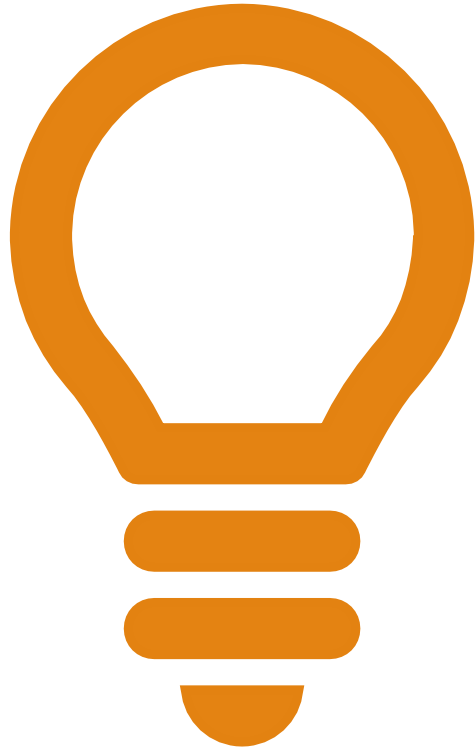




Adaptive Purchase Planner (APP)

TEAM JAMES – SAKINA VOHRA, JIAJIN ZHAO, SEN
YAN, ROHAN B, EOIN ROCHE, NIKHIL GIRRAJ



the Idea

Application that suggests daily goods that the users would buy.

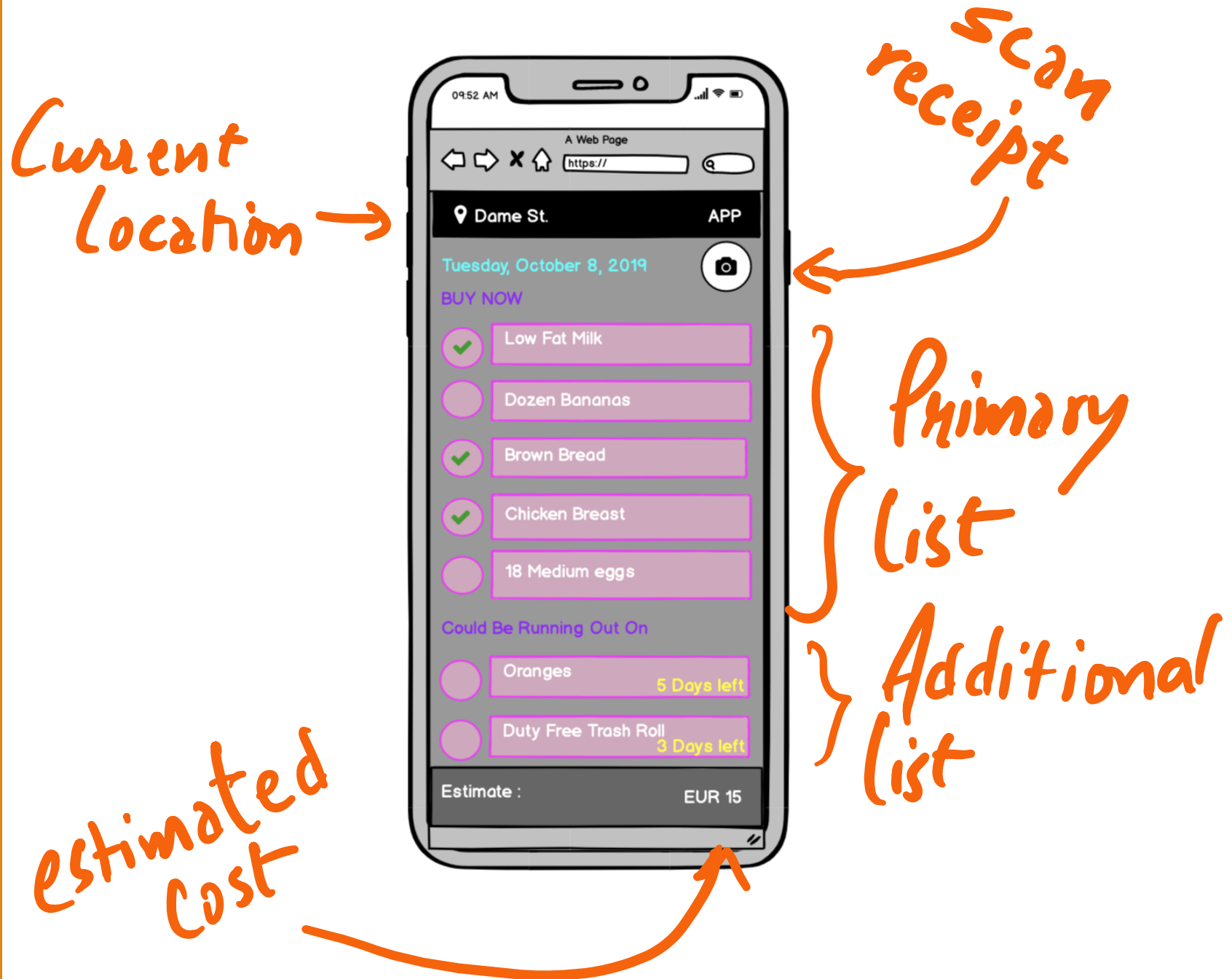
- Personalized purchase suggestions based upon
 - User's location
 - Buying behavior from previous purchases
- Further purchase suggestions based upon other users' model
 - Better deals – learnt from other user's purchases

Modelling Approaches

- Basic user characteristics will be asked explicitly. This includes
 - Age / age group
 - Gender
 - Household size
- Adaptation effect will be based on implicit learnings based on purchase data
 - Entered either through scanning a purchase receipt
 - Manual entry
- Stereotyping based on data from other users with similar purchase history
- What is learnt as part of the model –
 - Preferred shopping locations
 - Frequency of buying certain products

Vision so far...

- Buying behavior is learnt by either –
 - Scanning receipt of a completed purchase
 - Manual entry
- Suggestions can be either removed completely to modify user model
- Phone app (stretch goal) –
 - User is notified of potential buying options based on location



Proposed Technologies



PYTHON
(DJANGO)



ANGULAR FOR UI



SQL DB



GOOGLE CLOUD
VISION API



Questions?
