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

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

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.

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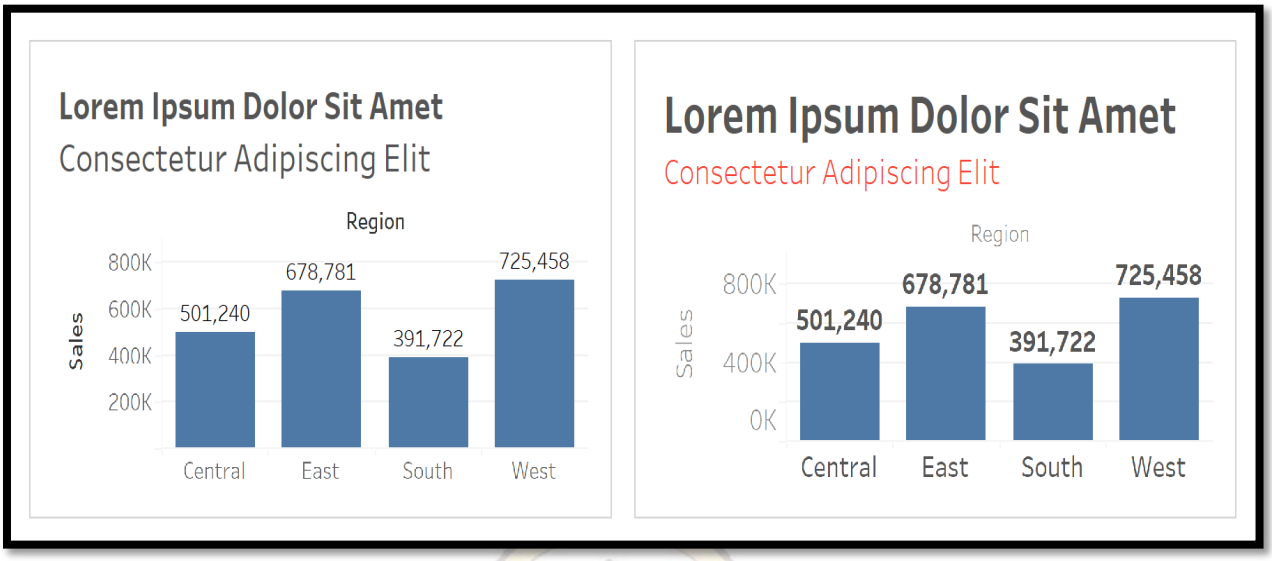

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