

Steps Taken in Tableau Project: College Food Choices Case Study

Project Process Summary

1. **Data Collection & Import into Tableau**

- Imported dataset `food_coded.csv` into Tableau Public.
- Used the codebook to understand and interpret variable meanings.

2. **Data Cleaning**

- Removed NULL or missing values using Tableau's Data Interpreter and filters.
- Recoded numeric responses using "Calculated Fields" (e.g., Gender: 1=Female, 2=Male).
- Converted open-ended coded fields into categories using grouping.

3. **Data Preparation**

- Filtered data for valid entries (e.g., removed entries with 'unclear' or 'none' where needed).
- Created bins for continuous variables like weight and GPA.
- Used data blending/joining if secondary sheets existed (like coded responses).

4. **Visualization Development**

- Created bar charts, pie charts, heatmaps, and line graphs for key questions (e.g., importance of calories, cooking frequency).
- Used ?Show Me? tool for guided chart recommendations.
- Applied filters, legends, and tooltips for interactivity.
- Built dashboards with multiple sheets to compare responses across variables like gender, grade level, and cooking habits.

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5. ****Dashboard Customization****

- Added titles, descriptions, and interactivity like dropdown filters and highlight actions.
- Used color-coded responses for better insights.

6. ****Insights Extraction****

- Identified trends like students who cook more tend to choose healthier meals.
- Found correlation between GPA and self-perception of diet and weight.

7. ****Export & Sharing****

- Published the workbook to Tableau Public.
- Enabled web-based interaction for viewers.

This process combined data interpretation using the codebook and visual analytics using Tableau to gain insights into college food preferences and behaviors.