

VIRTUAL INTERNSHIP 6.0



Food Trend Analysis: Customer Behavior and Market Insights

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Project Overview

- **Objective:** To analyze customer purchasing patterns, regional performance, and seasonal trends in the food industry using data visualization and analytics.
- **Key Focus Areas:**
 - Sales Overview
 - Seasonal Trends
 - Future Recommendations
 - Regional Insights
 - Customer Insights
 - Product Insights



Data Source & Tools Used

➤ Data Sources:

- Collected sample transactional data (Orders, Customers, Regions, Food Items)
- Time period: 2023-2024

➤ Tools Used:

- Power BI: Data visualization

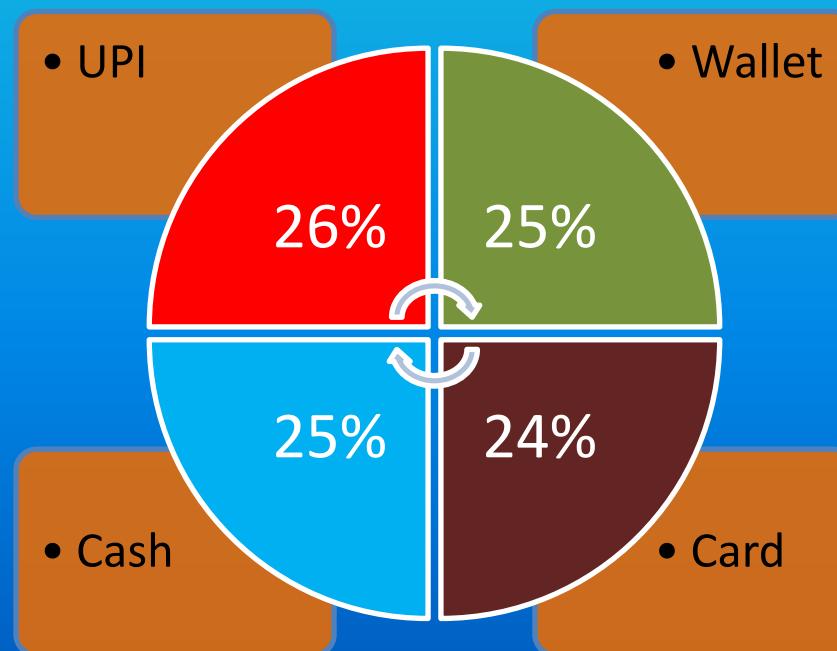
Sales Overview Dashboard

Avg. Discount
15.56%

Total Orders
2000

Total Revenue
4M

- Payment Preferences: UPI (26%), Wallet (25%), Cash (25%), Card (24%)
- Peak Sales in July, drop in November.





Customer Behavior & Demographics

➤ Customer Metrics

- Total Customers: **787**
- Avg. Rating: **3.74**
- Gender Split: ~50% Male / Female

➤ Revenue Drivers

- Age Group 46–55 generated the **highest revenue (1.03M)**
- Majority feedback: *Good* & Excellent

Product & Menu Insights

- Brownie
- Burger
- Cheesecake
- Biryani

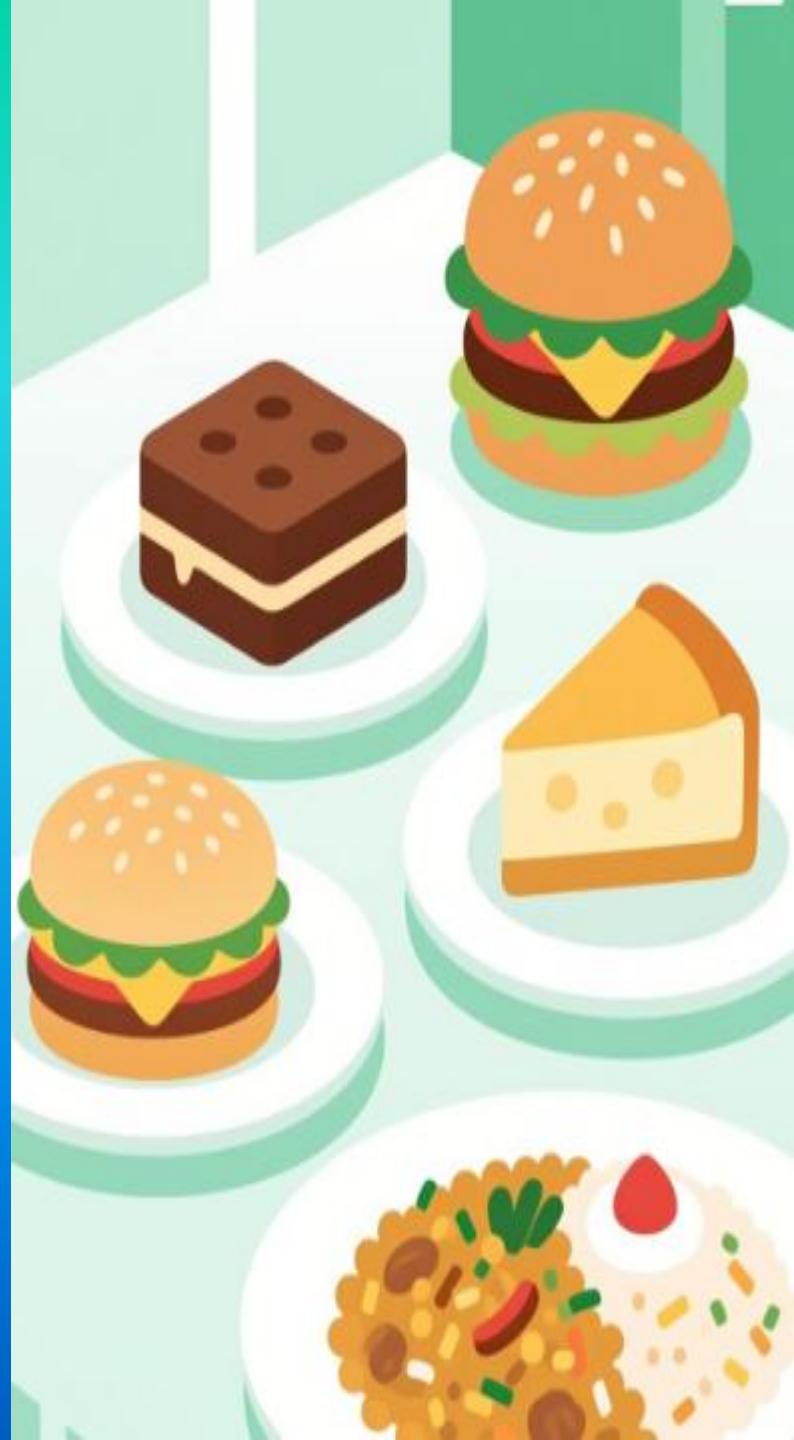
Top-selling items

- Dessert
- Beverage
- Asian
- Fast Food

Average Price Category

Consistent demand across months; small dip at year-end.

Demand Consistency



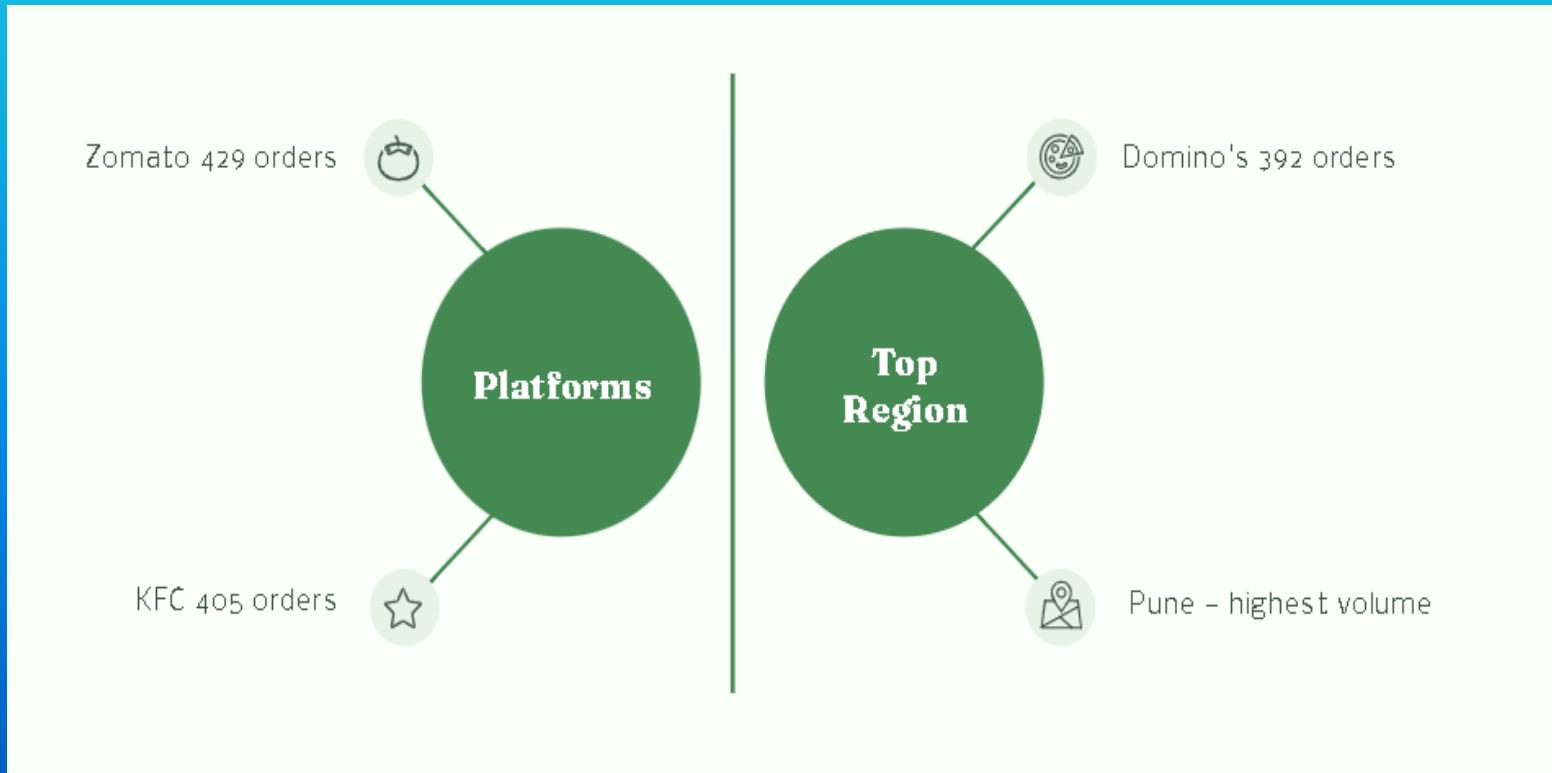
Regional & Platform Insights

➤ Regional Performance

- Top Region: Pune
- Top Platform: Pizza Hut (Highest revenue)

➤ Order Distribution:

- Zomato (429), KFC (405), Domino's (392)
- Payment Mode Share: UPI dominates with ~26% usage.



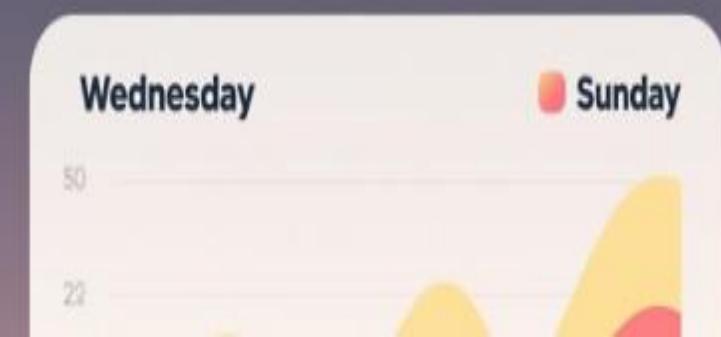
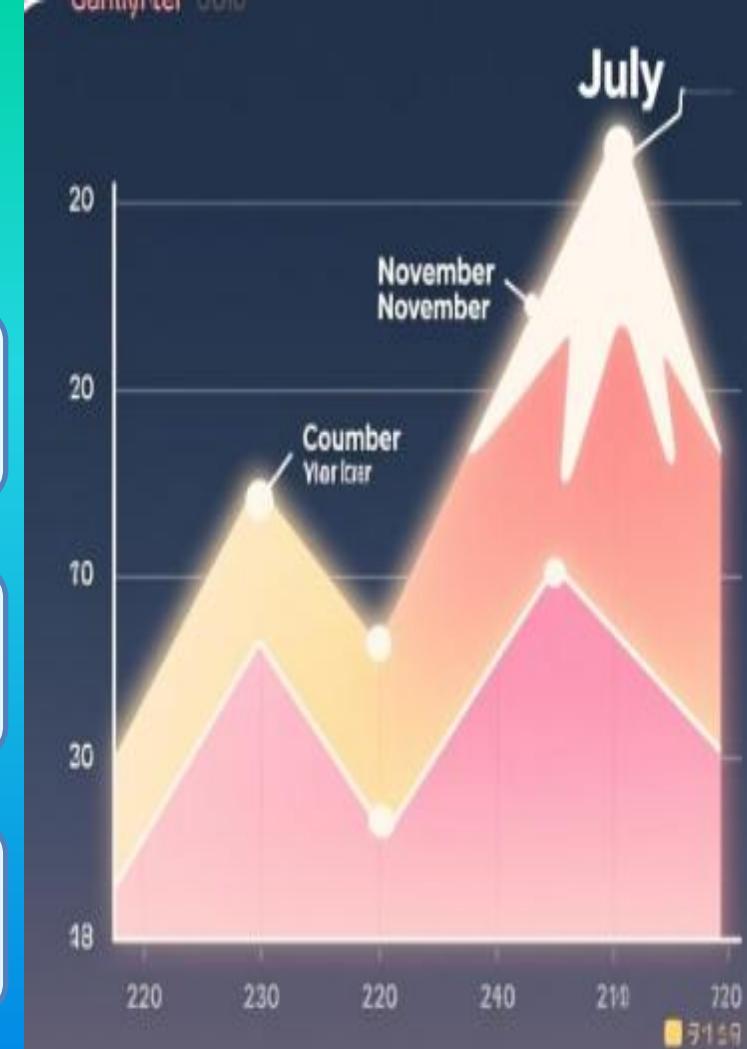
Seasonal & Time Trends

- Summer (1.2M revenue)

- Autumn (0.7M revenue)

- July
- November

❖ Orders highest on **Wednesday & Sunday**.



Future Insights Dashboard

☐ Monsoon Season

Monsoon season drives fast-food sales.

☐ Online Beverages

Beverages perform well online.

☐ Loyalty Members

Loyalty members spend 25% more.

☐ Underperforming Regions

Underperforming regions need localized offers.

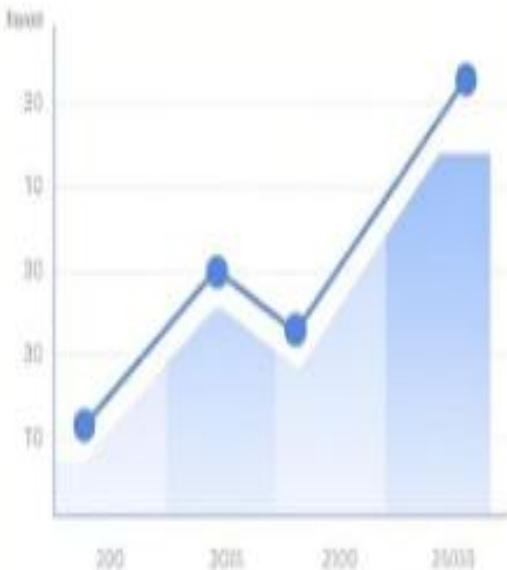


Impact & Outcomes

- Improved customer satisfaction & loyalty.
- Data-backed sales forecasting.
- Optimized marketing and pricing strategy.
- Better understanding of customer preferences.



Data-backed sales forecasting



Marketing

Print ad copy
image optimization





Conclusion

This Food Trend Analysis provides valuable insights into customer behavior, product popularity, and market dynamics. It enables data-driven decision-making for improving business strategy.

Thank You !