

Ideation Phase - Brainstorm & Idea Prioritization Template

Team ID: LTVIP2025TMI47618

Project Name: Comprehensive Analysis and Dietary Strategies with Tableau – A College Food Choices Case Study

Maximum Marks: 4 Marks

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

Team Collaboration Overview:

Our team, The Dark Dribblers, collaborated to analyze challenges faced by students in relation to food preferences and dietary behavior on campus. By examining raw survey data collected from peers, we noticed repeating patterns of unhealthy habits, gaps in dietary knowledge, and a lack of centralized insights that institutions could act on. This brainstorming session aimed to develop a data-centric approach to raise awareness and support meal planning strategies.

Problem Statement:

Many college students follow diverse dietary habits such as vegetarian, vegan, pescatarian, and omnivorous diets. However, institutions lack accessible, data-driven insights into how these food preferences correlate with student health perceptions and behavioral trends like obsession or underweight issues. This project addresses the need for a visual, analytical approach to understanding and improving campus dietary awareness through data cleaning, Tableau dashboards, and interactive storytelling.

Step 2: Brainstorm, Idea Listing and Grouping

Raw Ideas:

- Decode and clean the food survey data using Python
- Create visuals of diet type distributions
- Analyze differences in food choice by gender
- Map obsession and underweight indicators
- Highlight fruit preferences by age or department
- Include story narration in dashboards
- Use color codes and custom icons in Tableau
- Export dashboard summaries into PDF
- Embed dashboard into web viewer using Flask
- Provide health suggestions per dietary group

Grouped Ideas:

[Data Processing]

- Decode values, clean nulls, standardize entries

[Visualization]

- Diet group charts, fruit trends, obsession mapping

[Insight & Awareness]

- Patterns that indicate risky dietary behavior

[UX & Design]

- Icons, themes, exportability, filter controls

[Web Integration]

-Flask for embedding dashboards

Step 3: Idea Prioritization

Prioritization Table (Effort vs Impact):

Idea	Effort	Impact	Priority
Data decoding and cleaning (Python)	Medium	High	High
Tableau dashboard for diet patterns	High	High	High
Filterable views by gender & type	Medium	Medium	Medium
Story embedding in dashboard	Low	High	Medium
Flask integration	High	Low	Low
Export to PDF/reporting option	Medium	Medium	Medium
Icons & theme for interpretation	Low	High	Medium

Top Concepts to Implement:

1. Data decoding & cleanup (Python)
2. Diet visualizations (Tableau)
3. Health risk flags (obsession, underweight)
4. Tableau Story integration
5. Optional: Flask dashboard web app