Infosys Springboard INTERNSHIP 6.0

Infosys Food Trends

GROUP 2

Core Focus:

Understanding Customer Preferences in Food & Beverages

Project Tagline:

Exploring changing customer behaviors and preferences in the Food & Beverage industry

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PROJECT OVERVIEW

The **Infosys Food Trends initiative** represents a strategic effort to revolutionize food services through artificial intelligence, machine learning, and advanced analytics. The project aims to explore changing customer behaviors and preferences in the Food & Beverage industry while creating smarter, sustainable, and more accessible food solutions within Infosys campuses and broader networks.

- Changing Customer Behaviors
- Artificial Intelligence
- Smarter Food Solutions
- Sustainable Operations
- Campus-Wide Implementation

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STRATEGIC OBJECTIVES

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01

Market Research & Analysis

- Study global F&B market developments
- Analyze Indian food industry emerging trends
- Monitor consumer behavior patterns

02

Customer-Centric Understanding

- Map customer expectations and dietary preferences
- Predict future eating habits and trends
- Identify nutritional requirements and wellness focus

03

Competitive Benchmarking

- Compare Infosys food services with industry leaders
- Evaluate best practices in corporate dining
- Assess innovation gaps and opportunities

04

Data-Driven Insights

- Using advanced analytics to optimize operations
- Inform decision-making.

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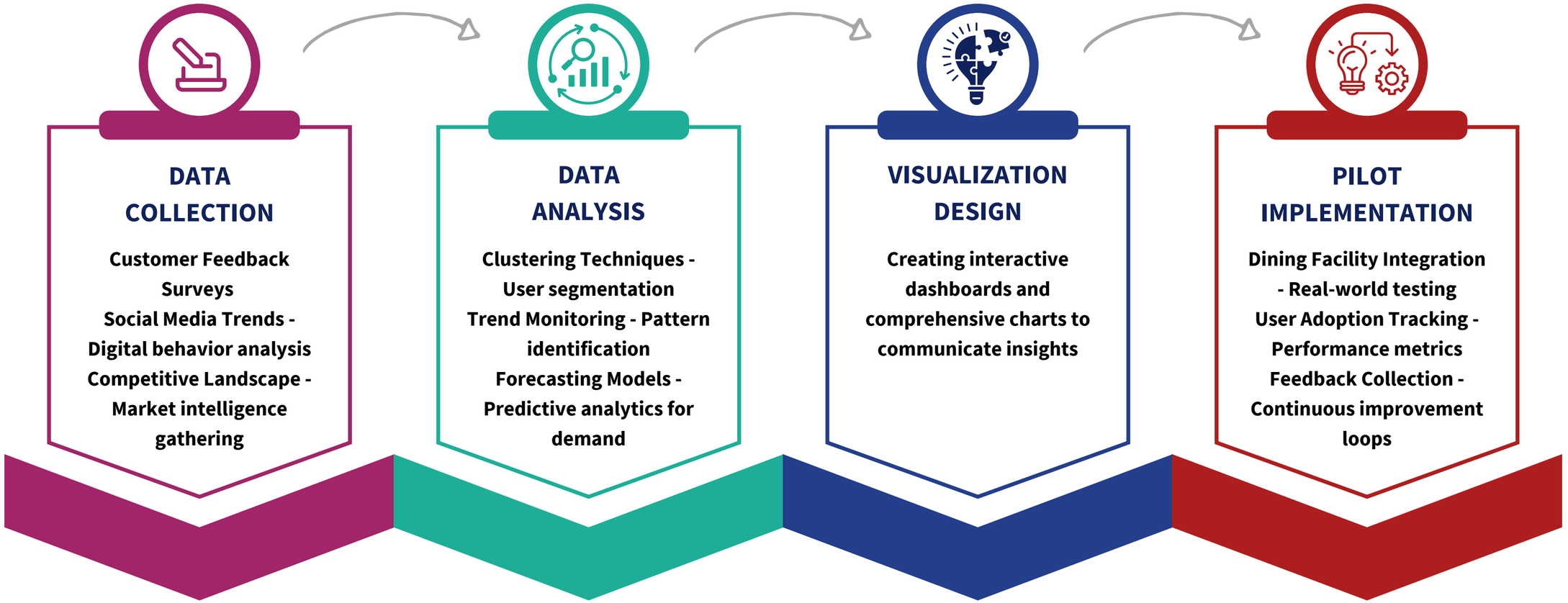
IMPLEMENTATION METHODOLOGY



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KEY METRICS VISUALIZATION

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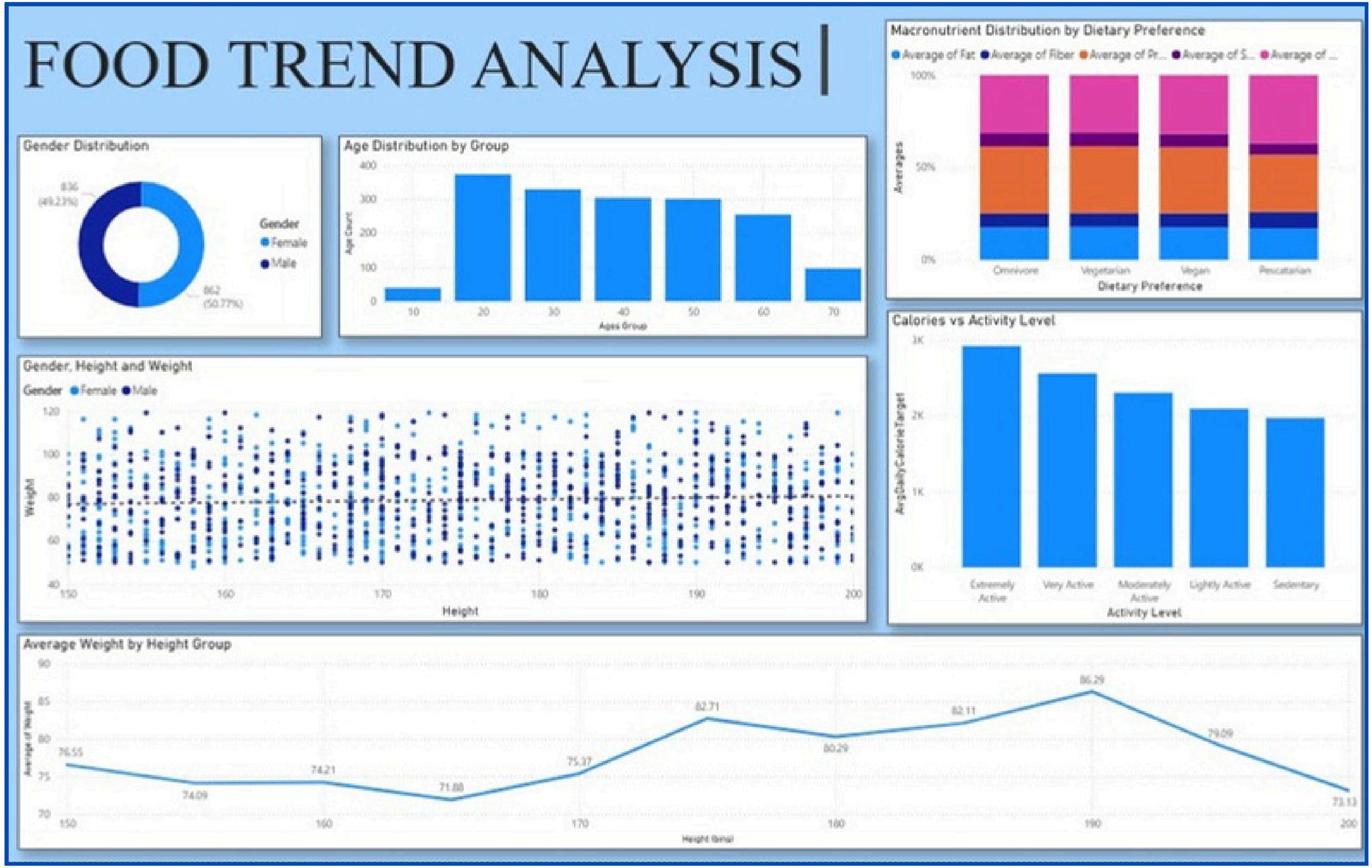

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KEY METRICS VISUALIZATION

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Demographics

52.7% Male, 47.3% Female - Balanced gender representation
Peak age group: 26-35 - Working professionals dominate
Age decline after 40 - Younger workforce engagement

Dietary Preferences

Omnivore majority - Traditional eating habits prevalent
Growing plant-based segment - Health-conscious trends visible
Equal macro distribution - Diverse nutritional needs

Activity Patterns

Extremely Active = 3K calories - Highest energy needs
Sedentary = 2K calories - Lowest requirements
Moderate Activity dominates - Office lifestyle pattern

Health Metrics

Wide BMI variation - Personalization needed
Height range: 150-200cm - Diverse body types
Stable weight averages - Healthy population baseline

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SUGGESTIONS & FUTURE ROADMAP

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01

Expand Successful Pilots

Roll out successful pilot programs across additional Infosys locations to scale the benefits.

02

Foster Collaborations

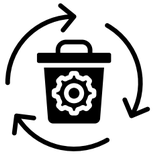
Actively build collaborations with startups that are focused on sustainable food solutions and tech-driven innovations.

03

Incorporate Continuous Feedback

Implement ongoing customer feedback systems to continuously refine and improve our offerings.

04



Prioritize Waste Management

Make food waste management a priority by using predictive analytics and data-driven demand forecasting.

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