

Infosys Food Trends – Project Summary

Project Overview

The Infosys Food Trends project is designed to understand evolving customer preferences in the Food & Beverages (F&B;) sector and to explore digital transformation opportunities. It emphasizes the integration of AI/ML, analytics, and digital platforms to provide healthier, sustainable, and convenient food solutions in Infosys campuses and beyond.

Project Objectives

- Analyze global and Indian F&B; market trends. - Identify customer preferences and future consumption patterns. - Benchmark Infosys initiatives against industry leaders. - Leverage AI/ML for menu personalization and waste reduction. - Pilot digital innovations within Infosys Food Courts.

Methodology

1. Data Collection – Conduct customer surveys, social media sentiment analysis, and competitor research. 2. Data Analysis – Apply clustering, trend analysis, and predictive modeling to identify patterns. 3. Solution Design – Develop AI-based personalized menu recommendations, sustainability-driven initiatives, and food waste reduction systems. 4. Pilot Implementation – Deploy AI-based solutions in Infosys Food Courts and monitor adoption.

Conclusion

The project highlights the importance of digital-first engagement and sustainable practices in the F&B; sector. Customers are increasingly seeking healthier, eco-friendly, and convenient options. Through AI-driven personalization and strategic partnerships, Infosys can lead innovation in FoodTech, ensuring employee satisfaction and operational efficiency.

Suggestions

- Scale pilot programs across Infosys campuses after successful testing. - Strengthen partnerships with startups specializing in sustainability and food technology. - Implement continuous customer feedback mechanisms to refine offerings. - Focus on food waste reduction through predictive analytics and demand forecasting.