RECOMMENDATION
SYSTEM

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MOTIVATION

NETFLIX
Video-on-demand provider in North America and UK
- Matches 23 million customers with a huge inventory of movies according to their tastes
- 60 -70% of views result from the recommendations[9]

amazon.com
Gold standard of e-commerce. Pioneer in using recommendations
- Sits on a huge volume of collective information of its customers
- Customers can view what people with similar tastes viewed or purchased
- Customers can ask the recommendations engine to ignore selected purchases

Linked in / facebook
Social and professional networking sites
- Sits on a huge volume of collective information of its customers
- Customers can view what people with similar tastes viewed or purchased
- Customers can ask the recommendations engine to ignore selected purchases

PANDORA
Music station. Offers music suggestions based on ratings
- Sits on a huge volume of collective information of its customers
- Customers can view what people with similar tastes viewed or purchased
- Customers can ask the recommendations engine to ignore selected subscriptions[3]

Why is it important?

Increased Revenue

Zomato RC

User Engagement & Retention

Zomato Branding
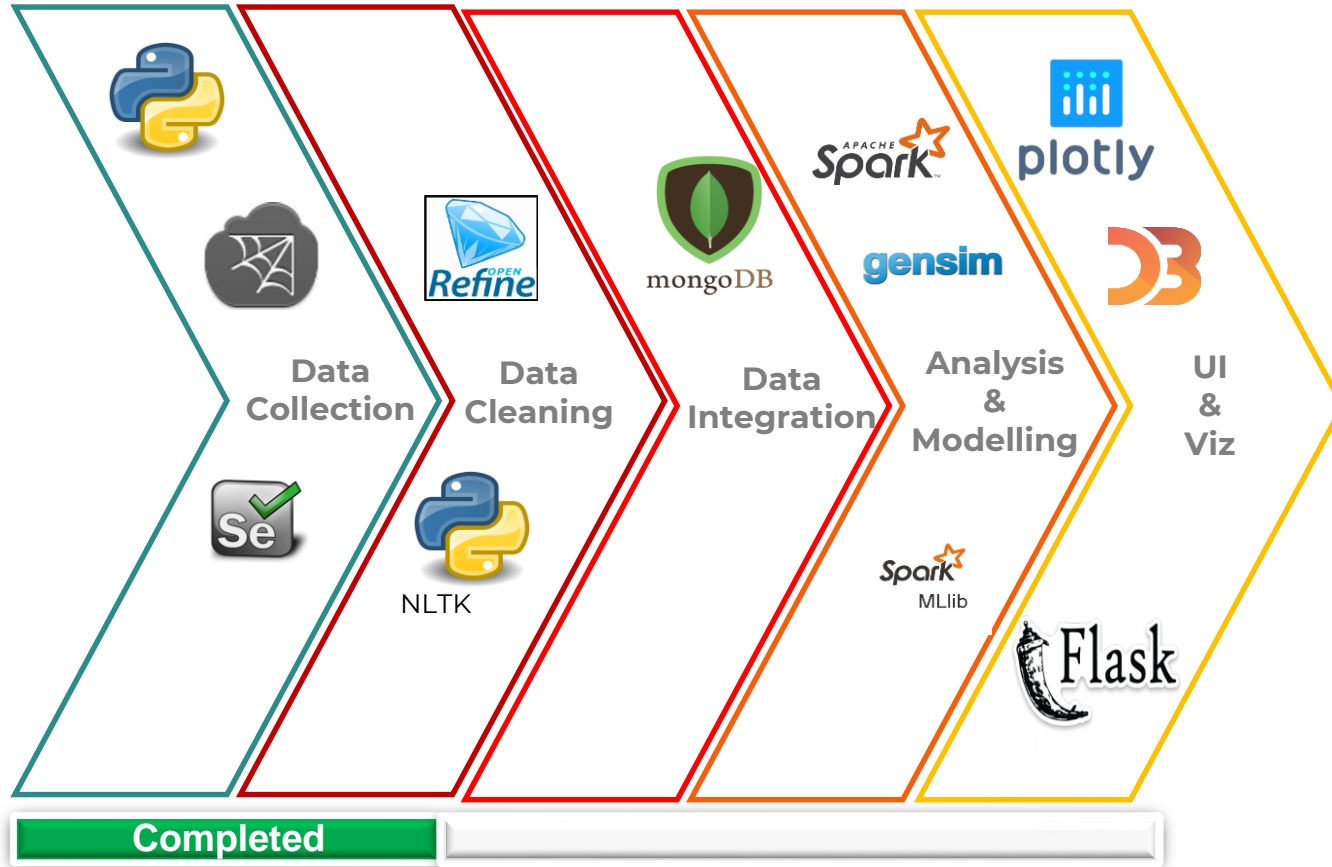
Challenges

‣ Identifying user interest specific to each restaurant based on restaurant and review information.

‣ Recommendation to new users

Data Pipeline - Progress

Data Collection · Data Cleaning · Data Integration · Analysis & Modelling · UI & Viz

NLTK · MLib · Flask

Completed

Project Schedule

Display Week: 3

WBS	Task	Start	End	Cal Days	% Done
1	**Data Acquisition**	Mon 2/12/18	Fri 2/23/18	12	
1.1	Planning	Mon 2/12/18	Thu 2/15/18	4	100%
1.2	Scrape Zomato	Fri 2/16/18	Fri 2/23/18	8	100%
2	**Data Preparation**	Mon 2/26/18	Fri 3/09/18	12	
2.1	Data Cleaning	Mon 2/26/18	Sat 3/03/18	6	100%
2.2	Data Integration	Mon 3/05/18	Fri 3/09/18	5	20%
3	**EDA**	Mon 3/12/18	Thu 3/15/18	4	
4	**Modeling**	Mon 3/12/18	Mon 3/19/18	8	
4.1	Feature engineering	Mon 3/12/18	Thu 3/15/18	4	0%
4.2	Training the model	Fri 3/16/18	Sun 3/18/18	3	0%
4.3	Parameter tuning	Mon 3/19/18	Mon 3/19/18	1	0%
5	**Evaluation**	Tue 3/20/18	Wed 3/21/18	2	
6	**Deployment**	Thu 3/22/18	Sat 3/31/18	10	
6.1	Build web app	Thu 3/22/18	Wed 3/28/18	7	0%
6.2	System Testing	Thu 3/29/18	Sat 3/31/18	3	0%
7	**Visualization**	Mon 4/02/18	Tue 4/03/18	2	
8	**Submission**	Wed 4/04/18	Sun 4/15/18	12	
8.1	Video preparation	Wed 4/04/18	Fri 4/06/18	3	0%
8.2	Poster preparation	Mon 4/09/18	Tue 4/10/18	2	0%
8.3	Report preparation	Wed 4/11/18	Fri 4/13/18	3	0%
8.4	Poster submission	Wed 4/11/18	Wed 4/11/18	1	0%
8.5	Report submission	Sun 4/15/18	Sun 4/15/18	1	0%

Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
2 / 26 / 18	3 / 5 / 18	3 / 12 / 18	3 / 19 / 18	3 / 26 / 18	4 / 2 / 18	4 / 9 / 18