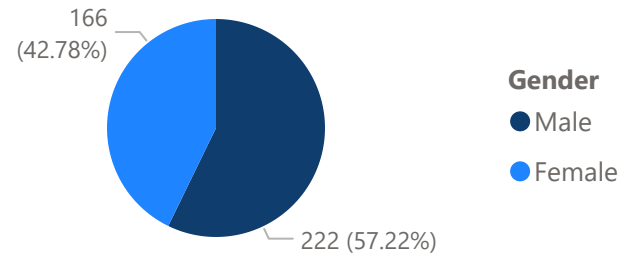**Infosys FoodTrends: Understanding Customer Preferences in F&B**
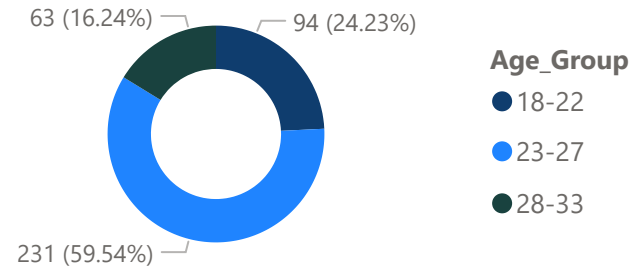
Customer Overview

18-22
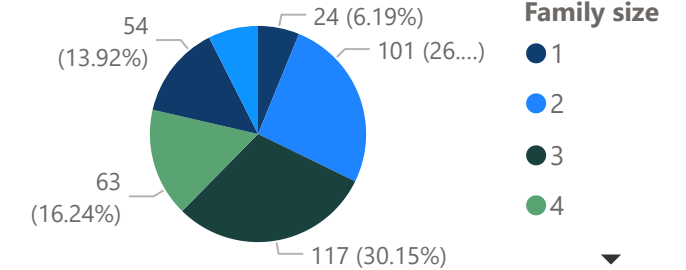**First Age_Group**

Gender Distribution

166 (42.78%)
222 (57.22%)

Gender
- Male
- Female

Age Group Breakdown

63 (16.24%)
94 (24.23%)
231 (59.54%)

Age_Group
- 18-22
- 23-27
- 28-33

Family Size Distribution

54 (13.92%)
24 (6.19%)
101 (26....)
63 (16.24%)
117 (30.15%)

Family size
- 1
- 2
- 3
- 4

Occupation vs Monthly Income

Monthly Income ● 10001 to 25000 ● 25001 to 50000 ● Below Rs.10000 ● More than 50000 ● No Income

Count of Monthly Income (y-axis: 0, 50, 100, 150, 200)

Occupation (x-axis: Student, Employee, Self Employed, House wife)

Education vs Output

Count of Output (y-axis: 0%, 50%, 100%)

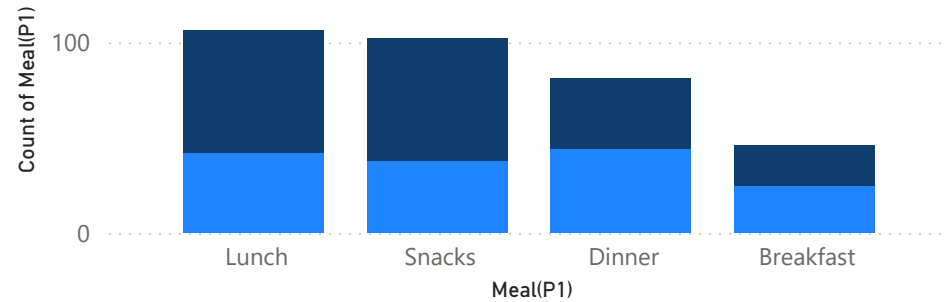Educational Qualifications (x-axis: Graduate, Post Graduate, Ph.D, School, Uneducated)
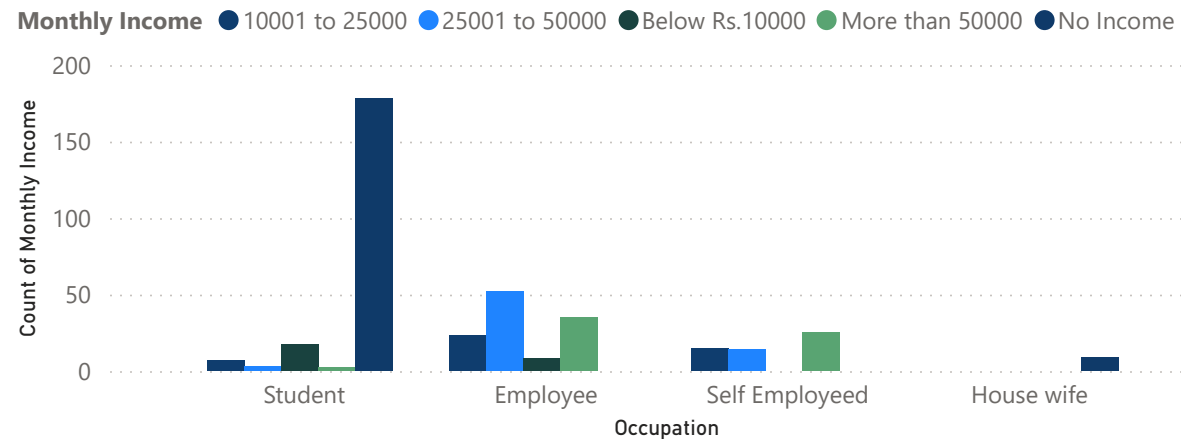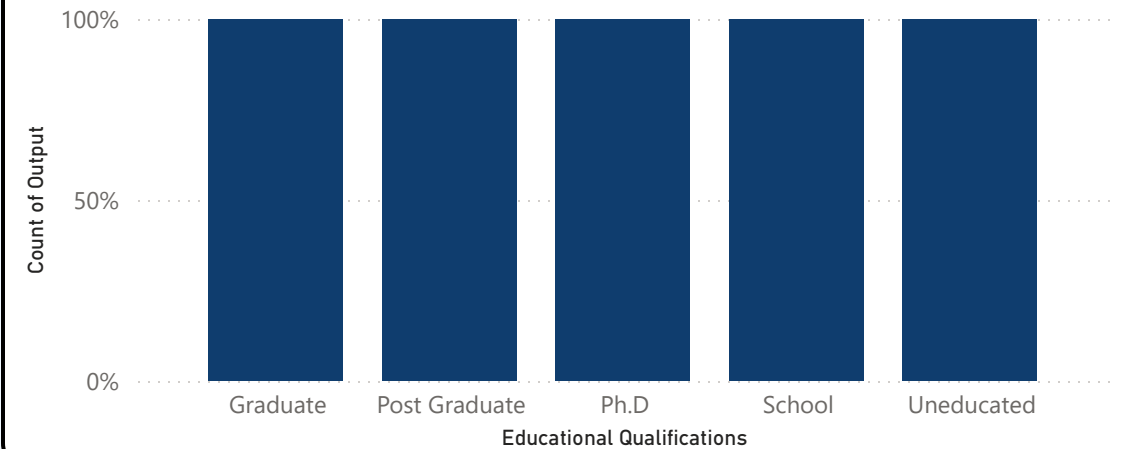
Food and Meal Preferences

Count of Most Preferred Meal

106

Meal Preference by Gender

Gender ● Female ● Male

Overall Favourite Meal Type

46 (13.73%)
106 (31.64%)
81 (24.18%)
102 (30.45%)

Meal(P1)
● Lunch
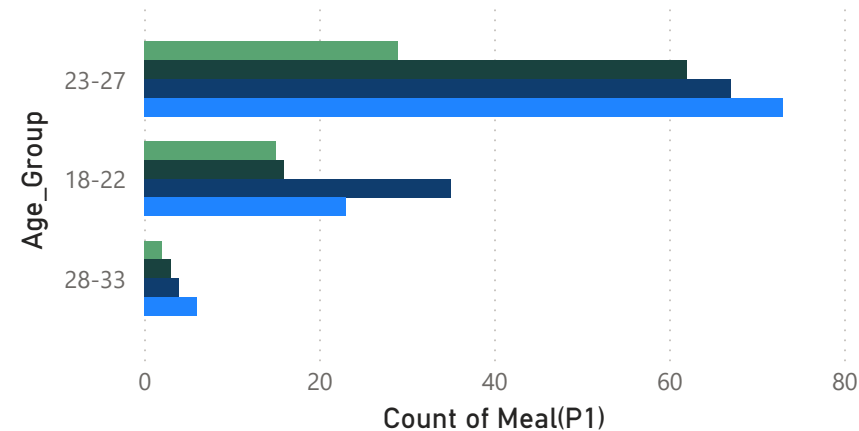● Snacks
● Dinner
● Breakfast
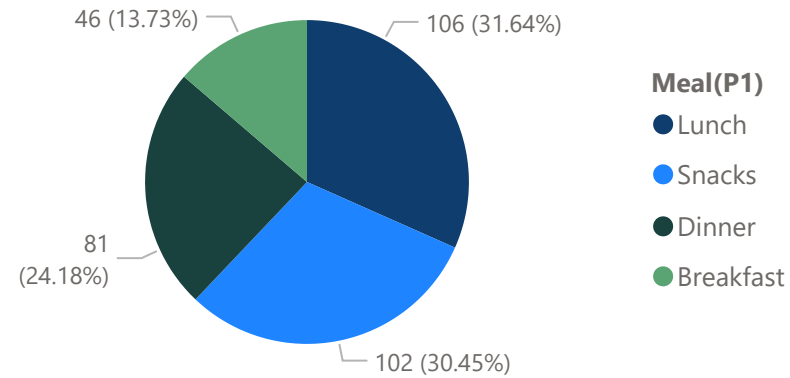
Age

| 20 | 28 |

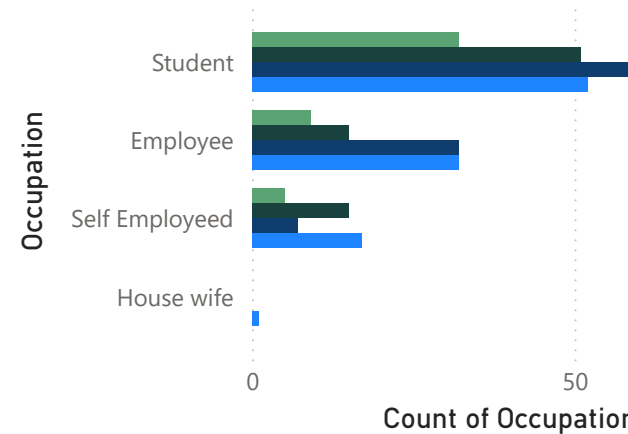Gender

☐ Female
☐ Male

Meal Preference by Age Group

Meal(P1) ● Breakfast ● Dinner ● Lunch ● Snacks
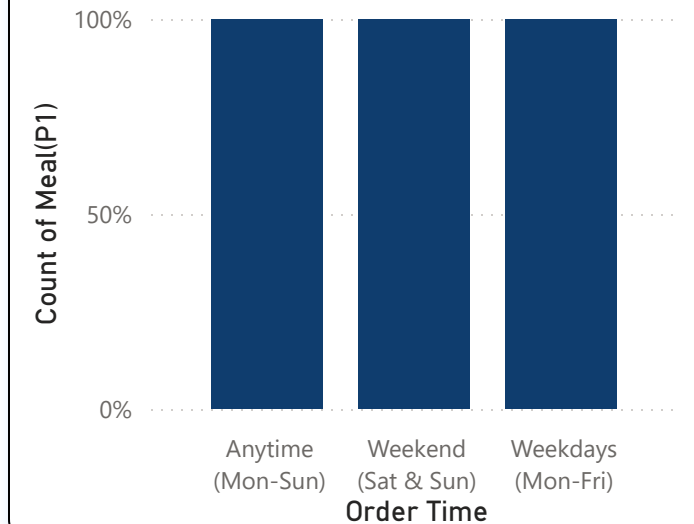

Meal Preference by Occupation

Meal(P1) ● Breakfast ● Dinner ● Lunch ● Snacks

Order Frequency

Quality And Satisfaction Metrics

Average Satisfaction Index
3.83

Avgerage Freshness Score
3.86

Average Delivery Efficiency
3.77

Avgerage Food Quality

Gauge showing 3.49, range 0.00 to 6.99, marker at 3.50

Satisfaction by Age Group

Bar chart — Satisfaction Index Score by Age Group:
- 18-22: 4.0
- 23-27: 3.8
- 28-33: 3.7
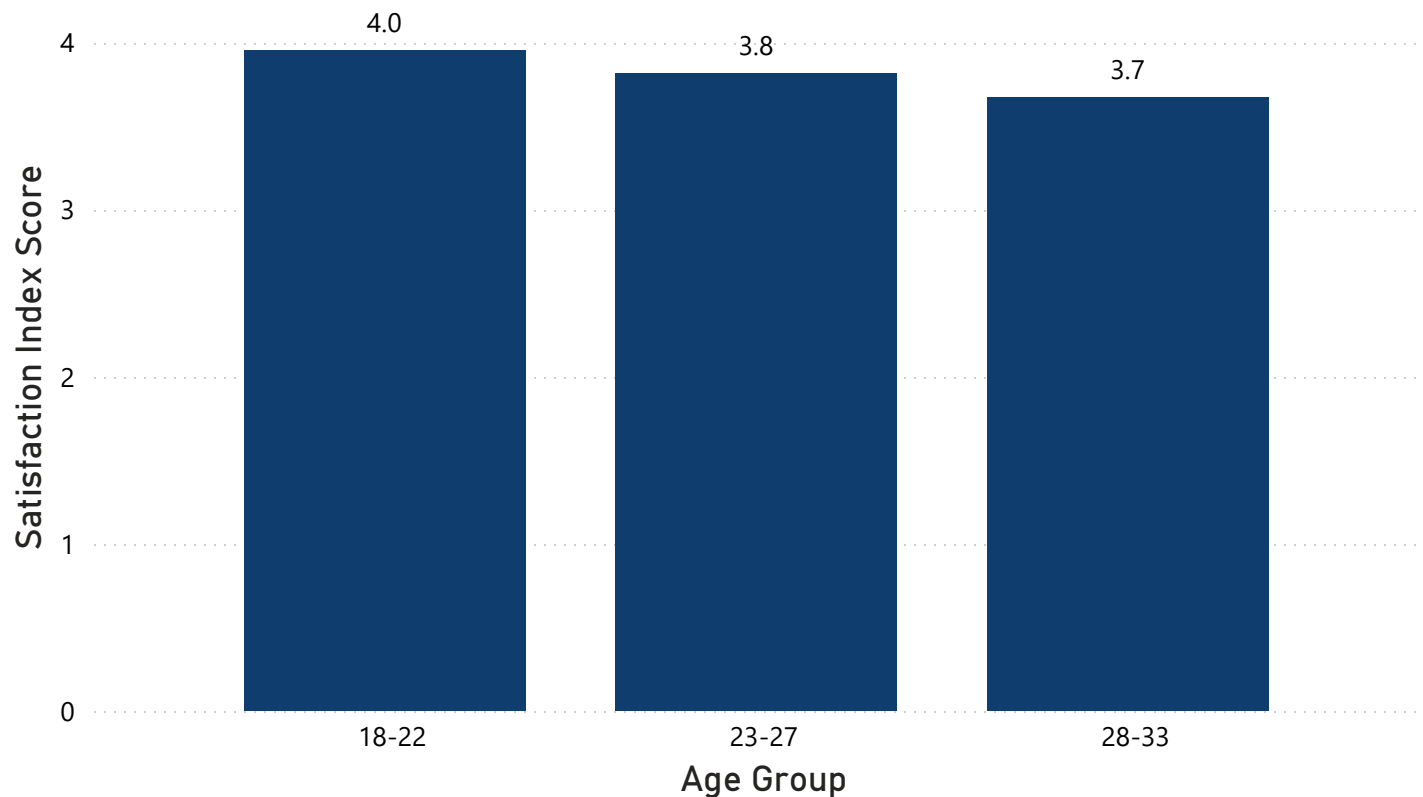
Politeness vs. Delivery Time

Line chart — Politeness Average Score vs. Less Delivery Time by Gender (Female, Male):
- Male: 3.00, 2.83, 3.21, 4.12, 4.39
- Female: 2.00, 2.64, 3.08, 3.96, 4.39

Highly Satisfied Users %

Gauge showing 0.46, range 0.00 to 0.92, marker at 0.70
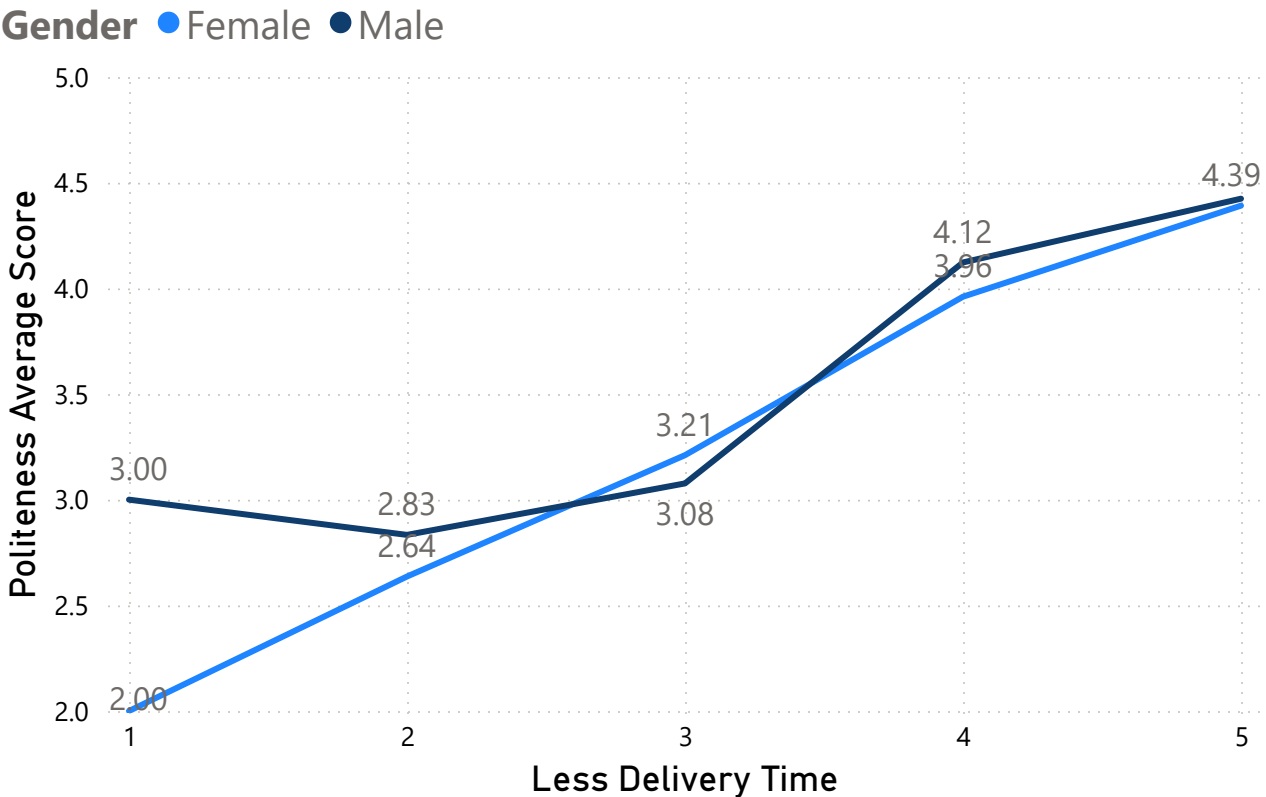
Impact of Food Quantity on Satisfaction

Bar chart — Satisfaction Score by Good Quality Score:
- 1: ~1.1
- 2: ~3.1
- 3: ~3.5
- 4: ~3.75
- 5: ~4.1
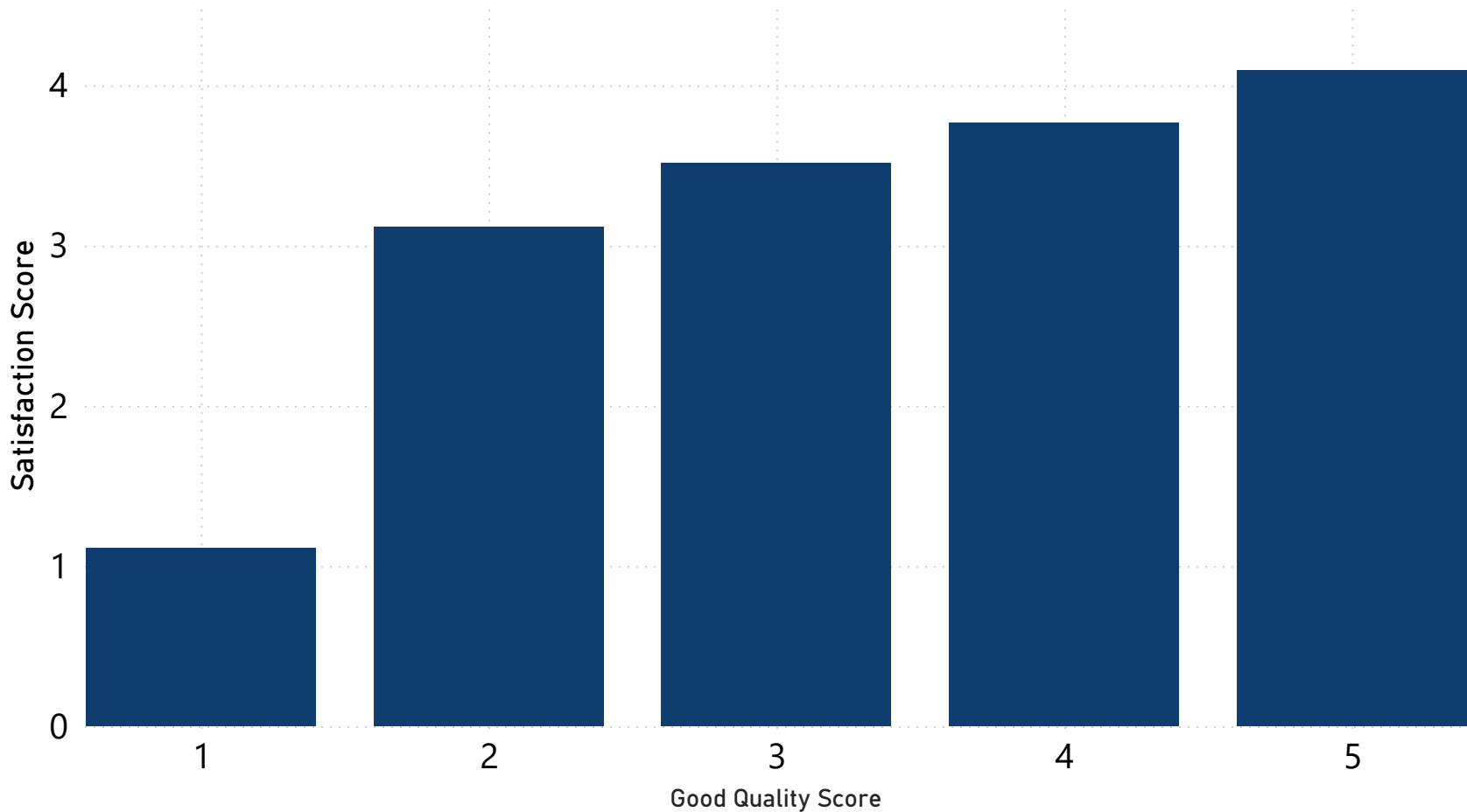
Impact of Food Freshness on Satisfaction

Line chart — Satisfaction_Index vs. Freshness_Score:
- 1: 1.84
- 2: 3.49
- 3: 3.53
- 4: 3.83
- 5: 4.17
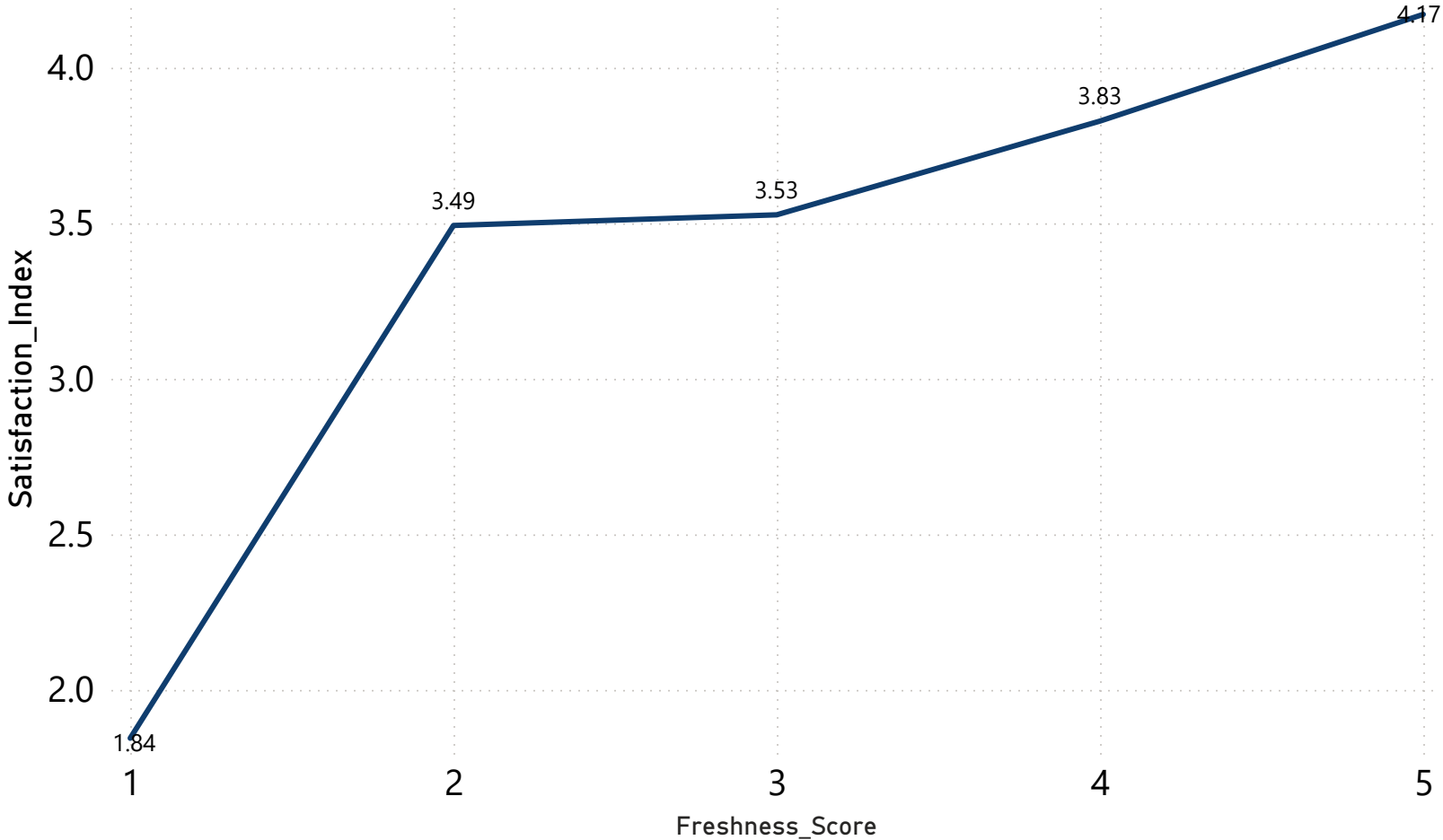
Delivery Experience 🚚

Average Wait Time (mins)
38.71

Delay % (>45 mins)
14.18

Delivery Efficiency Zone
0.00 3.77 7.54
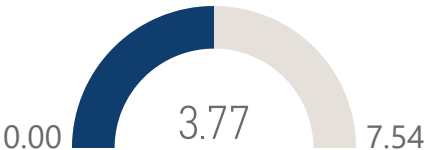
Region-wise Average Satisfaction

Pin code	Avg_Satisfaction
560001	87.50%
560002	83.33%
560003	71.43%
560004	100.00%
560005	66.67%
560006	40.00%
560007	75.00%
560008	100.00%
560009	88.89%
560010	92.86%
560011	85.71%
560012	50.00%
560013	0.00%
560014	75.00%
560015	57.14%
560016	100.00%
560017	83.33%
560018	28.57%
560019	100.00%
560020	60.00%
560021	83.33%
560022	33.33%
560023	60.00%
560024	87.50%
560025	100.00%
560026	100.00%
Total	**77.58%**

Busy Area vs Average Wait Time

Horizontal bar chart — Residence in busy location (y-axis) vs Average of WaitTime_Score (x-axis): Strongly Agree, Disagree, Agree, Neutral, Strongly disagree
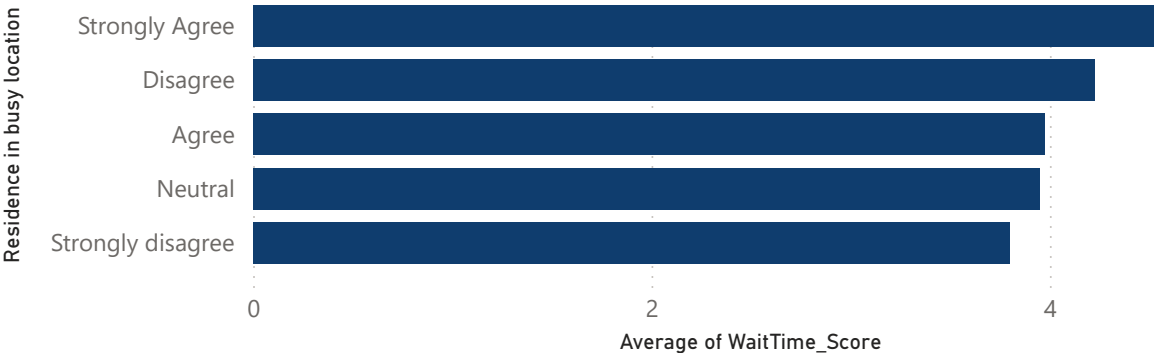
Food Freshness by Gender

Line chart — Count of Freshness (y-axis) vs Gender (x-axis): Male, Female
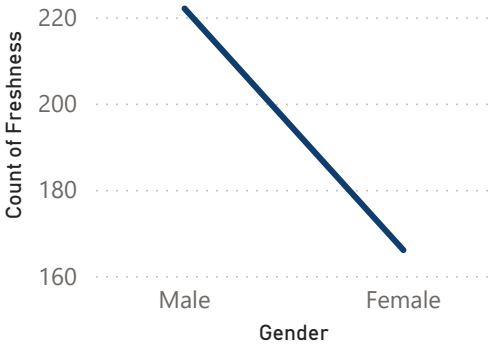
Package Quality vs Delivery Time

Bar chart — Count of LessDelivery... (y-axis) vs High Quality of package (x-axis): Important, Very Imp..., Moderat..., Slightly I..., Unimpor...

Deliveries by Location

Map: Nelamangala, Bayappanhalli, Hoskote, Bengaluru East, Bengaluru South
© 2025 TomTom, © 2025 Microsoft Corporation
Microsoft Bing
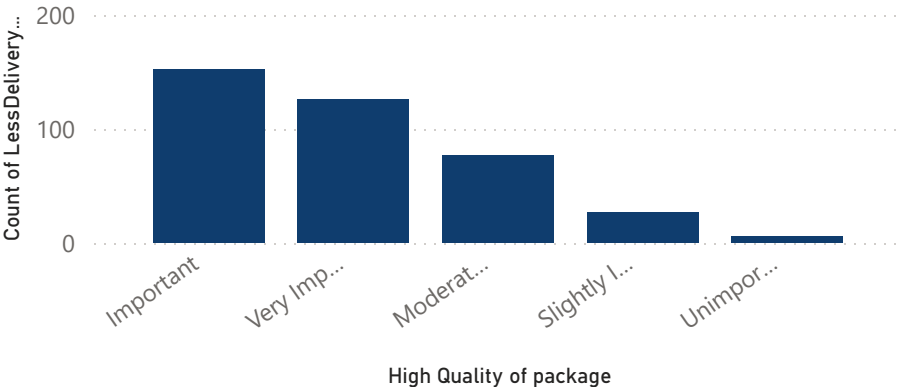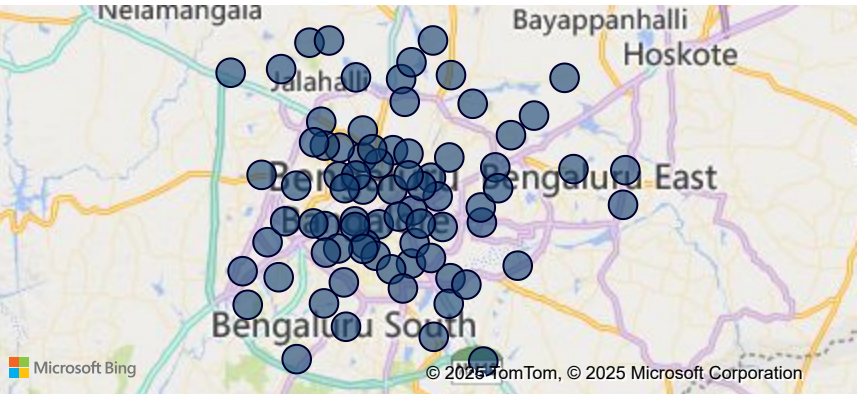
Payment and Offers Insights

Monthly Income KPI

187 ✓

Goal: 187 (+0%)

Preferred payment method

Sum of EasyPayment_S...

500

0

| Agree | Strongly agree | Neutral | Disagree | Strongly disagree |

EasyPaymentoption
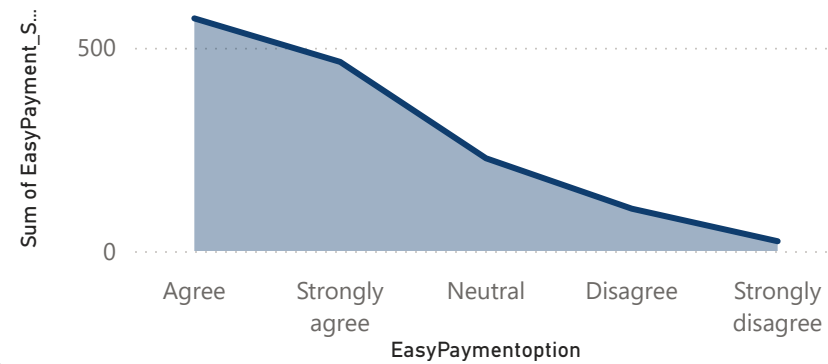
Offer and satisfaction analysis

Satisfaction %

1.0

0.8

0.6

0.4

0.2

| Unimportant | Moderately Important | Unimportant | Moderately Important | Very Important | Important | Slightly Important | Slightly Important | Important | Very Important | Very Important | Moderately Important | Slightly Important |

| 1 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 3 |

Freshness
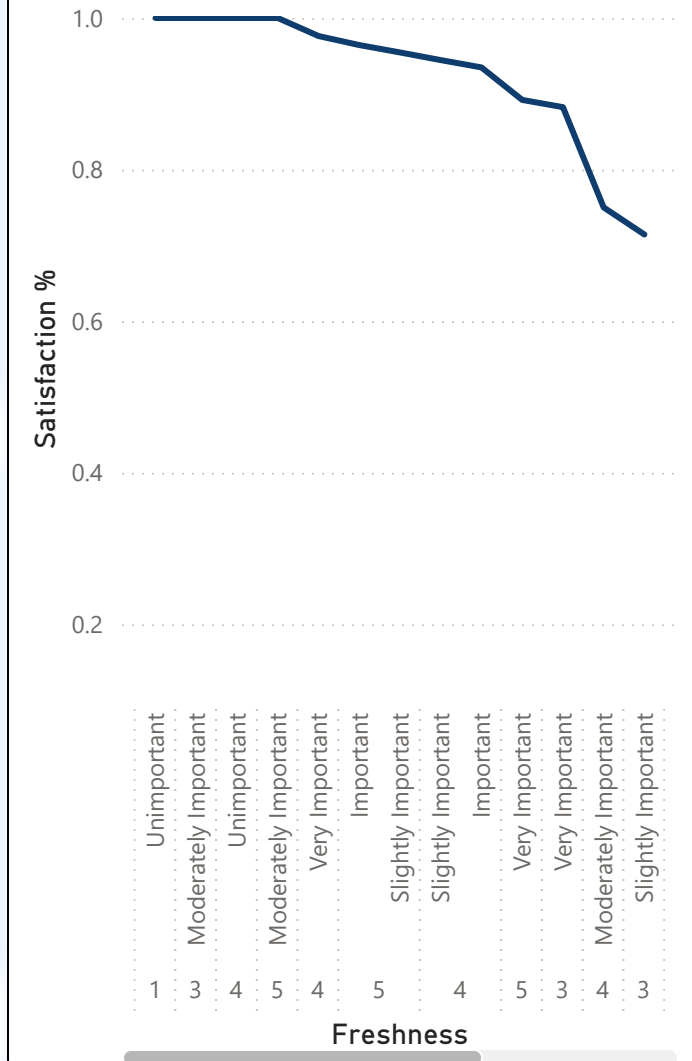
Avg_Satisfaction by Easy Payment option

Avg_Satisfaction

100%

50%

0%

| Strongly agree | Agree | Neutral | Disagree | Strongly disagree |

EasyPaymentoption
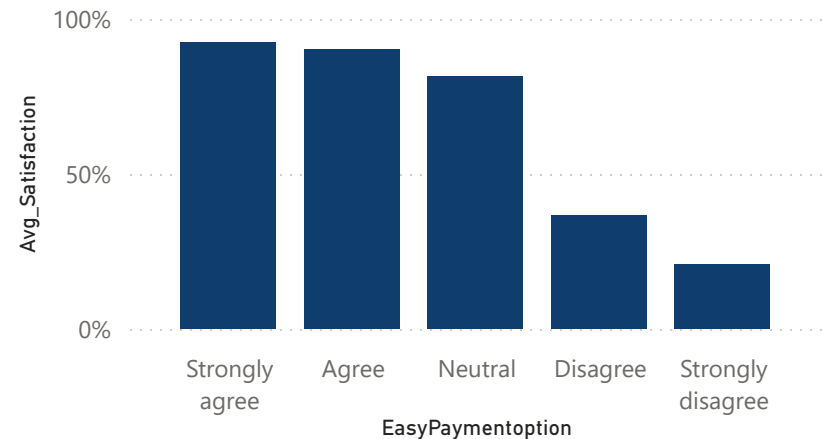
Offer sensitivity by Payment type

4	3
4	3
5	2
5	2