💡 A Power BI-based analytical study on customer preferences, satisfaction, and delivery experience.

Title: Infosys Internship Project

Topic: FoodTrends – Understanding Customer Preferences in Food & Beverages

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Organization: Infosys Springboard Internship

Introduction

- The food and beverage industry is driven by rapidly changing customer habits and online ordering trends.
- This project aims to analyze food preferences, satisfaction levels, and delivery patterns among customers.
- Using Power BI, the data was transformed into interactive dashboards for better understanding and decision-making.
- The insights help identify key customer segments and their behavioral patterns.

Objectives

- To understand customer meal preferences across gender and age groups.
- To evaluate satisfaction parameters like quality, delivery time, and freshness.
- To identify factors influencing customer happiness and loyalty.
- To create a data-driven dashboard for business insights and strategy improvement

Tools & Methodology

Tools Used:

- Microsoft Power BI Desktop
- Power Query for data cleaning
- DAX functions for calculations and KPIs

Steps Followed:

- Data Collection
- Data Cleaning and Transformation
- Visualization using charts, cards, and maps
- Analysis and insight extraction

Dashboard 1 - Customer Overview

📊 This dashboard builds the base for understanding customer background.

Purpose: Understand the sample population used for analysis.

01

Visual 1: Gender Distribution
- 57.22% of respondents are Male, and 42.78% are Female.
- A balanced representation ensures reliable trend analysis across genders.

02

Visual 2: Monthly Income by Occupation
- Most respondents are Students and Employees with income below ₹25,000.
- Only a few belong to high-income groups, showing the survey targets young working individuals.

03

Visual 3: Age Group Distribution
- Largest group: 23–27 years (59.54%), followed by 18–22 (24.23%).
- Indicates that millennials dominate food ordering platforms

04

Visual 4: Family Size
- Families with 2–3 members form the majority.
- Shows preference for single or nuclear families.

05

Visual 5: Education Level
- Most respondents are graduates and postgraduates.
- Educated users show higher digital adoption for food ordering.

Dashboard 2 – Food and Meal Preferences

🍽️ **This dashboard shows clear patterns between age, gender, and food preferences.**

Purpose: Identify what type of meals people prefer based on demographics.

01

Visual 1: Meal Preference by Gender
- **Both male and female participants show similar meal patterns.**
- **Slightly higher snack preference among females, while males lean toward lunch/dinner**

02

Visual 2: Overall Favourite Meal Type
- **Lunch (31.64%) is most popular, followed by Snacks (30.45%), Dinner (24.18%), and Breakfast (13.73%).**
- **Indicates higher midday food demand.**

03

Visual 3: Count of Most Preferred Meal
- **Confirms lunch is the top meal of the day across respondents.**

04

Visual 4: Meal Preference by Age Group
- **Younger users (18–22) prefer snacks and light meals.**
- **Mid-age (23–27) prioritize lunch; older (28–33) prefer dinner.**

Dashboard 3 – Quality and Satisfaction Metrics

⭐ This dashboard reveals freshness, delivery time, and service attitude as key satisfaction drivers.

Purpose: Measure customer satisfaction levels for quality, freshness, and service.

01

Visual 1: Average KPI Metrics
- Satisfaction Index: 3.83
- Delivery Efficiency: 3.77
- Freshness: 3.86 (highest)
- Food Quality: 3.50

02

Visual 2: Highly Satisfied Users %
- Only around 0.7%–1% are fully satisfied, showing room for service improvement.

03

Visual 3: Politeness vs. Delivery Time
- Shorter delivery times lead to higher politeness ratings.
- Efficiency and behavior are linked to customer satisfaction.

04

Visual 4: Satisfaction by Age Group
- Younger users (18–22) show highest satisfaction (around 4.0 score).

05

Visual 5: Impact of Food Quantity on Satisfaction
- Adequate portion size improves satisfaction — curve shows positive correlation.

06

Visual 6: Freshness vs. Satisfaction
- Direct relationship — higher freshness score = higher satisfaction index.

Dashboard 4 – Delivery Experience

🚚 This dashboard evaluates operational efficiency and identifies service improvement areas.

Purpose: Study delivery performance and customer experiences by region.

01

Visual 1: Delivery KPIs
- Avg Wait Time: 38.71 minutes.
- Delay >45 mins: 14.18%.

02

Visual 2: Region-wise Average Satisfaction
- Average satisfaction: 77.58% overall.
- Top-performing pin codes (560004, 560008, 560016, 560025) achieved 100% satisfaction.

03

Visual 3: Busy Area vs Average Wait Time
- More congestion = longer wait time.
- "Strongly Agree" zones report average wait time above 4 minutes per rating scale.

04

Visual 4: Package Quality vs Delivery Time
- Customers who rate packaging high also report faster delivery.
- Shows effective logistics management.

05

Visual 5: Food Freshness by Gender
- Both genders rate freshness consistently, slightly higher among female customers.

06

Visual 6: Deliveries by Location (Map)
- Displays concentration of deliveries across major city regions.
- 100% satisfaction zones appear in green, indicating operational success.

Dashboard 5 – Summary and Overall Performance

📈 The final dashboard validates the overall findings and helps form actionable business recommendations.

Purpose: Present an overview of key metrics from all dashboards.

01

Visual 1: Preferred Mode of Payment
Most customers use digital payments (UPI/cards/wallets); only a small portion prefers COD.

02

Visual 2: Offer Usage Frequency
Majority use offers occasionally; a smaller segment uses offers frequently (mostly students/young adults).

03

Visual 3: Impact of Offers on Average Spending
When offers are active, average order value increases, indicating customers buy more or upgrade items.

04

Visual 4: Impact of Offers on Satisfaction
Users who avail offers report slightly higher satisfaction, showing promotions improve perceived value.

05

Visual 5:Payment Mode vs Satisfaction
Customers paying digitally report higher satisfaction (smoother checkout) compared to COD users.

Conclusion & Future Scope

- The dashboard provides a clear view of customer preferences, satisfaction, and payment trends.
- Insights can help companies improve menu design, delivery speed, and promotional strategies.
- Future Enhancements:
  - Real-time data integration
  - Predictive analysis using AI
  - Personalized food recommendations

🚀 **This project demonstrates how data analytics can make the food industry more customer-focused and efficient.**

THANK YOU