

BULLSEYE

Targeting the tasty medium for everyone



Where should we eat?

One friend group

Many food preferences, financial situations, and locations



The background is a solid orange color. Scattered around the central text are various white line-art illustrations of fruits and vegetables, including a lemon slice, a kiwi, a watermelon slice, a pear, a strawberry, a banana, a cherry, a kiwi slice, a leaf, and a star.

Finding Commonalities

using **data analytics** to pinpoint the **cuisine, place,**
and **price** that suits **everyone**

Our process is easy

1

Select a group of friends

2

We compute your preferences

3

Browse our suggestions

4

Enjoy and get rewarded



How does it work?

Location

Centroid calculations on current and past user locations

Rewards

Matches users with sponsored spots for bonus points

Cuisine & Price

TensorFlow analyzes transaction history to discover shared preferences at an affordable price.
Maps API finds matching places

Math & Algorithms Used

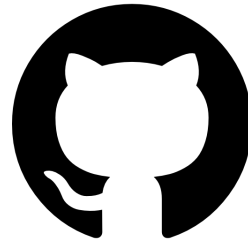
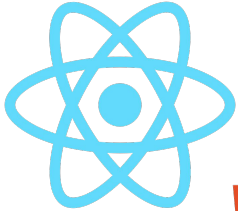
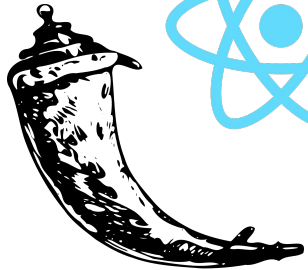
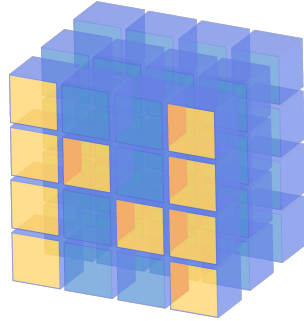
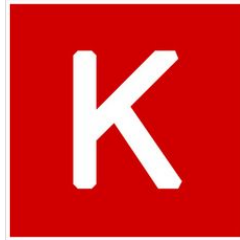
- ✗ Haversine's Law
- ✗ Convex hull through Jarvis' algorithm
- ✗ Remove restaurant outliers using elementary statistics
- ✗ Binary search :)
- ✗ Sigmoidal functions
- ✗ Ray casting



Why should I care?

- ✗ **Users:** find places to eat, earn or spend rewards at sponsored spots
- ✗ **Restaurants:** boost visitors by offering extra rewards or chances to pay w/ points
- ✗ **CapitalOne**[™]: increase rewards engagement, strengthen business relationships

Technologies



What's next?

- ✗ Beyond food: shopping, entertainment, and experiences
- ✗ Real-time user feedback integration
- ✗ More partnerships between Capital One and other businesses via new reward redemption incentives



The slide is decorated with various hand-drawn illustrations of fruits and vegetables. At the top, there is a blue cluster of grapes, a sliced orange, a green cucumber, and a slice of watermelon. On the left, there is a whole yellow lemon. On the right, there is a whole green lime. In the center, the text "Thanks! Any Qs?" is written in a large, orange, handwritten font. Below the text, the names of seven people are listed in a dark blue, handwritten font: Andrew, Christina, Eddie, Emily, Felix, Rachel, and Willie. At the bottom, there is a green leaf, a yellow slice of lemon, a whole strawberry, a banana, a green lime, a whole orange, and a small cluster of blue grapes with a green leaf. In the bottom right corner, the number "10" is written in a dark blue, handwritten font.

Thanks! Any Qs?

Andrew

Christina

Eddie

Emily

Felix

Rachel

Willie