

# Infosys Food Trends

⌘ TEAM C

## 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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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

# STRATEGIC OBJECTIVES

## 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

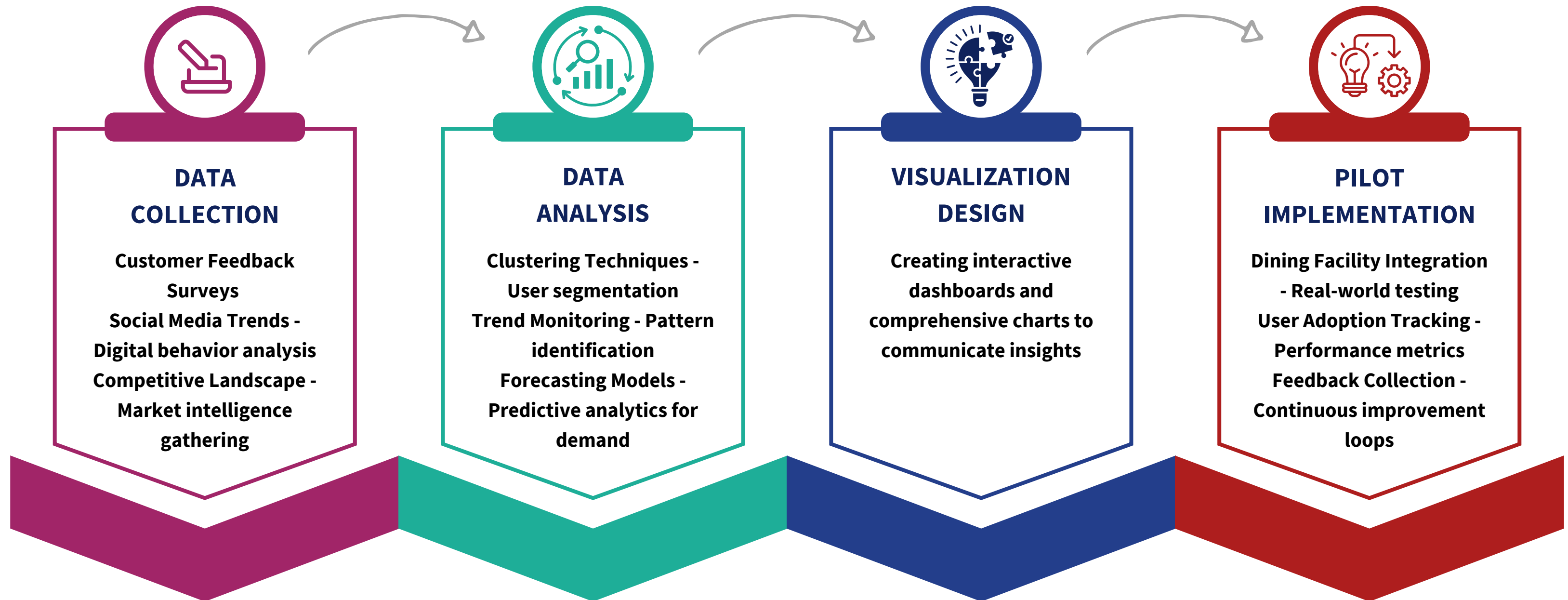
- Compare Infosys food services with industry leaders
- Evaluate best practices in corporate dining
- Assess innovation gaps and opportunities



## 04 Data-Driven Insights

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





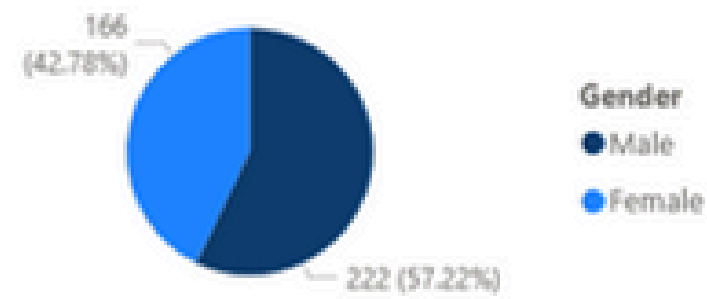


## Infosys FoodTrends: Understanding Customer Preferences in F&amp;B

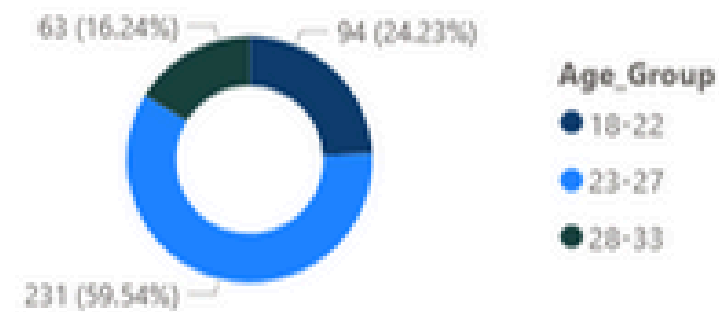
## Customer Overview

18-22  
First Age\_Group

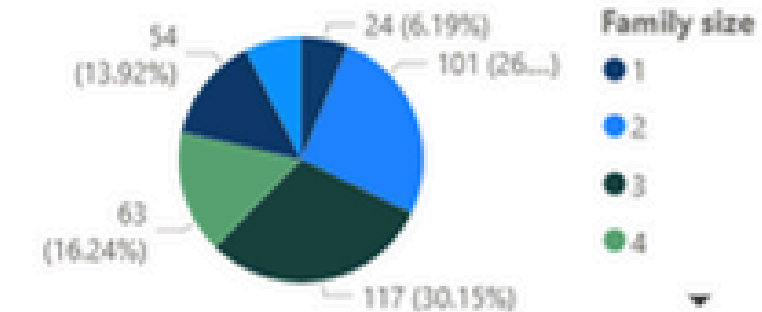
Gender Distribution



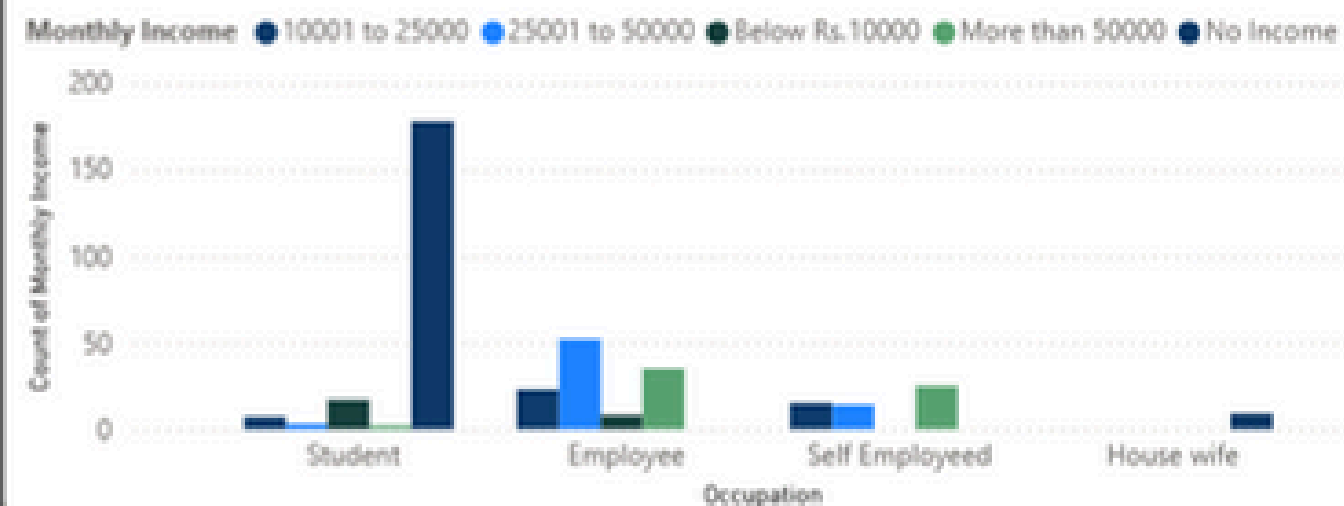
Age Group Breakdown



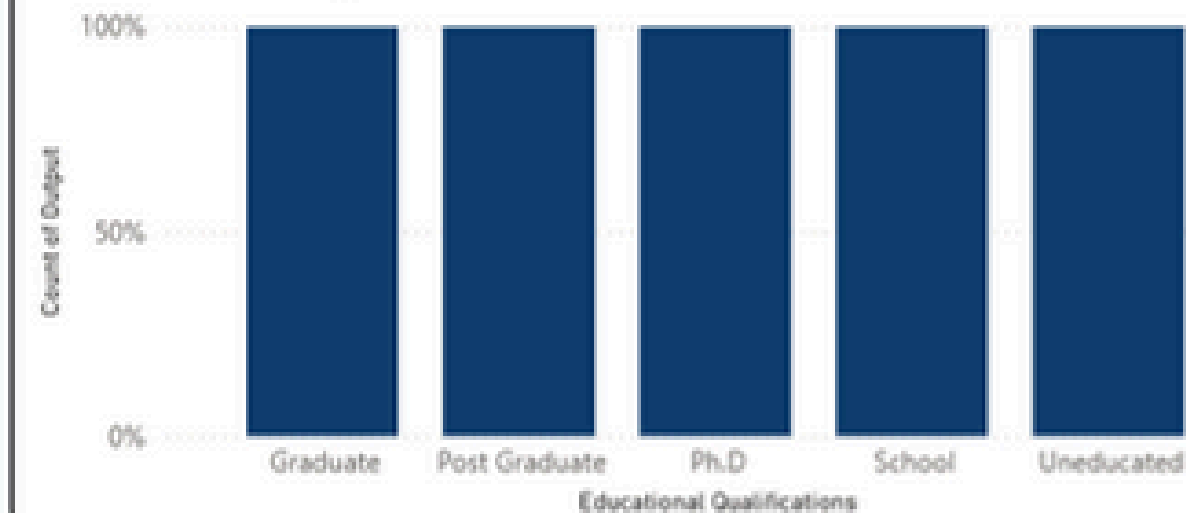
Family Size Distribution



Occupation vs Monthly Income



Education vs Output

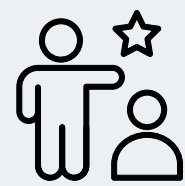


## KEY METRICS VISUALIZATION



### 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

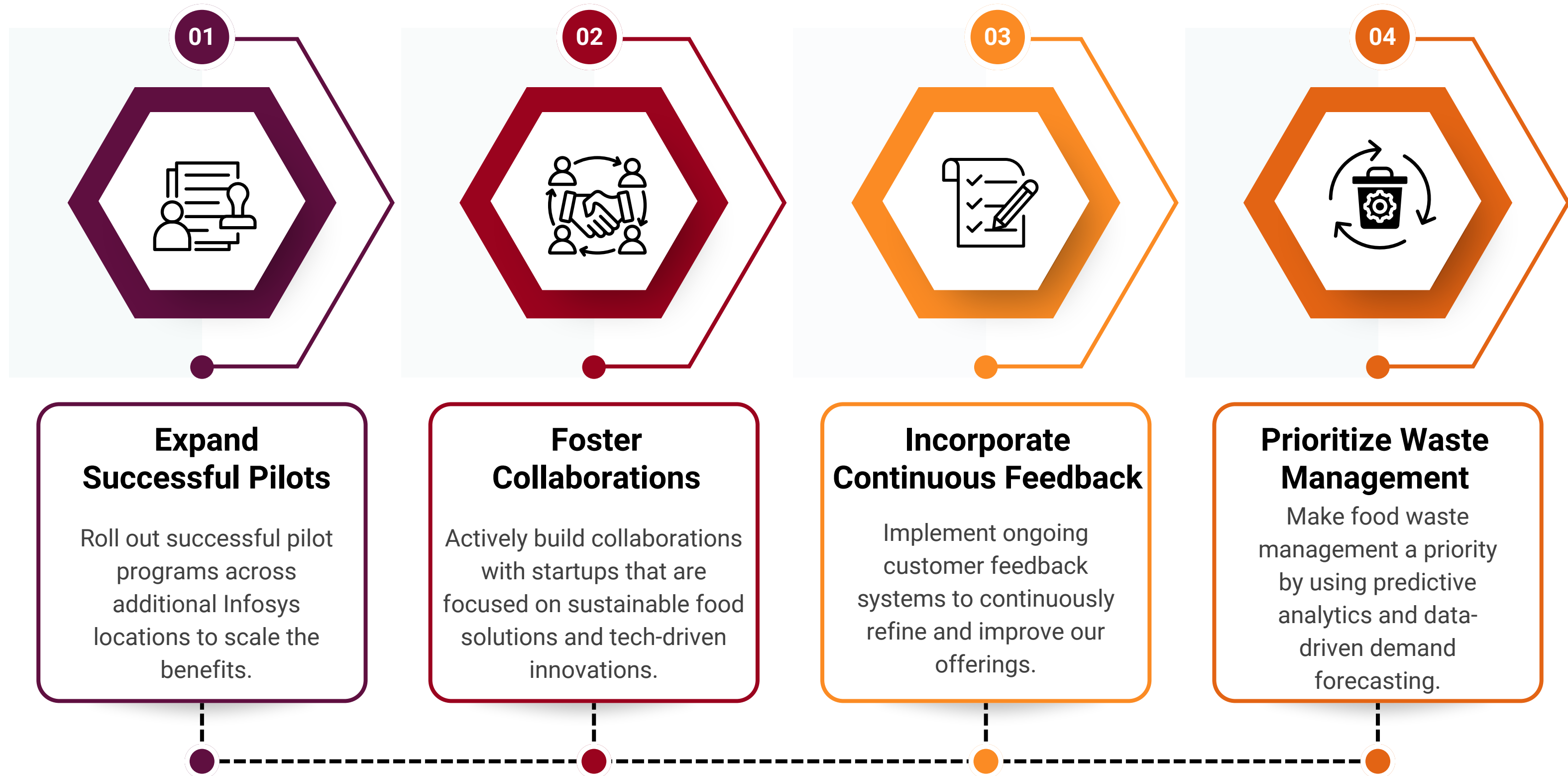
Extremely Active = 3K calories - Highest energy needs  
Sedentary = 2K calories - Lowest requirements  
Moderate Activity dominates - Office lifestyle pattern



### Health Metrics

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





**Group 2**

**THANK  
YOU!**