

Scenario system:

1. External factors: weather, temperature (hourly)
2. Based on needs:
  - a. Low-calorie
  - b. Party: combo choice (based on how many persons)

Ingredients(how to persuade them to try)

把scenario抽象化, 变成一些factor : on-the-go/take-home/party , servicing size, etc.

Data collection

1. Menu (need item name, size, calories, ingredients)
2. Transaction data?
3. Weather data (only need business hour data)

User segmentation

- 通过深挖yelp review(nlp, sentiment analysis) : 用户食物喜好关联
  - Account name, review, item
  - 参考Movie/music rating dataset

周日再问一下老师关于meetfresh transaction data的具体内容

Historical data