

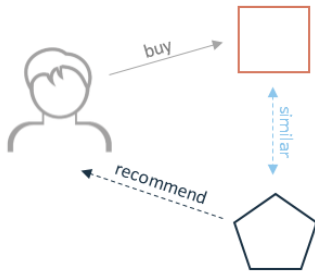
Group 4 Meet Fresh Recommender System

Data needed:

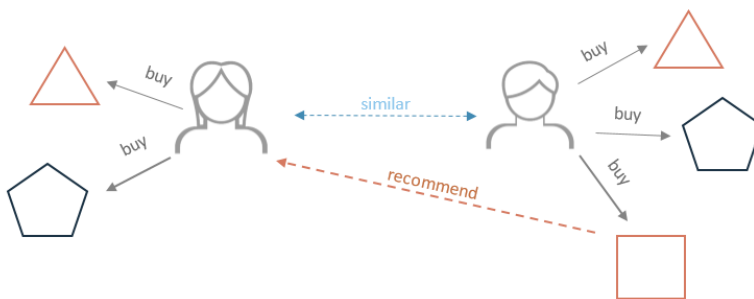
1. User behavior data (for app users): can we get historical data?(using mock data)
 - Log-on site activities
 - clicks
 - views
 - page
 - item views
 - Historical orders
2. Particular item details
 - Item name
 - Category (drink, pudding, soup etc)
 - price
 - Style (iced/hot)
 - calories
3. Contextual information (scenario)
 - User type: app, dine-in, to go
 - Low calorie needs
 - Party size needs
 - Current location
 - Weather
 - Temperature

There are three major types of recommender systems:

1. Content-based filtering



2. Collaborative filtering



3. Hybrid recommender systems combine both types

Data Used:

1. Yelp review data (9254 reviews from all stores)
2. Meetfresh menu data
3. Weather and temperature data
4. To be determined: historical transaction data or mock data

Q:

- Yelp user view. Can we collect reviews for other restaurants from every specific user?
- Previous class project? Hints?

- What is the size of the dataset needed for meaningful results? (hundreds for transaction data?)

Feedback

1. Who needs recommender? New user. Old users don't need a recommender system because of familiarity . Can we assume this recommender system would be helpful for new users because we don't have time to conduct more user interviews.
2. Kaggle (coffee shop transactional data structure)
3. Random number generator for data mockup
4. Extract user attribute: what kind of users like what kind of product (generalized signal learning)
- 5.