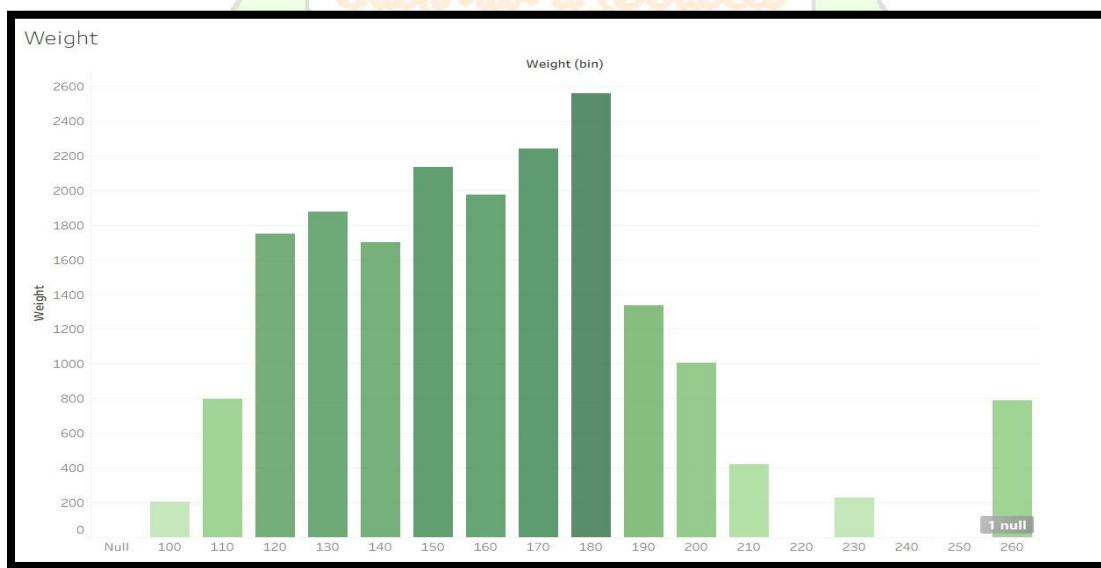


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Bar Chart



Histogram



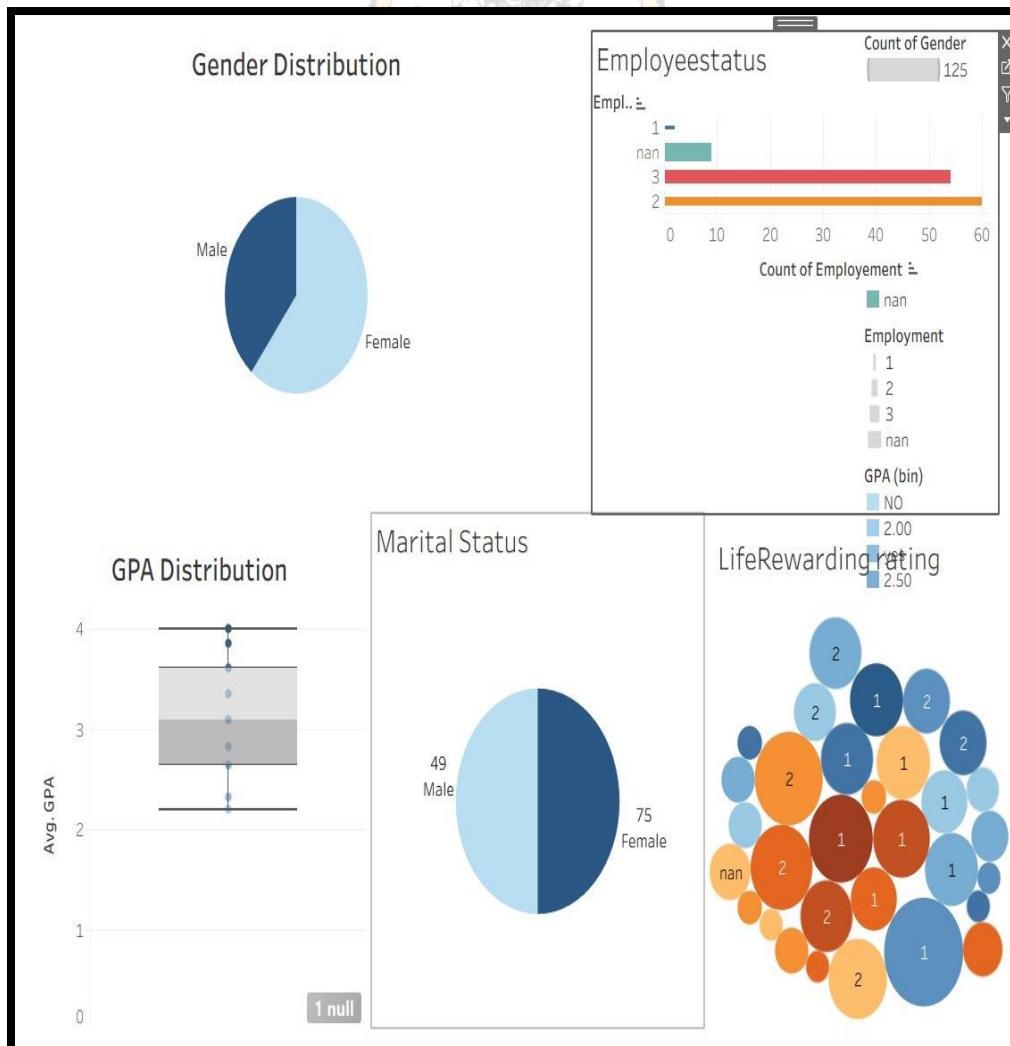
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6.4 – Dashboard

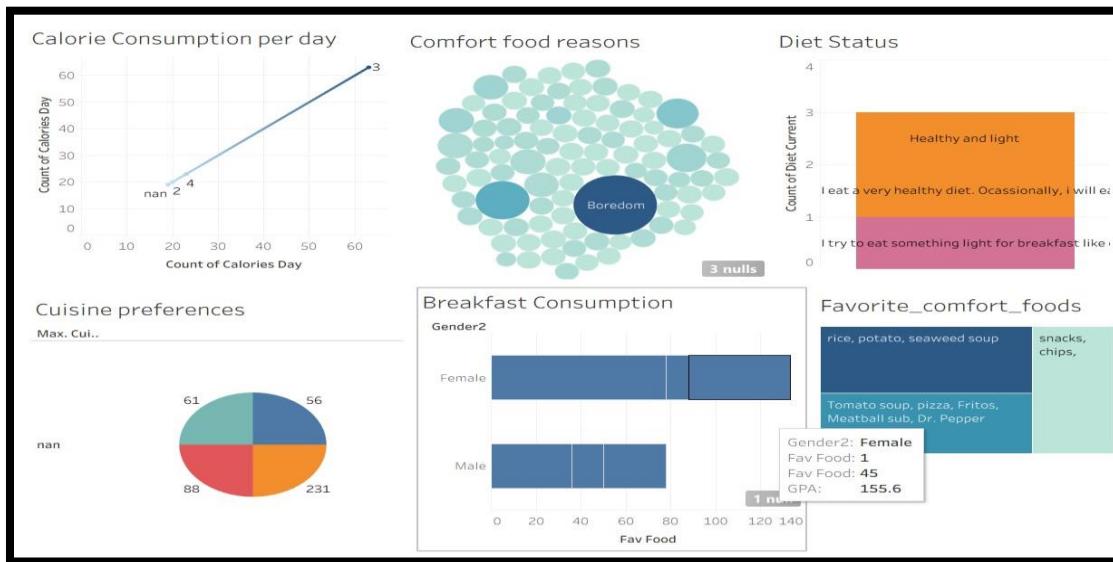
Dashboard - 1

https://public.tableau.com/views/Book2_17696835683190/Lifestyleoverview?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

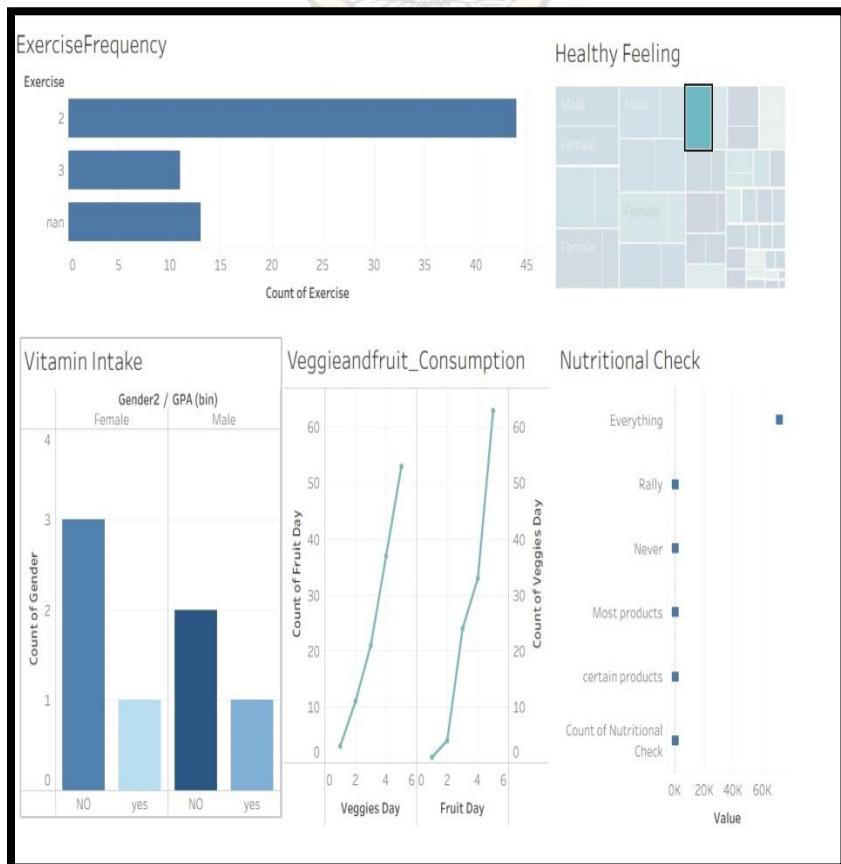


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Dashboard - 2

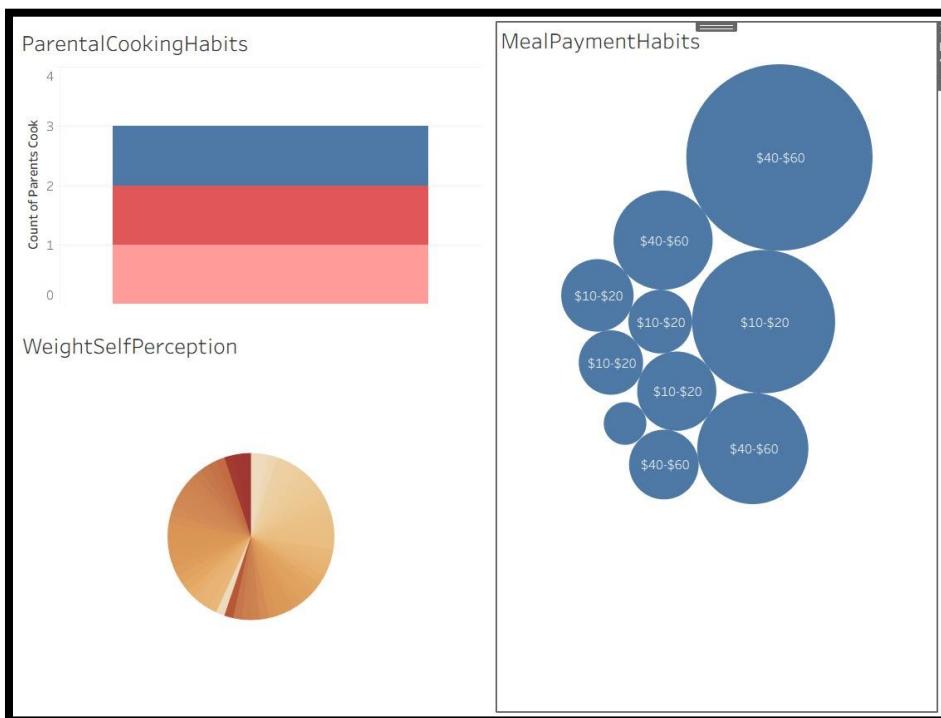


Dashboard - 3



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Dashboard - 4



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6.5 – Story

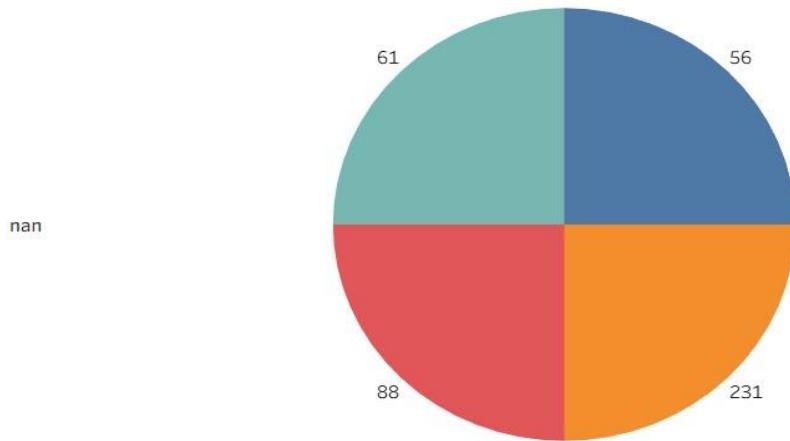
https://public.tableau.com/views/Book2_17696835683190/Theimpactofchildhoodfoodpreferencesanadultchoices?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

The impact of childhood food preferences an adult choices

< 1/4 >

Max. Cui..

Calories Day
■ 2
■ 3
■ 4
■ nan



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6.6 - Creativity (Font and Style)

Creativity in Tableau dashboards refers to the effective use of fonts, colors, layout, and visual elements to make the dashboard attractive, readable, and professional.

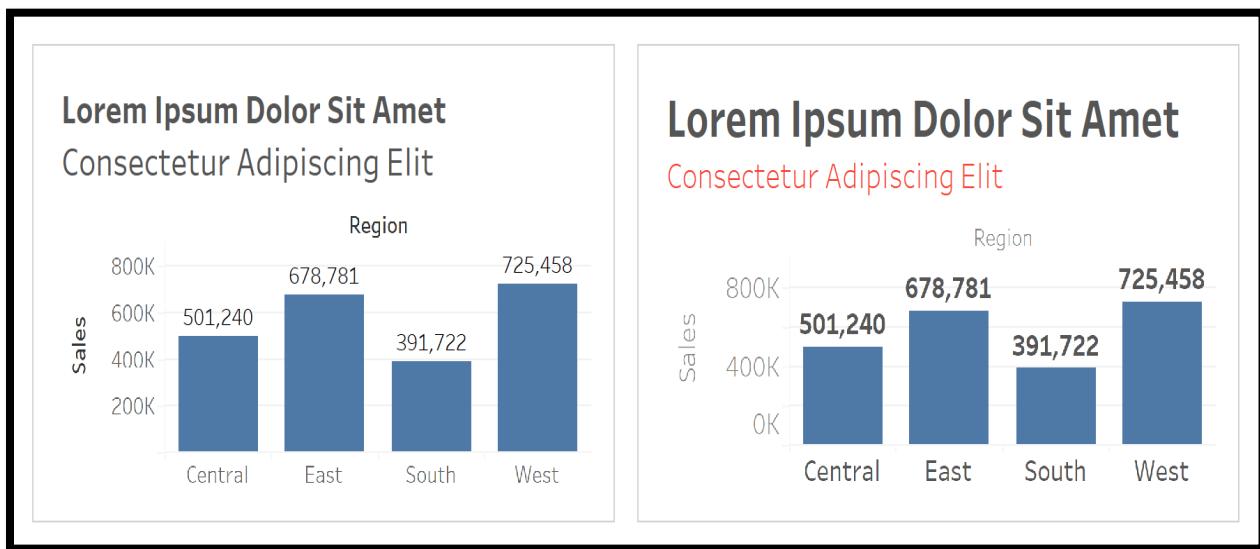
Main Points

- **Font Selection:**
 - Use simple and professional fonts (e.g., Arial, Calibri).
 - Maintain consistent font style throughout the dashboard.
 - Use larger font sizes for titles and smaller sizes for labels.
- **Color Scheme:**
 - Use limited and consistent colors.
 - Green for healthy food, red/orange for fast food.
 - Avoid overly bright or distracting colors.
- **Layout & Alignment:**
 - Proper spacing between charts.
 - Align visuals neatly for a clean appearance.
 - Use containers in Tableau for structured layout.
- **Highlighting & Emphasis:**
 - Use bold text for key insights.
 - Highlight important KPIs (Total Spending, Average Calories).
- **Consistency:**
 - Maintain uniform theme across all dashboards and story points.
 - Use the same color logic throughout the project.

Conclusion

Good creativity in font and style improves readability, enhances user experience, and makes the dashboard more engaging and professional.

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



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Chapter - 7

7.1 - Functional and Performance Testing

Functional and Performance Testing ensures that the dietary analysis system works correctly and efficiently.

Functional Testing

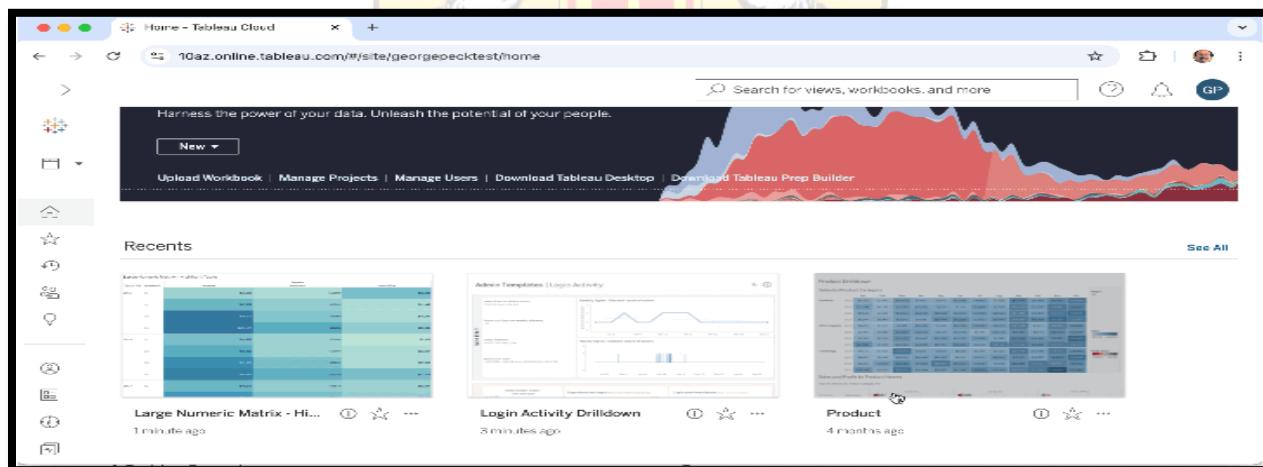
- Verifies correct data import into Tableau.
- Checks accuracy of charts, calculations, and dashboards.
- Tests filters, parameters, and interactive features.
- Ensures reports and recommendations are generated properly.

Purpose: To confirm the system functions as per requirements.

Performance Testing

- Checks dashboard loading speed.
- Tests performance with large datasets.
- Ensures smooth filter and data refresh operations.
- Verifies system stability without errors.

Purpose: To ensure the system performs efficiently and reliably.



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

Chapter - 8

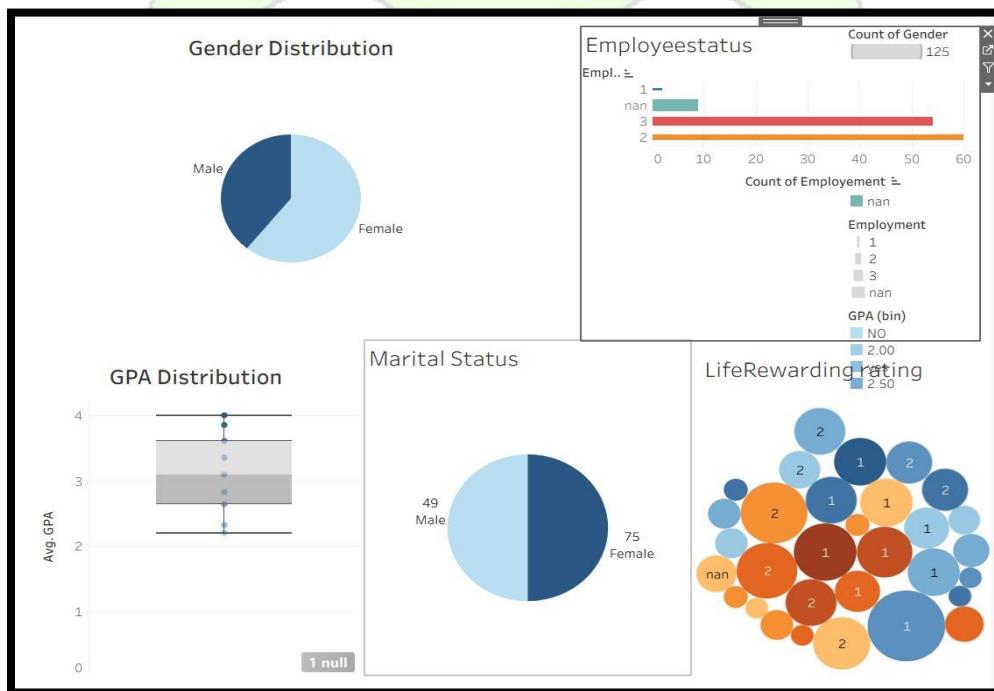
Results

8.1 - Output Screens

Home

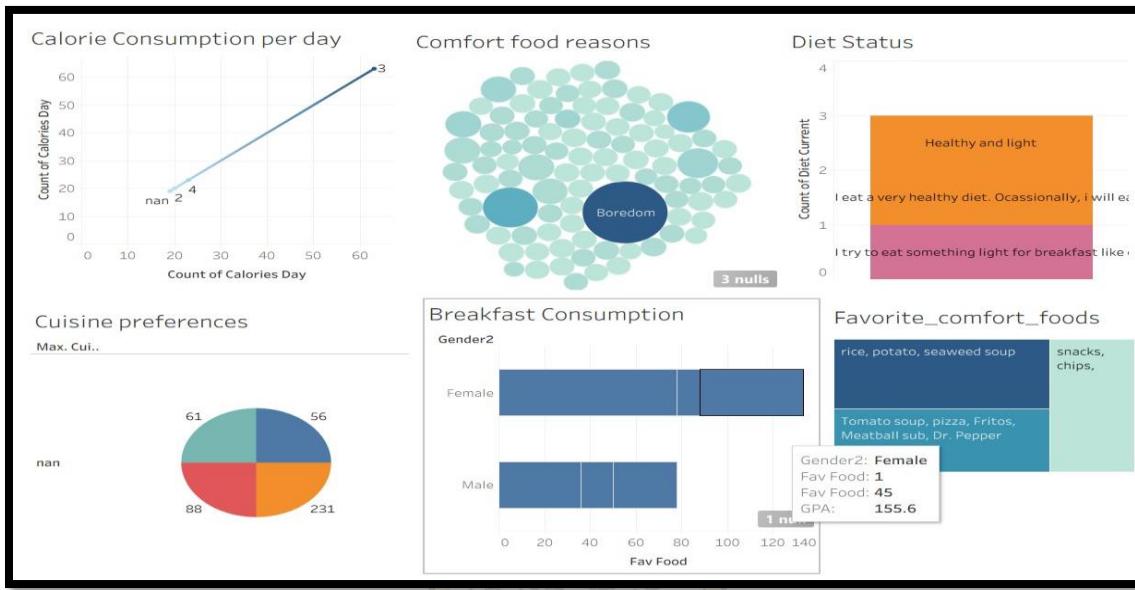
The screenshot shows the homepage of the 'College Food Choices' application. At the top, there is a navigation bar with links to Home, Dashboards01, Dashboards02, Dashboards03, Dashboards04, Story, and About. The main title 'A College Food Choices Case Study' is displayed prominently. Below the title, a subtitle reads 'Understanding student food habits, nutrition awareness, and cafeteria satisfaction through data analysis.' A blue button labeled 'View Dashboards' is visible. The page features four main sections: 'Preferences' (analyze veg, non-veg, fast food & healthy choices), 'Spending' (daily and monthly food expense behavior), 'Nutrition' (health awareness among college students), and 'Cafeteria' (satisfaction level and improvement areas). The footer contains a copyright notice: '© 2026 College Food Choices Case Study'.

Dashboard - 1



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

Dashboard - 2

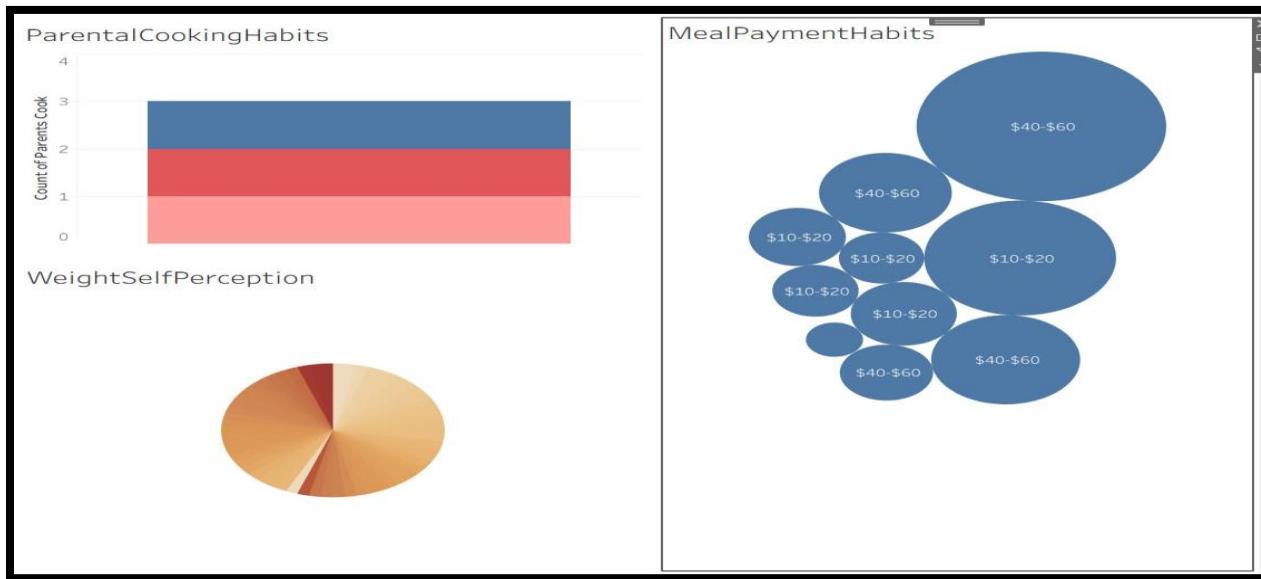


Dashboard - 3

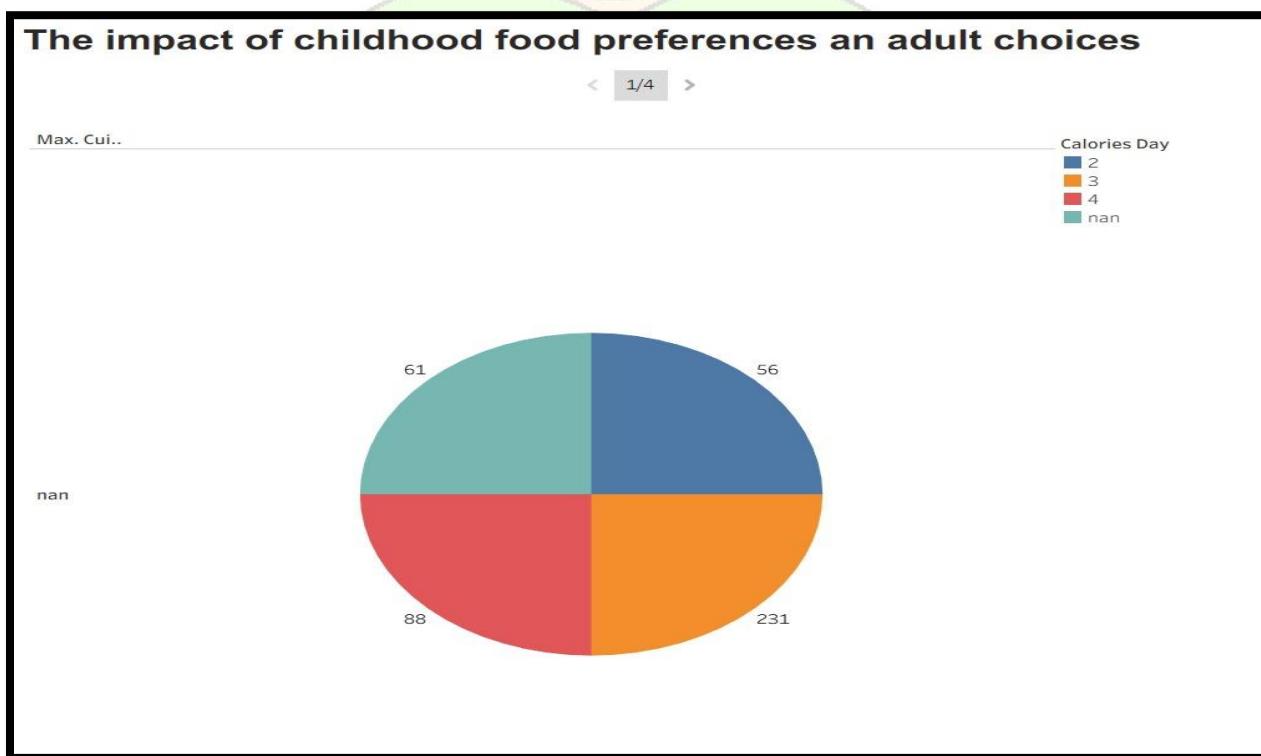


Comprehensive Analysis and Dietary strategies with tableau: A College Food Choices Case Study

Dashboard - 4



Story



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

About

The screenshot shows a web page with a black header bar. On the left is a logo with a blue square containing a white icon, followed by the text "College Food Choices". On the right are navigation links: Home, Dashboards01, Dashboards02, Dashboards03, Dashboards04, Story, and About. Below the header is a large white area containing a section titled "About the Project" with a list of bullet points.

About the Project

- Project Title: College Food Choices Case Study
- Technology: Python Flask
- Frontend: HTML, CSS
- Purpose: Academic Major Project



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

Chapter - 9

Advantages and Disadvantages

9.1 – Advantages :

- Helps in **data-driven decision making** using visual dashboards.
- Identifies **student food preferences and eating patterns**.
- Shows **nutritional trends** like calorie and protein intake.
- Detects **unhealthy habits and potential health risks**.
- Supports **personalized and improved dietary strategies**.
- Reduces **food wastage and optimizes cost management**.
- Enables **easy reporting and presentation** through visual charts.
- Saves time with **automated and interactive analysis tools**.
- Provides **real-time data updates** when connected to live data sources.
- Allows **interactive filtering and drill-down analysis** for deeper insights.
- Combines multiple datasets using **data blending and joins**.
- Offers **predictive analytics and forecasting tools** for future dietary trends.
- Enables creation of **dynamic dashboards** with user-controlled parameters.
- Supports **geographical mapping** for location-based food consumption analysis.
- Provides **trend lines and statistical summaries** for better interpretation.
- Allows **calculated fields and custom formulas** for advanced nutritional metrics.
- Easy sharing through **Tableau Public or Tableau Server** for collaboration.
- Improves decision-making with **color-coded indicators and KPI visuals**.
- Supports exporting reports in **PDF, image, or interactive web format**.
- Enhances data security with **role-based access control**.
- Integrates with multiple data sources like Excel, SQL, Google Sheets, etc.
- Reduces manual work through **automation and scheduled refresh options**.
- Makes complex nutritional data easy to understand for non-technical users.



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

9.2 - Disadvantages

- **High Cost:** Tableau software and maintenance can be expensive for small institutions.
- **Need for Technical Skills:** Requires trained personnel to create and interpret dashboards.
- **Data Privacy Issues:** Student health and food data must be protected to avoid misuse.
- **Data Accuracy Dependency:** Incorrect or incomplete data leads to wrong analysis and decisions.
- **Time-Consuming Data Collection:** Gathering survey and cafeteria data may take time.
- **Over-Reliance on Technology:** Decisions may depend too much on visual data without considering human factors.
- **Limited Personalization:** Strategies may not fully address individual student health conditions.
- **Steep Learning Curve:** Advanced features like calculated fields, LOD expressions, and data modeling can be difficult for beginners.
- **Limited Data Preprocessing:** Tableau is not a full data-cleaning tool; messy data often needs preparation in other software before importing.
- **Performance Issues with Large Data:** Dashboards may become slow when handling very large datasets.
- **Dependence on Internet (for Online Versions):** Tableau Cloud requires stable internet connectivity for access and sharing.
- **Limited Customization in Free Version:** Tableau Public has storage and privacy limitations.
- **Data Security Risks in Public Sharing:** Publishing dashboards publicly may expose sensitive information if not handled carefully.
- **Compatibility Issues:** Some complex data sources may require additional connectors or configuration.
- **Regular Updates Required:** Frequent software updates may require retraining or system adjustments.
- **Hardware Requirements:** Large dashboards require systems with good RAM and processing power.
- **Subscription-Based Pricing Model:** Ongoing licensing costs may strain budgets over time.
- **Limited Advanced Statistical Analysis:** Compared to tools like Python or R, Tableau has fewer advanced statistical modeling capabilities.

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

Chapter - 10

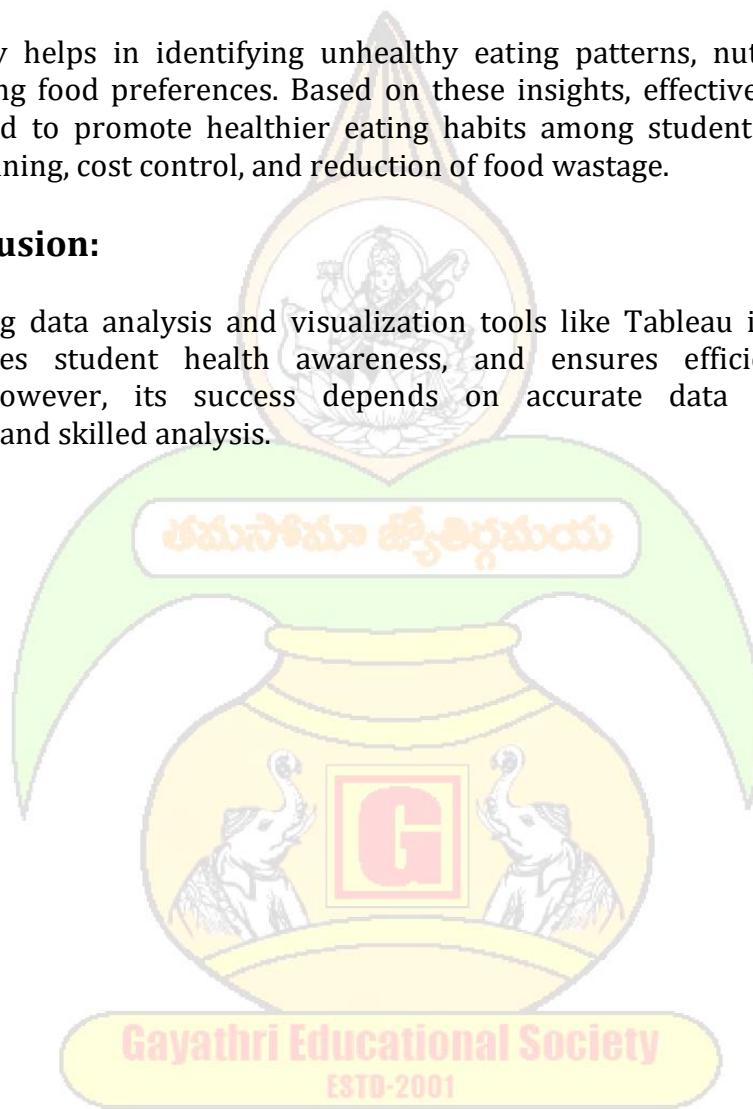
10.1 – Conclusion

The case study highlights the importance of using data analytics to understand college students' food choices and dietary habits. By applying comprehensive analysis with Tableau, raw data from surveys and cafeteria records can be transformed into meaningful visual insights.

The study helps in identifying unhealthy eating patterns, nutritional gaps, and factors influencing food preferences. Based on these insights, effective dietary strategies can be developed to promote healthier eating habits among students. It also supports better menu planning, cost control, and reduction of food wastage.

Overall Conclusion:

Integrating data analysis and visualization tools like Tableau improves decision-making, enhances student health awareness, and ensures efficient campus food management. However, its success depends on accurate data collection, proper implementation, and skilled analysis.



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

Chapter - 11

11.1 - Future Scope

- **Integration with AI & Predictive Analytics:** Future systems can use machine learning to predict student food preferences and health risks.
- **Personalized Nutrition Plans:** Development of customized diet recommendations based on individual health data and lifestyle.
- **Mobile App Integration:** Linking Tableau dashboards with student apps for real-time dietary tracking and suggestions.
- **Real-Time Data Monitoring:** Automated data collection from smart cafeteria systems for instant analysis.
- **Expansion to Multiple Campuses:** Applying the model across universities for comparative analysis.
- **Health Awareness Programs:** Using insights to design targeted wellness campaigns and nutrition workshops.
- **Collaboration with Health Experts:** Integration with dietitians and medical professionals for better intervention strategies.



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

Chapter - 12

Appendix

12.1 - Source Code

App.py Code:-

```
from flask import Flask, render_template

app = Flask(__name__)

@app.route("/")
def index():
    return render_template("index.html")

@app.route("/dashboard1")
def dashboard1():
    return render_template("dashboard1.html")

@app.route("/dashboard2")
def dashboard2():
    return render_template("dashboard2.html")

@app.route("/dashboard3")
def dashboard3():
    return render_template("dashboard3.html")

@app.route("/dashboard4")
def dashboard4():
    return render_template("dashboard4.html")

@app.route("/story")
def story():
    return render_template("story.html")

@app.route("/about")
def about():
    return render_template("about.html")

if __name__ == "__main__":
    app.run(debug=True)
```

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

About :-

```
{% extends "base.html" %}  
{% block title %}About{% endblock %}  
  
{% block content %}  
<section class="page">  
    <h2>About the Project</h2>  
  
    <ul>  
        <li>Project Title: College Food Choices Case Study</li>  
        <li>Technology: Python Flask</li>  
        <li>Frontend: HTML, CSS</li>  
        <li>Purpose: Academic Major Project</li>  
    </ul>  
</section>  
{% endblock %}
```

Base :-

```
<!DOCTYPE html>  
<html>  
<head>  
    <title>{% block title %}{% endblock %}</title>  
    <link rel="stylesheet" href="{{ url_for('static',  
filename='style.css') }}">  
</head>  
<body>  
  
<nav class="navbar">  
    <div class="logo">● College Food Choices</div>  
    <div class="menu">  
        <a href="/">Home</a>  
        <a href="/dashboard1">Dashboards01</a>  
        <a href="/dashboard2">Dashboards02</a>  
        <a href="/dashboard3">Dashboards03</a>  
        <a href="/dashboard4">Dashboards04</a>  
        <a href="/story">Story</a>  
        <a href="/about">About</a>  
    </div>  
</nav>
```

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```
</div>
</nav>

{% block content %}{% endblock %}

<footer>
    <p>© 2026 College Food Choices Case Study</p>
</footer>

</body>
</html>
```

dashboard1:-

```
{% extends "base.html" %}
{% block title %}Dashboard{% endblock %}

{% block content %}

<section class="page">
    <h2>Life Style Overview</h2>

    <div class='tableauPlaceholder' id='viz1769683977055' style='position: relative'><noscript><a href='#'><img alt='Life style overview ' src='https://public.tableau.com/static/images/2M&#47;2M4CMGNY7&#47;1_rss.png' style='border: none' /></a></noscript><object class='tableauViz' style='display:none;'><param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param name='embed_code_version' value='3' /> <param name='path' value='shared&#47;2M4CMGNY7' /> <param name='toolbar' value='yes' /><param name='static_image' value='https:&#47;&#47;public.tableau.com&#47;static&#47;images&#47;2M&#47;2M4CMGNY7&#47;1.png' /> <param name='animate_transition' value='yes' /><param name='display_static_image' value='yes' /><param name='display_spinner' value='yes' /><param name='display_overlay' value='yes' /><param name='display_count' value='yes' /><param name='language' value='en-US' /><param name='filter' value='publish=yes' /></object></div>          <script type='text/javascript'>          var divElement = document.getElementById('viz1769683977055');          var
```

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```
vizElement = divElement.getElementsByTagName('object')[0];
if ( divElement.offsetWidth > 800 ) {
vizElement.style.width='1120px';vizElement.style.minHeight='587px';viz
Element.style.maxHeight='887px';vizElement.style.height=(divElement.of
fsetWidth*0.75)+'px';} else if ( divElement.offsetWidth > 500 ) {
vizElement.style.width='1120px';vizElement.style.minHeight='587px';viz
Element.style.maxHeight='887px';vizElement.style.height=(divElement.of
fsetWidth*0.75)+'px';} else {
vizElement.style.width='100%';vizElement.style.height='1477px';}
var scriptElement = document.createElement('script');
scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>

</section>

{% endblock %}
```

dashboard2

```
{% extends "base.html" %}
{% block title %}Dashboard{% endblock %}

{% block content %}

<section class="page">
    <h2>Dietary Habits and Preferences</h2>

    <div class='tableauPlaceholder' id='viz1769683818275' style='position:
relative'><noscript><a href="#"><img alt='Dietary Habits and
Preferences ' src='https://public.tableau.com/static/images/Bo#
47;Book2_17696835683190#47;DietaryHabitsandPreferences#47;1_rss.png'
style='border: none' /></a></noscript><object class='tableauViz'
style='display:none;'><param name='host_url'
value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param
name='embed_code_version' value='3' /> <param name='site_root'
value=' ' /><param name='name'
```

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```
value='Book2_17696835683190';DietaryHabitsandPreferences' /><param
name='tabs' value='no' /><param name='toolbar' value='yes' /><param
name='static_image'
value='https://public.tableau.com/static/images/Bo
&#47;Book2_17696835683190/DietaryHabitsandPreferences&#47;1.png'
/> <param name='animate_transition' value='yes' /><param
name='display_static_image' value='yes' /><param
name='display_spinner' value='yes' /><param name='display_overlay'
value='yes' /><param name='display_count' value='yes' /><param
name='language' value='en-US' /><param name='filter'
value='publish=yes' /></object></div> <script
type='text/javascript'>
var divElement =
document.getElementById('viz1769683818275'); var
vizElement = divElement.getElementsByTagName('object')[0];
if ( divElement.offsetWidth > 800 ) {
vizElement.style.minWidth='1120px';vizElement.style.maxWidth='1220px';
vizElement.style.width='100%';vizElement.style.minHeight='587px';vizEl
ement.style.maxHeight='887px';vizElement.style.height=(divElement.off
setWidth*0.75)+'px';} else if ( divElement.offsetWidth > 500 ) {
vizElement.style.minWidth='1120px';vizElement.style.maxWidth='1220px';
vizElement.style.width='100%';vizElement.style.minHeight='587px';vizEl
ement.style.maxHeight='887px';vizElement.style.height=(divElement.off
setWidth*0.75)+'px';} else {
vizElement.style.width='100%';vizElement.style.height='1777px';}
var scriptElement = document.createElement('script');
scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>
</section>
{%
  endblock %}
```

dashboard3

```
{% extends "base.html" %}
{% block title %}Dashboard{% endblock %}

{% block content %}

<section class="page">
  <h2>Health and Nutrition</h2>
```

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```
<div class='tableauPlaceholder' id='viz1769684077355' style='position: relative'><noscript><a href='#'><img alt='Health and Nutrition ' src='https://public.tableau.com/static/images/Book2_17696835683190/HealthandNutrition/1_rss.png' style='border: none' /></a></noscript><object class='tableauViz' style='display:none;'><param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param name='embed_code_version' value='3' /> <param name='site_root' value=' ' /><param name='name' value='Book2_17696835683190/HealthandNutrition' /><param name='tabs' value='no' /><param name='toolbar' value='yes' /><param name='static_image' value='https://public.tableau.com/static/images/Book2_17696835683190/HealthandNutrition/1.png' /> <param name='animate_transition' value='yes' /><param name='display_static_image' value='yes' /><param name='display_spinner' value='yes' /><param name='display_overlay' value='yes' /><param name='display_count' value='yes' /><param name='language' value='en-US' /><param name='filter' value='publish=yes' /></object></div> <script type='text/javascript'> var divElement = document.getElementById('viz1769684077355'); var vizElement = divElement.getElementsByTagName('object')[0]; if ( divElement.offsetWidth > 800 ) { vizElement.style.width='1220px';vizElement.style.minHeight='587px';vizElement.style.maxHeight='887px';vizElement.style.height=(divElement.offsetWidth*0.75)+'px'; } else if ( divElement.offsetWidth > 500 ) { vizElement.style.width='1220px';vizElement.style.minHeight='587px';vizElement.style.maxHeight='887px';vizElement.style.height=(divElement.offsetWidth*0.75)+'px'; } else { vizElement.style.width='100%';vizElement.style.height='1477px'; } var scriptElement = document.createElement('script'); scriptElement.src = 'https://public.tableau.com/javascripts/api/viz_v1.js'; vizElement.parentNode.insertBefore(scriptElement, vizElement); </script> </section> <% endblock %>
```

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dashboard4

```
{% extends "base.html" %}  
{% block title %}Dashboard{% endblock %}  
  
{% block content %}  
  
<section class="page">  
    <h2>parenten influence and Eating out</h2>  
  
<div class='tableauPlaceholder' id='viz1769684170994' style='position: relative'><noscript><a href='#'><img alt='Parental Influence and Eating Out ' src='https://public.tableau.com/static/images/Book2_17696835683190/ParentalInfluenceandEatingOut/1_rss.png' style='border: none' /></a></noscript><object class='tableauViz' style='display:none;'><param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param name='embed_code_version' value='3' /> <param name='site_root' value=' ' /><param name='name' value='Book2_17696835683190/ParentalInfluenceandEatingOut' /><param name='tabs' value='no' /><param name='toolbar' value='yes' /><param name='static_image' value='https://public.tableau.com/static/images/Book2_17696835683190/ParentalInfluenceandEatingOut/1.png' /> <param name='animate_transition' value='yes' /><param name='display_static_image' value='yes' /><param name='display_spinner' value='yes' /><param name='display_overlay' value='yes' /><param name='display_count' value='yes' /><param name='language' value='en-US' /><param name='filter' value='publish=yes' /></object></div> 
```

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```
vizElement.style.width='100%';vizElement.style.height='927px';}
var scriptElement = document.createElement('script');
scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>

</section>

{% endblock %}
```

index

```
{% extends "base.html" %}
{% block title %}Home{% endblock %}

{% block content %}

<section class="hero">
    <div class="hero-text">
        <h1>A College Food Choices Case Study</h1>
        <p>
            Understanding student food habits, nutrition awareness, and cafeteria satisfaction through data analysis.
        </p>
        <a href="/dashboard1" class="btn">View Dashboards</a>
    </div>
    <div class="hero-img">
        
    </div>
</section>

<section class="cards">
    <div class="card">
        <h3>/preferences</h3>
        <p>Analyze veg, non-veg, fast food & healthy choices.</p>
    </div>
</section>
```

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```
<div class="card">
    <h3>₹ Spending</h3>
    <p>Daily and monthly food expense behavior.</p>
</div>

<div class="card">
    <h3>▣ Nutrition</h3>
    <p>Health awareness among college students.</p>
</div>

<div class="card">
    <h3>● Cafeteria</h3>
    <p>Satisfaction level and improvement areas.</p>
</div>
</section>

{% endblock %}
```

Story

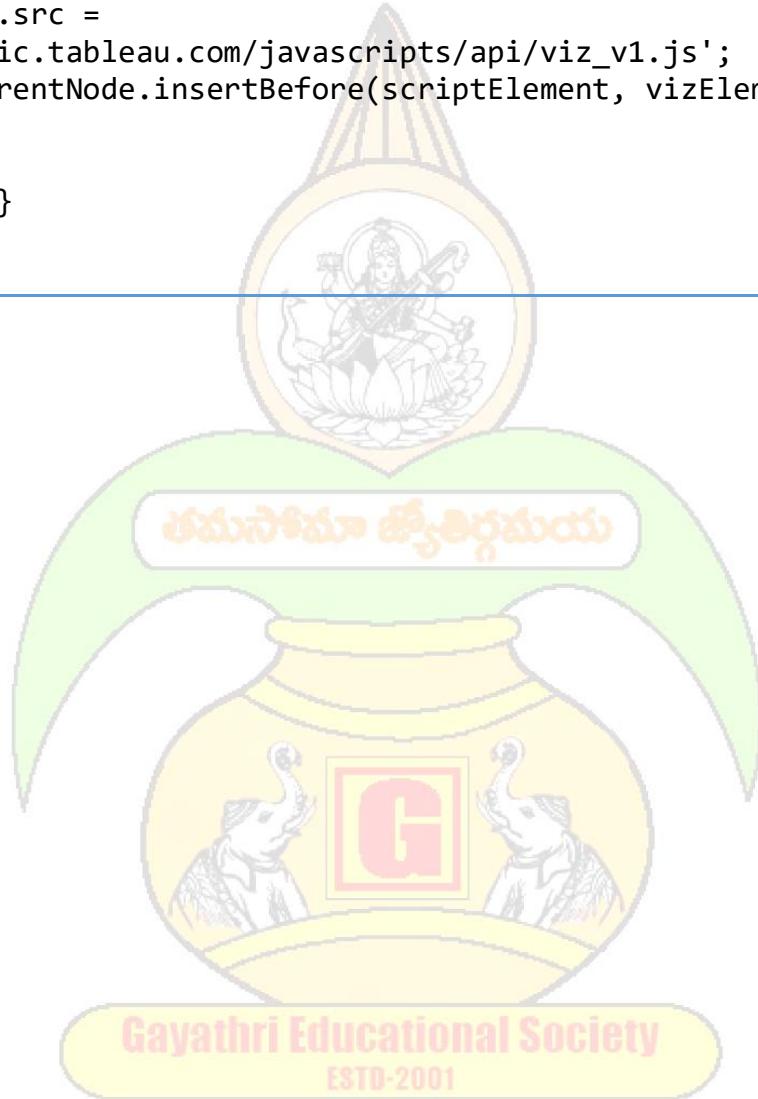
```
{% extends "base.html" %}
{% block title %}Story{% endblock %}

{% block content %}
<section class="page">
    <h2>The impact of Childhood Food Preferences an Audit Choices</h2>

    <div class='tableauPlaceholder' id='viz1769684278687' style='position: relative'><noscript><a href='#'><img alt='The impact of childhood food preferences an adult choices ' src='https://public.tableau.com/static/images/CQ&CQQ7F47J8&1_rss.png' style='border: none' /></a></noscript><object class='tableauViz' style='display:none;'><param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param name='embed_code_version' value='3' /> <param name='path' value='shared&#47;CQQ7F47J8' /> <param name='toolbar' value='yes' /><param name='static_image' value='https://public.tableau.com/static/images/CQ&CQQ7F47J8&1.png' /> <param name='animate_transition' value='yes' /><param name='display_static_image' value='yes' /><param
```

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```
name='display_spinner' value='yes' /><param name='display_overlay'  
value='yes' /><param name='display_count' value='yes' /><param  
name='language' value='en-US' /><param name='filter'  
value='publish=yes' /></object></div> <script  
type='text/javascript'> var divElement =  
document.getElementById('viz1769684278687'); var  
vizElement = divElement.getElementsByTagName('object')[0];  
vizElement.style.width='1016px';vizElement.style.height='991px';  
var scriptElement = document.createElement('script');  
scriptElement.src =  
'https://public.tableau.com/javascripts/api/viz_v1.js';  
vizElement.parentNode.insertBefore(scriptElement, vizElement);  
</script>  
</section>  
{% endblock %}
```



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12.2 - Dataset Link

https://www.kaggle.com/datasets/borapajo/food-choices?select=food_coded.csv



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12.3 - GitHub and Project Demo Link

GIT HUB - LINK

<https://github.com/chitti4569/LTVIDP2026TMIDS90659-TABLEAU-MAKA-BALAJI>



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DEMO – LINK

https://drive.google.com/file/d/1exfjQHT5HOCUy2bhCDrmhzkJaTrLDKtI/view?usp=drive_link

