**Project Design Phase**

**Proposed Solution Template**

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| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID48490 |
| Project Name | **Comprehensive Analysis and Dietary Strategies with Tableau** |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Users lack an integrated, visually intuitive platform to analyse daily nutrition habits. Existing tools are limited to basic calorie counts and don’t offer personalized insights or actionable visual feedback on dietary behaviours. |
|  | Idea / Solution description | Develop a Tableau-powered system that aggregates dietary logs, analyses nutrient patterns, and visually presents trends, deficiencies, and custom recommendations through dynamic dashboards. |
|  | Novelty / Uniqueness | Unlike standard diet trackers, this solution merges real-time analytics with visual storytelling, offering deep insights into nutrient balance, behaviour trends, and goal alignment through interactive Tableau visuals. |
|  | Social Impact / Customer Satisfaction | Enhances public health awareness, empowers informed eating choices, and builds sustainable habits. Customers gain confidence in their progress, while professionals benefit from faster, data-driven coaching and consultations. |
|  | Business Model (Revenue Model) | Freemium app with core features and premium subscription for advanced insights, personalized recommendations, data exports, and integrations. Additional revenue from institutional licenses (clinics, gyms, corporate wellness). |
|  | Scalability of the Solution | Easily scalable across mobile/web platforms and adaptable for various demographics—fitness enthusiasts, patients, schools, corporate wellness programs—by training on region-specific data and expanding dashboard modules. |