**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 23 June 2025 |
| Team ID | LTVIP2025TMID48490 |
| Project Name | **Comprehensive Analysis and Dietary Strategies with Tableau** |
| Maximum Marks | 2 Marks |

**Customer Problem Statement:**

Modern consumers seeking to lead healthier lifestyles often struggle with fragmented, complex, or non-personalized dietary information. While nutritional data is abundant, users face challenges in understanding their dietary patterns, tracking nutrient intake accurately, and receiving actionable guidance that aligns with their health goals. Additionally, healthcare providers and wellness coaches lack intuitive, data-driven tools to analyzing the user-specific eating behavior at scale.

There is a need for an integrated system that can *collect*, *analyze*, and *visualize* dietary data in a way that is both meaningful and engaging. Customers require a solution that goes beyond simple food logging—one that generates real-time insights, identifies nutrition gaps, and offers personalized dietary recommendations using interactive dashboards. Tableau, with its powerful data visualization capabilities, can bridge this gap by transforming raw data into a holistic view of user nutrition, empowering better decision-making and healthier habits.

**Example:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A health-conscious individual trying to improve my eating habits | Understand my daily nutrient intake and adjust my diet accordingly | Most apps only provide calorie counts and lack deeper nutritional insights or visual feedback | They don’t analyze patterns or personalize recommendations using advanced data visualization tools | Frustrated, unsure, and disconnected from my health goals |
| PS-2 | A dietitian managing multiple clients’ dietary plans | Quickly assess trends, nutritional gaps, and progress across multiple users | I have to manually go through scattered logs or spreadsheets for each person | I lack an integrated platform that visualizes real-time dietary patterns efficiently | Overwhelmed, time-constrained, and unable to provide timely advice |
| Ps-3 | A working professional with limited time for meal planning | Make smarter dietary choices based on my health goals and eating patterns | I find it hard to visualize how my current diet aligns with nutritional recommendations | Most tools don’t provide an intuitive overview or digestible trends over time | Unmotivated, confused, and unsure if I’m making progress |