

Infosys Food Trends

Data Insights & Analysis

Presented by: Harini Paramasivam

From :Group 2

Organization: Infosys Springboard



Project Overview

- Analyzed food preferences, satisfaction factors, payment methods & offers.
- Built interactive dashboards using **Power BI**.
- **Aim:** Enhance customer experience & optimize food service operations.
- Insights help support **data-driven decisions** for food services.



Dashboard Scope & Key Metrics

- Covers **Payment & Offers Insights, Satisfaction Metrics, Freshness & Quantity Impact.**
- Includes KPIs, bar charts, tree maps & sentiment-based analysis.
- Provides a 360° view of **user behavior & preferences**

Monthly Income & Payment Preferences



Monthly Income KPI

Monthly Income KPI benchmark = **187.**

Payment Feedback

Easy Payment Option feedback collected from users.

Preference Trends

Shows preference trends: Strongly Agree → Strongly Disagree

Purchase Influence

Seamless payment experience influences food purchase decisions.

Offers & Satisfaction Analysis

Shows user sensitivity towards offers and discounts.

Visuals

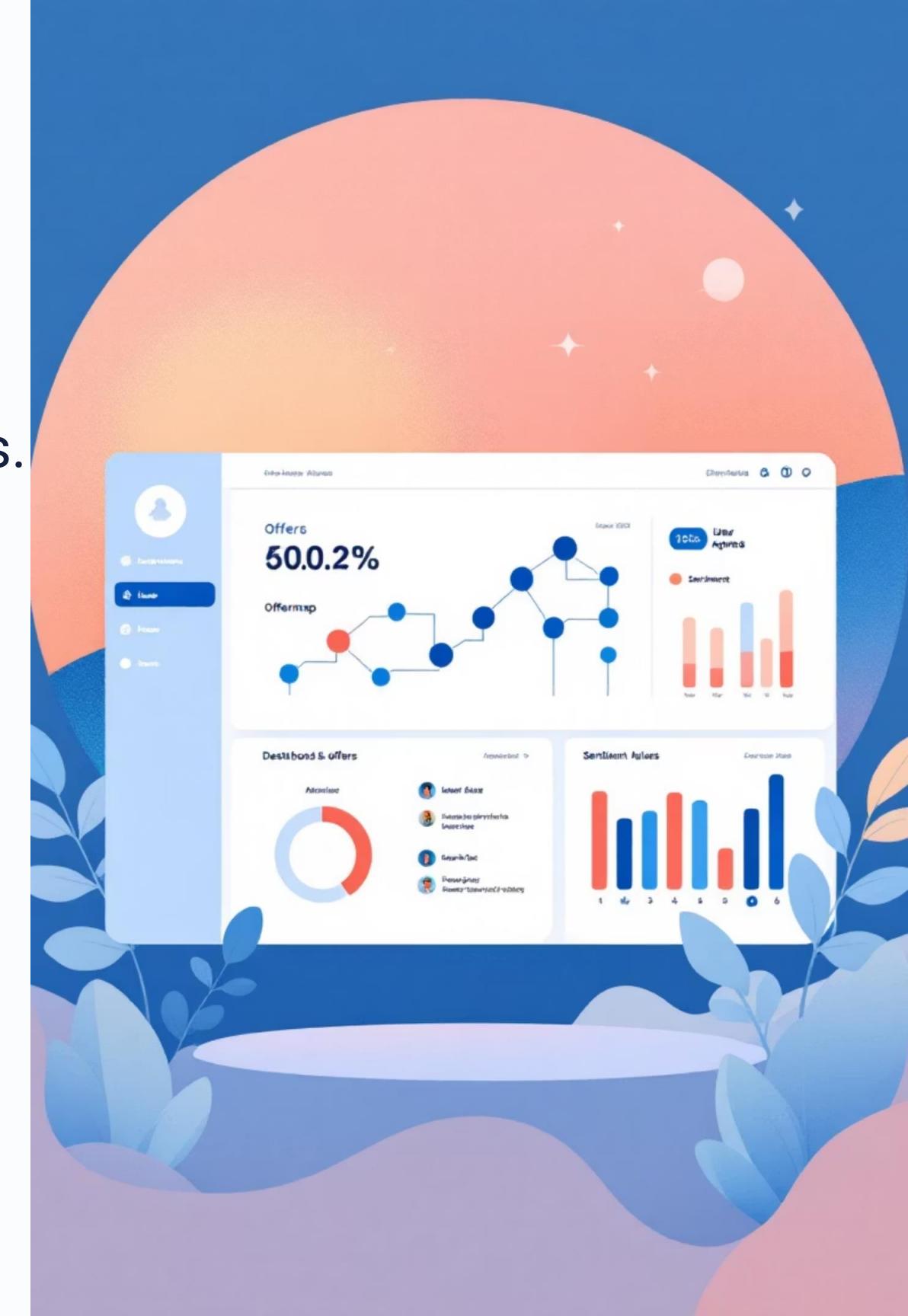
Treemap + Sentiment bars (Strongly Agree → Strongly Disagree).

Impact

Offer value directly impacts satisfaction & buying behavior.

Strategy

Helps improve **offer strategy & personalization**.



DASHBOARD

● 78

Freshness

46,3,65%

13,311,75%

— Customer | How they evaluate



Quantity



Customer scores

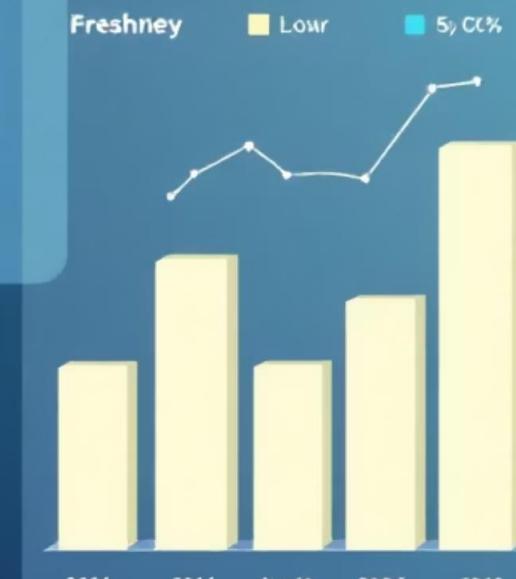


360

14.0%, 40%

Customer satisfaction

30%



2,15x,55%

Food Quality – Freshness & Quantity Insights

Freshness scores show higher influence on satisfaction than quantity.

- Users ranked criteria based on importance:

Very Important

Moderately Important

Slightly Important

Unimportant

Action needed: Improve freshness to boost satisfaction

Key Insights & Recommendations

Key Insights:

- Easy payment boosts user convenience & satisfaction.
- Personalized offers perform better than generic discounts.
- Freshness has stronger impact than quantity on satisfaction.

Recommendations:

- Introduce loyalty-based offers for high-spending users.
- Improve packaging & freshness standards
- Expand digital payment options for smoother transactions.

Future enhancement

- **AI-Based Meal Personalization** Implement AI to recommend meals based on user preferences, health profile, and purchase patterns.
- **Predictive Analytics for Demand Forecasting** Forecast meal demand to minimize food wastage, optimize inventory, and improve kitchen planning.
- **Real-Time Delivery Optimization System** Use route intelligence and live tracking to reduce delivery delays and enhance customer experience.
- **Automated Feedback & Sentiment Analysis** Introduce AI-driven feedback collection and sentiment analysis to measure satisfaction more accurately.

Results

