

Decoding Recipe Popularity

TASTY BYTES



Project Objectives

- Predict recipes That Drive High Traffic
- Achieve 80% Accuracy in Popularity Prediction
- Boost Website Engagement & Subscriptions

Data

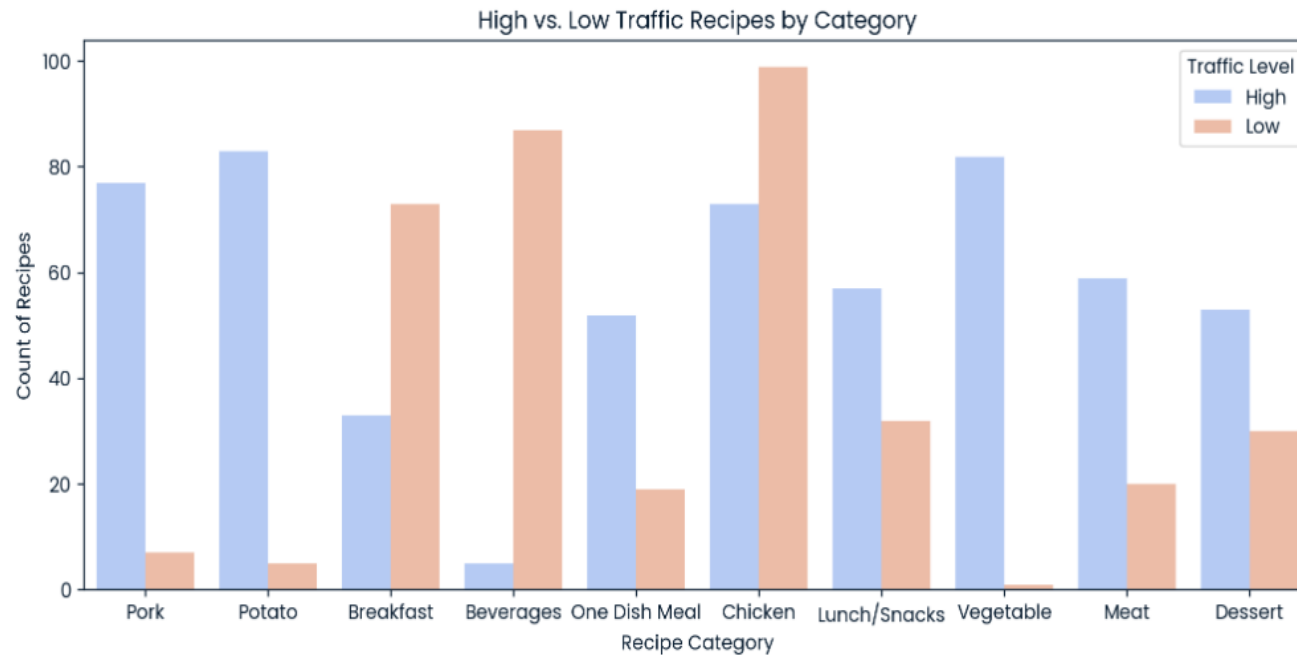
TableChartFilterColumns

Search

index	recipe	calories	carbohydrate	sugar	protein	category	servings	high_traffic
0	1					Pork	6	High
1	2	35.48	38.56	0.66	0.92	Potato	4	High
2	3	914.28	42.68	3.09	2.88	Breakfast	1	null
3	4	97.03	30.56	38.63	0.02	Beverages	4	High
4	5	27.05	1.85	0.8	0.53	Beverages	4	null

Rows: 5

Key Findings

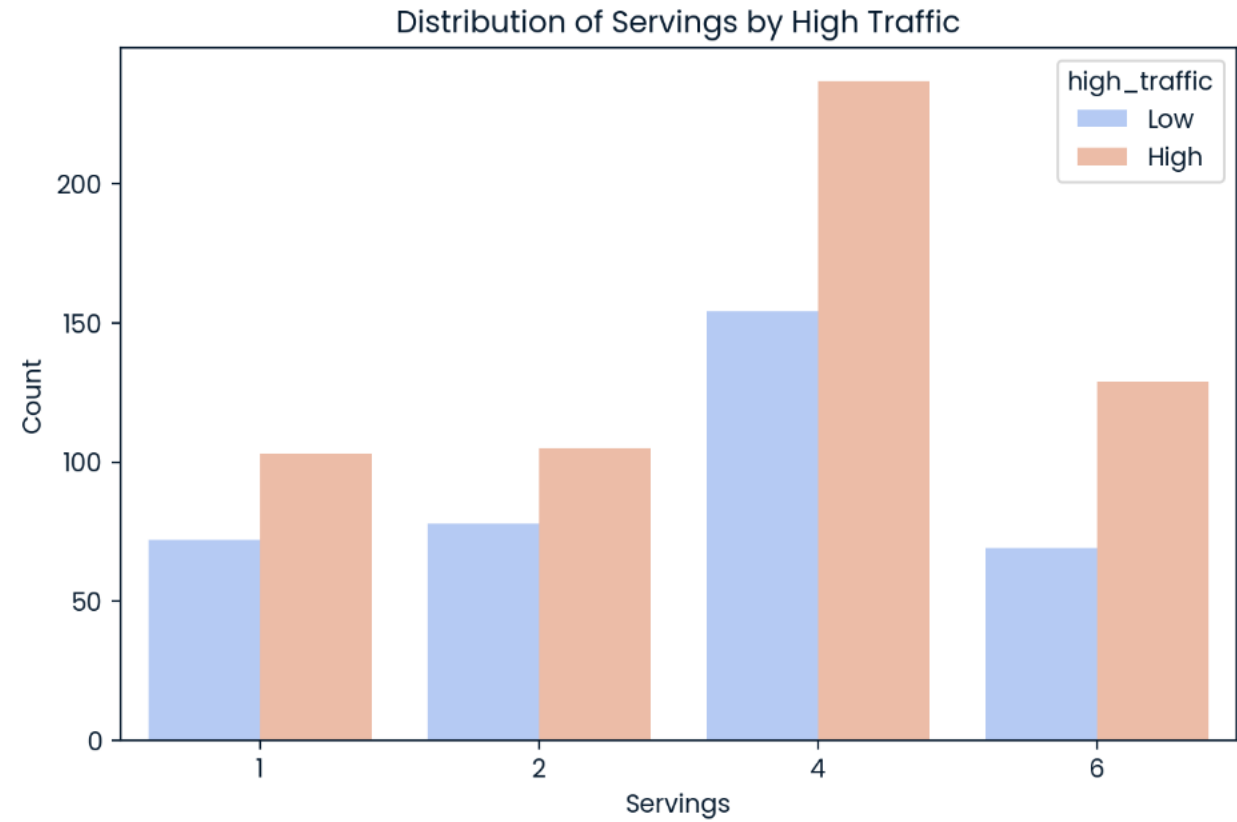


Few categories of recipes had substantially high traffic rates, namely:

- Vegetable
- Potato
- Pork

Key Findings

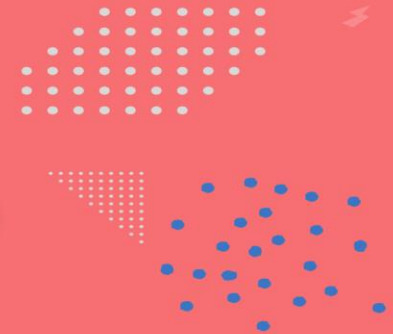
Serving portion lacks strong correlation with traffic. More data or features needed for better prediction.



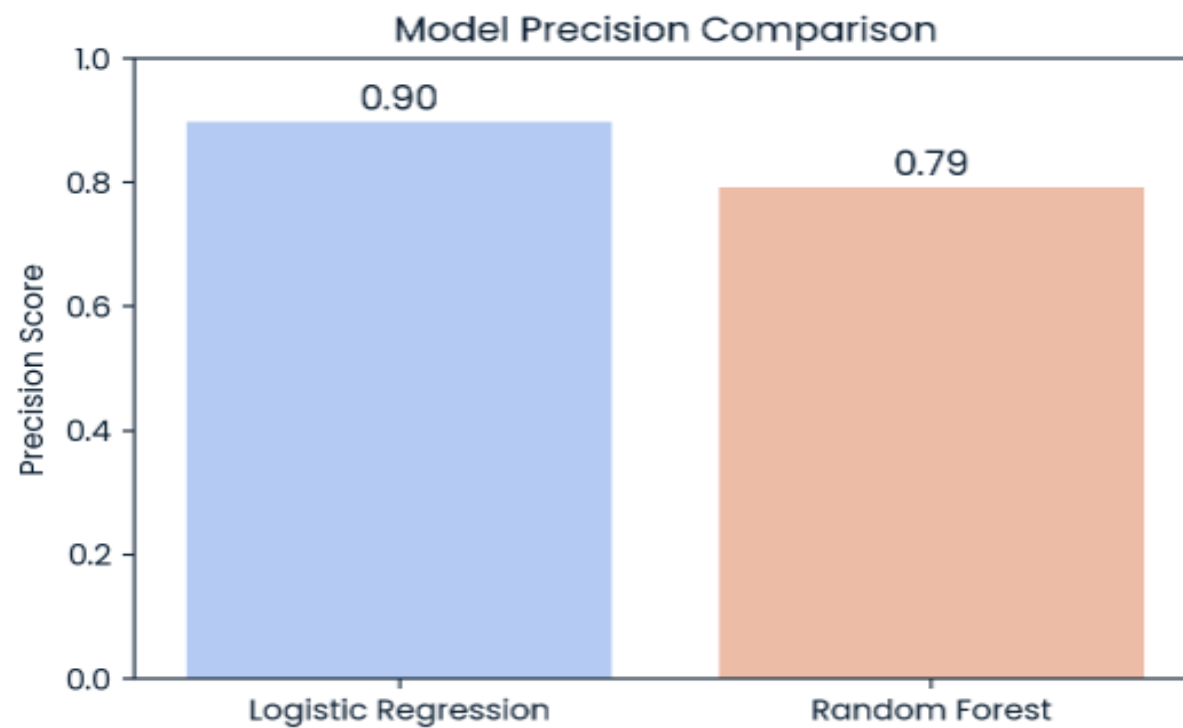
Modeling



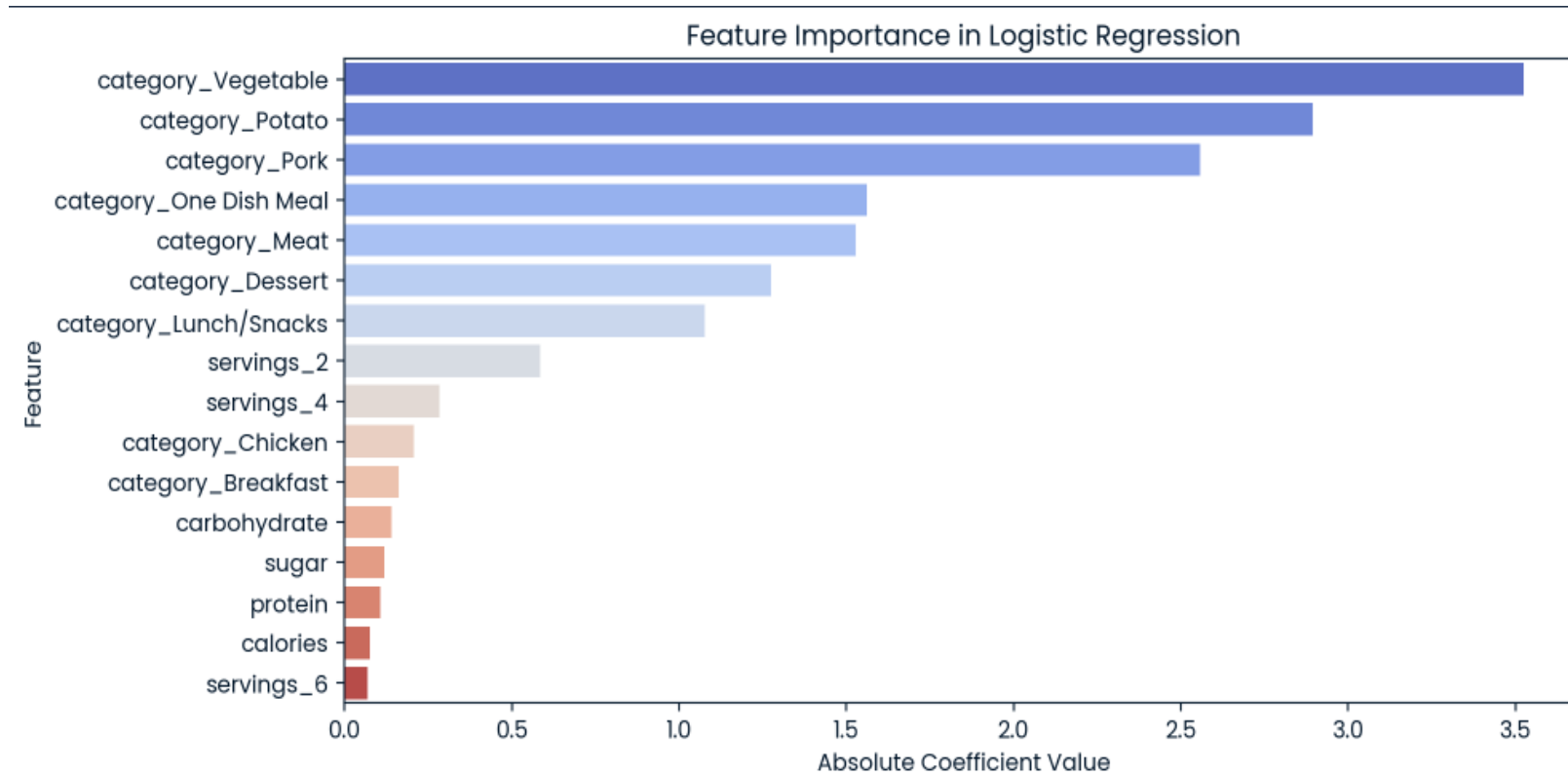
**Logistic
Regression**



Metrics



Feature Importances



Recommendations

- **Prioritize High-Traffic Categories** – Feature more Vegetable, Pork, and Potato recipes to boost engagement.
- **Leverage Nutritional Insights** – Track Calories, Carbs, and Sugar to align with user preferences.
- **Enhance Model Accuracy** – Optimize Logistic Regression with hyperparameter tuning and explore additional data points.