**PROJECT SUMMARY**

**FoodTrends Understanding Customer Preferences in FB**

**INTRODUCTION**  
Social media's explosive growth has changed how consumers voice their preferences, opinions, and interests. One of the most widely used platforms, Facebook, offers insightful information about consumer behavior in the food sector. The goal of the project "FoodTrends – Understanding Customer Preferences in FB" is to examine these exchanges and extract useful information for companies. **PROJECT OVERVIEW**  
  
In order to comprehend new trends, consumer sentiment, and engagement patterns, this project focuses on analyzing Facebook content about food. The project determines popular cuisines, dietary choices, and consumer preferences by examining likes, shares, comments, and conversations surrounding food posts. Food businesses can use the insights to inform their marketing campaigns, customer engagement tactics, and product development.

**METHODOLOGY**

1. Data Collection: Compiling information from Facebook interactions pertaining to food, including posts, comments, and reactions.   
2. Data Preprocessing – Organizing and cleaning the dataset by handling missing values, eliminating duplicates, and getting it ready for analysis.   
3. Exploratory Data Analysis (EDA) – employing statistical and visual methods to find trends, patterns, and sentiment distribution.   
The fourth step is Visualization & Insights: Using dashboards, graphs, and charts to illustrate consumer preferences and popular food categories.   
5. Interpretation: Connecting insights to actual business prospects and customer needs.

**CONCLUSION**

The FoodTrends project demonstrates how the food industry can use social media analytics to learn about consumer preferences. In addition to identifying popular foods and eating patterns, the analysis offers businesses practical advice on how to boost customer satisfaction and match their tactics with their expectations. In addition to demonstrating the practical effects of social media-driven insights on business decision-making, this internship improved hands-on skills in data analytics, visualization, and interpretation.