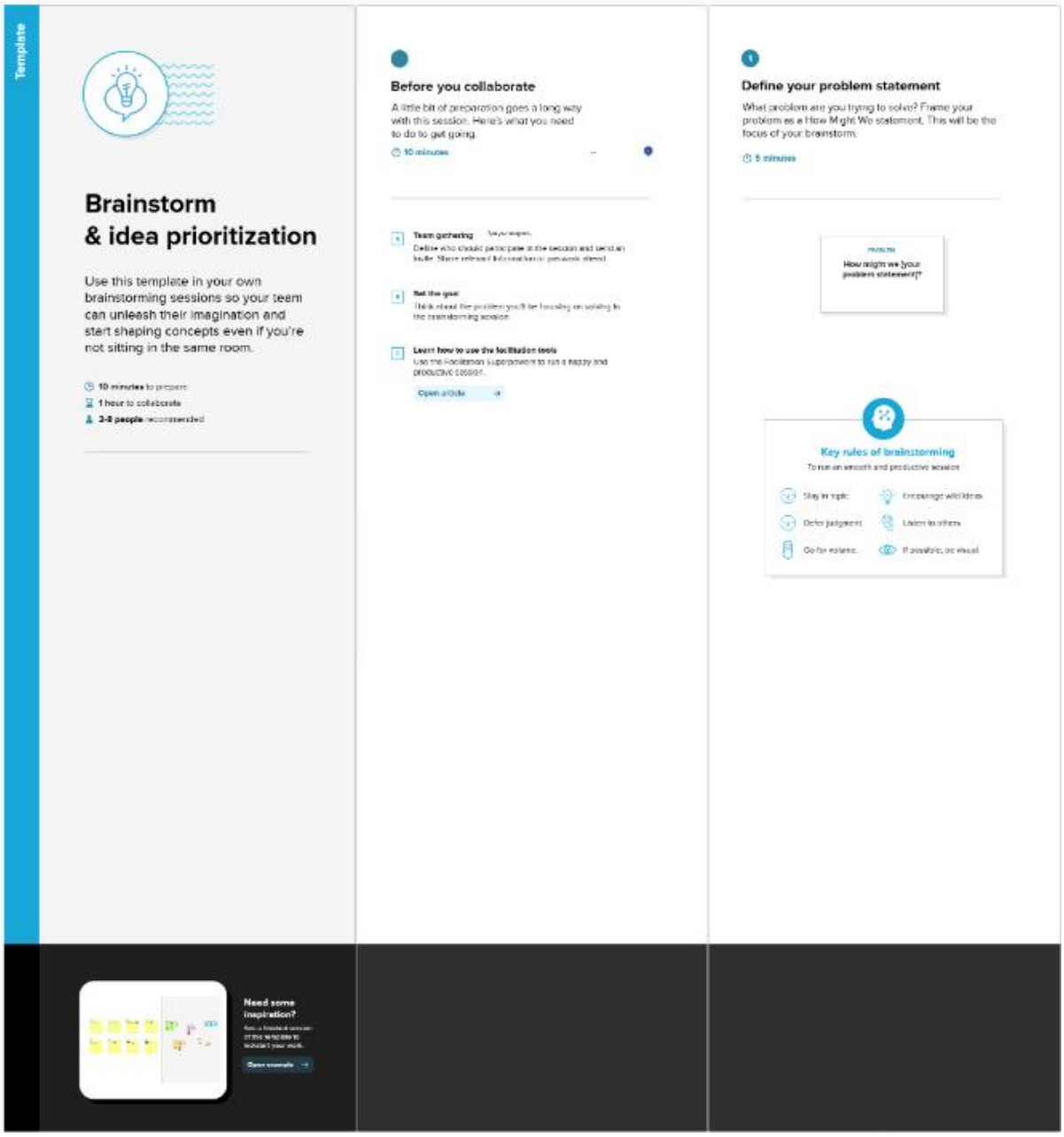
Ideation Phase
Brainstorm & Idea Prioritization

Date	28 June 2025
Team ID	LTVIP2025TMID49154
Project Name	Comprehensive Analysis and Dietary Strategies with Tableau: A College Food Choices Case Study
Maximum Marks	4 Marks

1. Brainstorming & Problem Identification



2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Satyam Sriram Charan

Valluri Mounika

Swarna Lakshmi Venkata Naga Yesaswini

Seshu Babu

2

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

2.1 Context and Motivation In modern academic environments, the dietary habits of college students have a significant influence on their physical well-being, mental health, and academic performance. With busy schedules, inconsistent meal patterns, and limited nutritional awareness, students often fall into unhealthy eating routines. This challenge presents an opportunity for data-driven intervention.

2.2 Problem Statement *"How can we leverage data visualization tools to monitor, understand, and improve the dietary choices of college students?"*

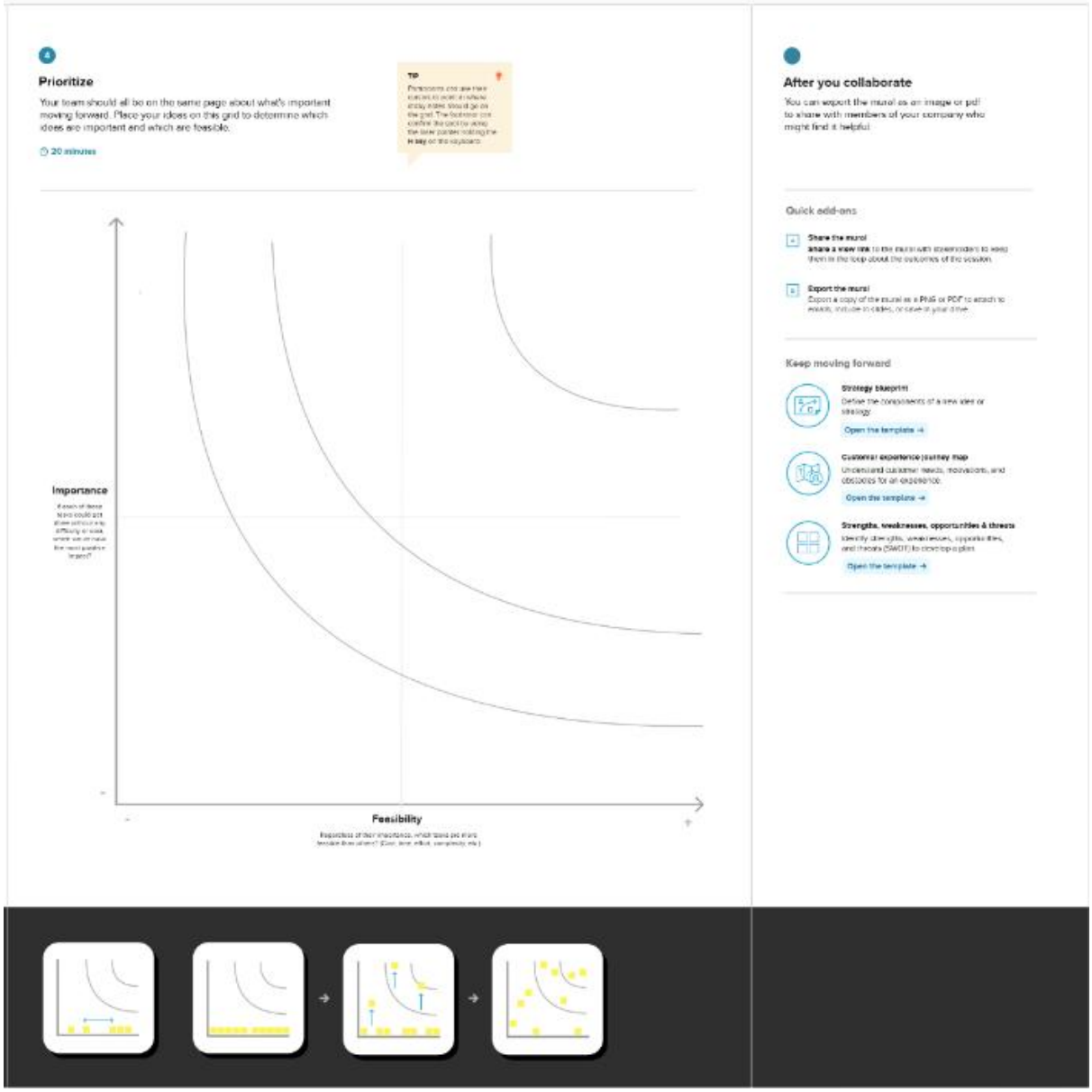
2.3 Project Vision The project aims to build a comprehensive, interactive dashboard using Tableau, integrated into a Flask-based web platform. This system will visualize complex dietary datasets and help universities.

2.4 Brainstorming Questions During ideation, the following guiding questions shaped the analytical and technical scope of the project:

- What dietary patterns can be identified across student demographics?
- How do lifestyle habits (e.g., cooking, exercise, sleep) correlate with GPA and self-perceived health?
- Can real-time data visualization help in early identification of health issues?
- How can data be used to encourage healthier eating habits institution-wide?

2.5 Tool Selection Rationale

- **Tableau**: For its powerful data visualization, ease of data preparation, and dynamic dashboard creation.
- **Flask**: To create a lightweight yet flexible user interface for hosting the dashboards.
- **CSV Dataset**: A structured and easily readable format for dietary, behavioral, and demographic data.



1.1 Context and Motivation

In modern academic environments, the dietary habits of college students have a significant influence on their physical well-being, mental health, and academic performance. With busy schedules, inconsistent meal patterns, and limited nutritional awareness, students often fall into unhealthy eating routines. This challenge presents an opportunity for data-driven intervention.

1.2 Problem Statement

"How can we leverage data visualization tools to monitor, understand, and improve the dietary choices of college students?"

1.3 Project Vision

The project aims to build a comprehensive, interactive dashboard using Tableau, integrated into a Flask-based web platform. This system will visualize complex dietary datasets and help universities:

- Monitor nutrition and health trends in real-time
- Identify unhealthy eating patterns or deficiencies
- Enable predictive planning and personalized interventions
- Support awareness programs and informed resource allocation

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1.4 Brainstorming Questions

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