

# Recipe Recommender Assignment EDA

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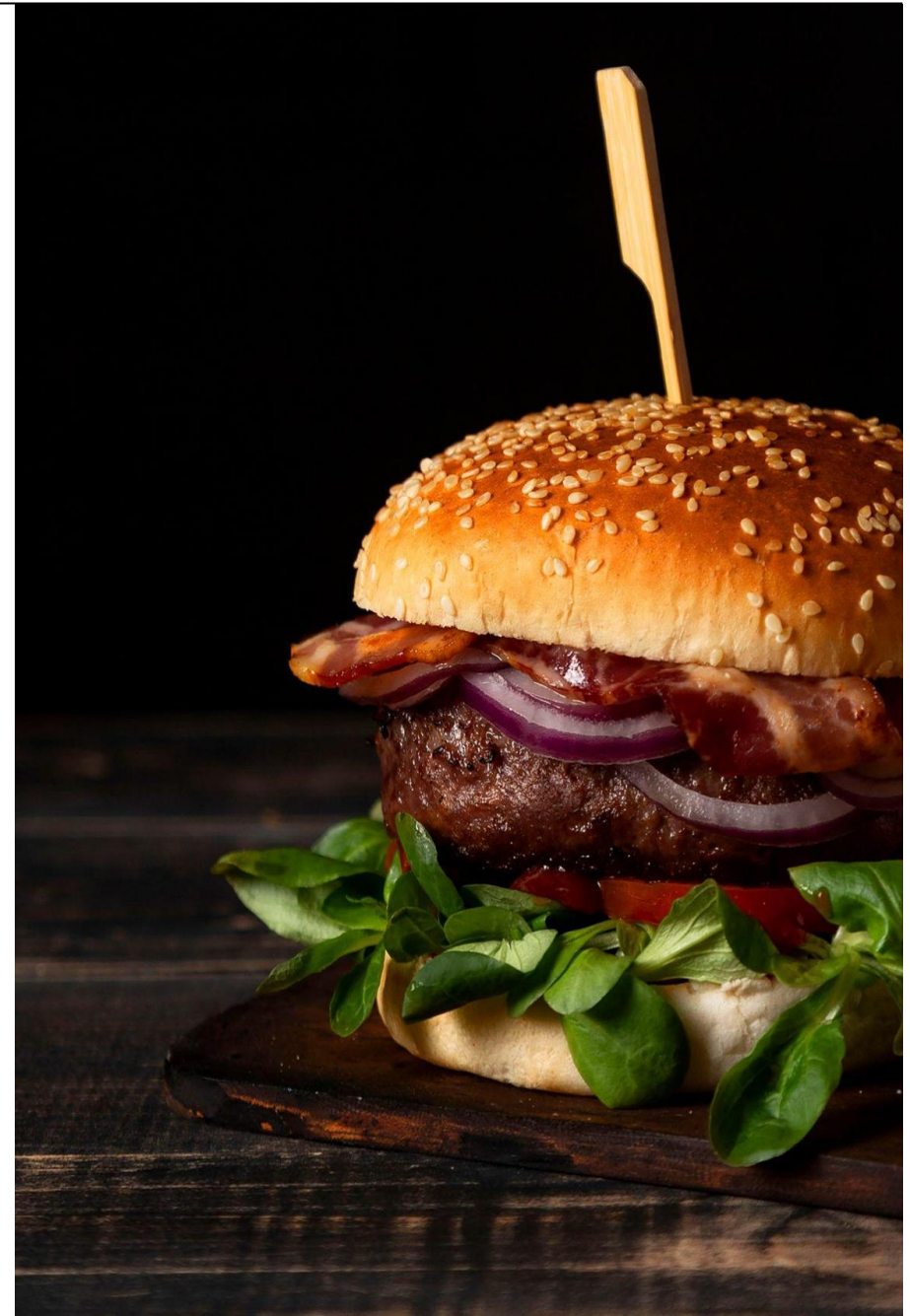
# Objective

To design and implement a robust recommender system for food.com that enhances user engagement and drives revenue by providing personalized recipe recommendations based on user preferences and browsing behavior.



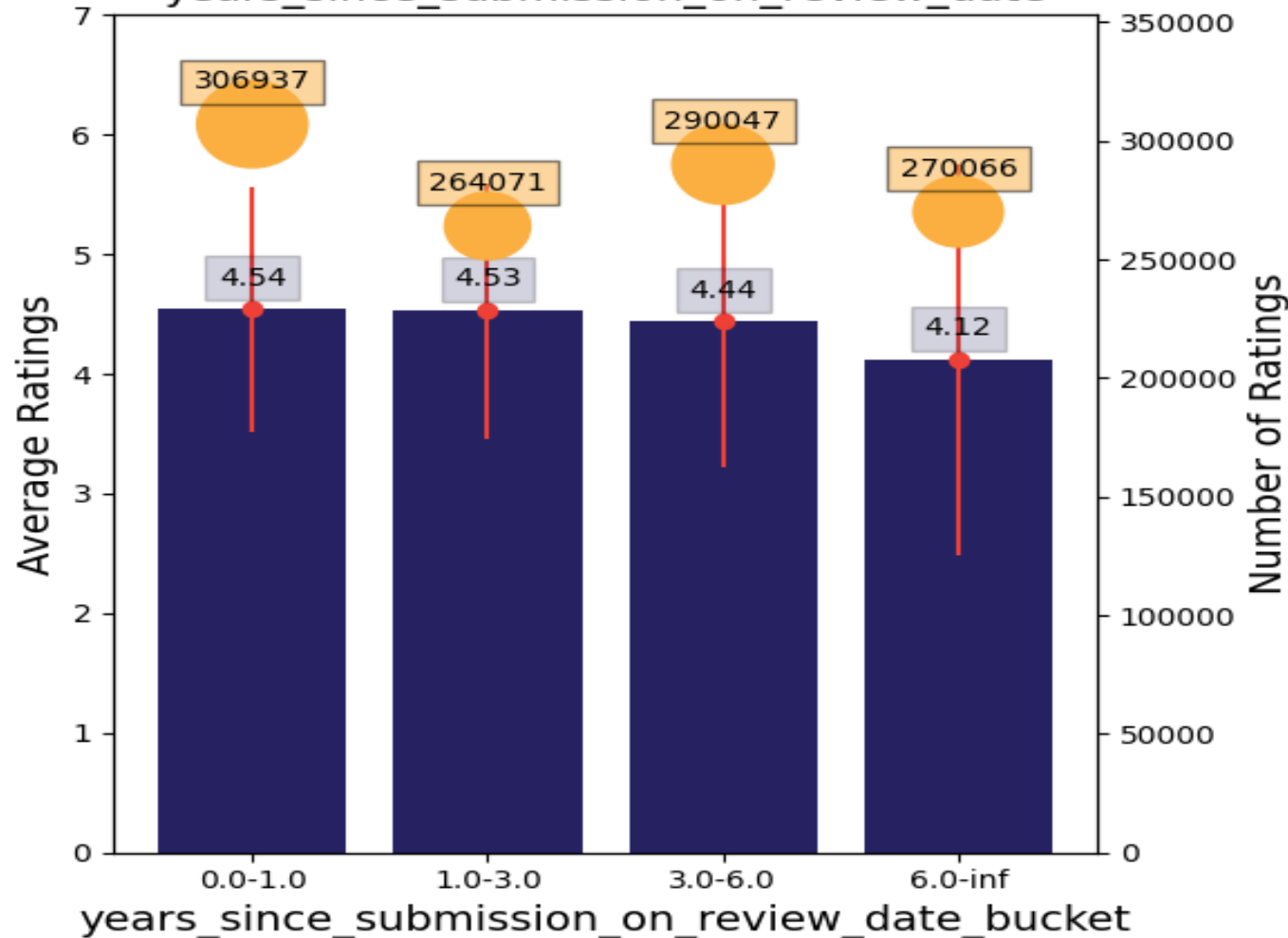
# Key Points

1. **Enhance User Engagement:** By recommending relevant recipes, we aim to increase the time users spend on the website, leading to higher engagement levels.
2. **Drive Revenue Opportunities:** Improved user engagement can result in more business opportunities such as collaborations, promotions, and partnerships, ultimately driving revenue growth.
3. **Importance of Recommendation Engine:** Recognizing the pivotal role of a recommendation engine in shaping user experience and impacting revenue generation.
4. **Time Efficiency:** Acknowledging the time-consuming nature of building a recommender system from scratch, emphasizing the need for efficient exploration of data and feature creation.
5. **Focus on Data Exploration:** Emphasizing the importance of thorough data exploration to identify relevant features and insights crucial for building an effective recommender system.

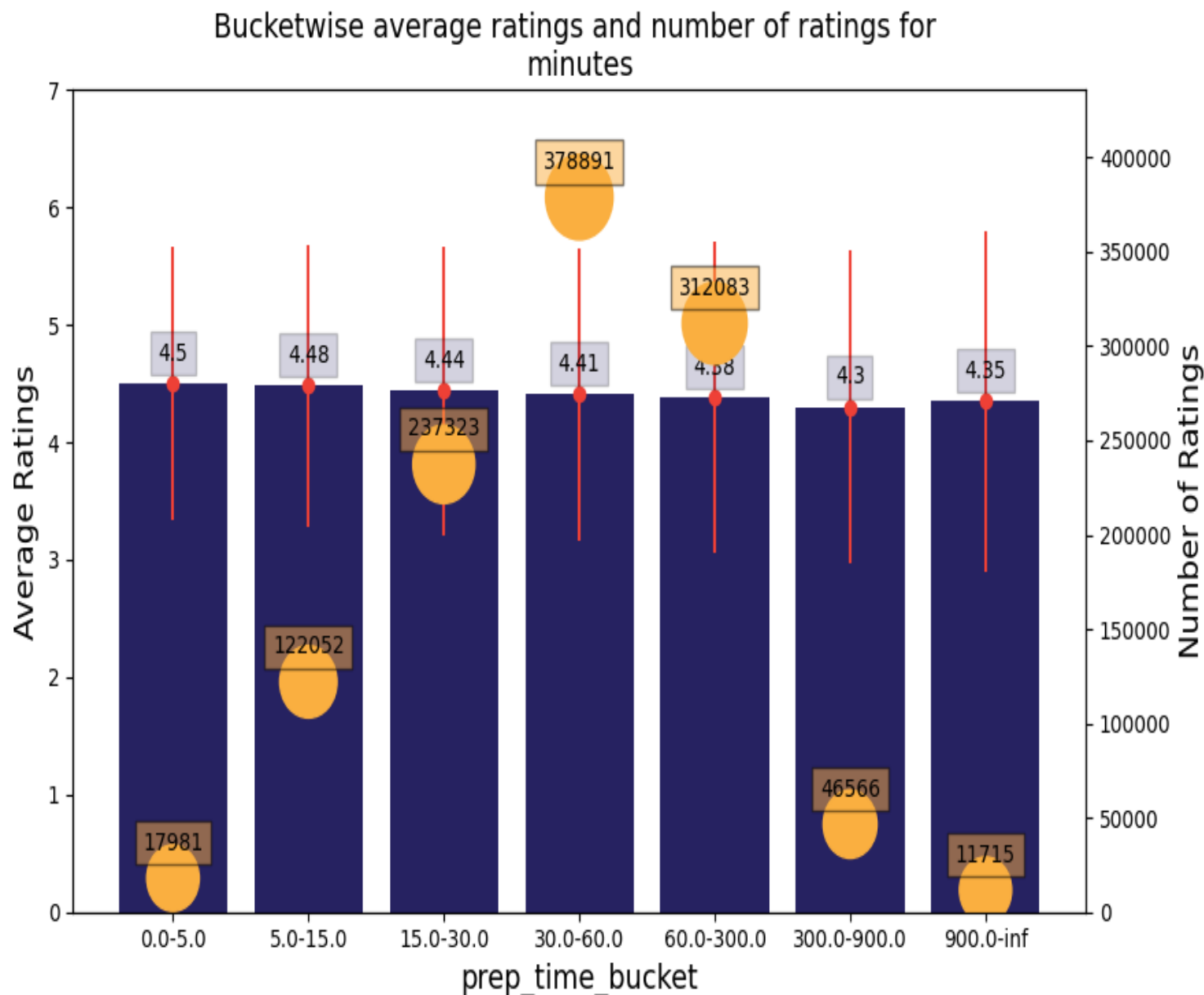


# EDA

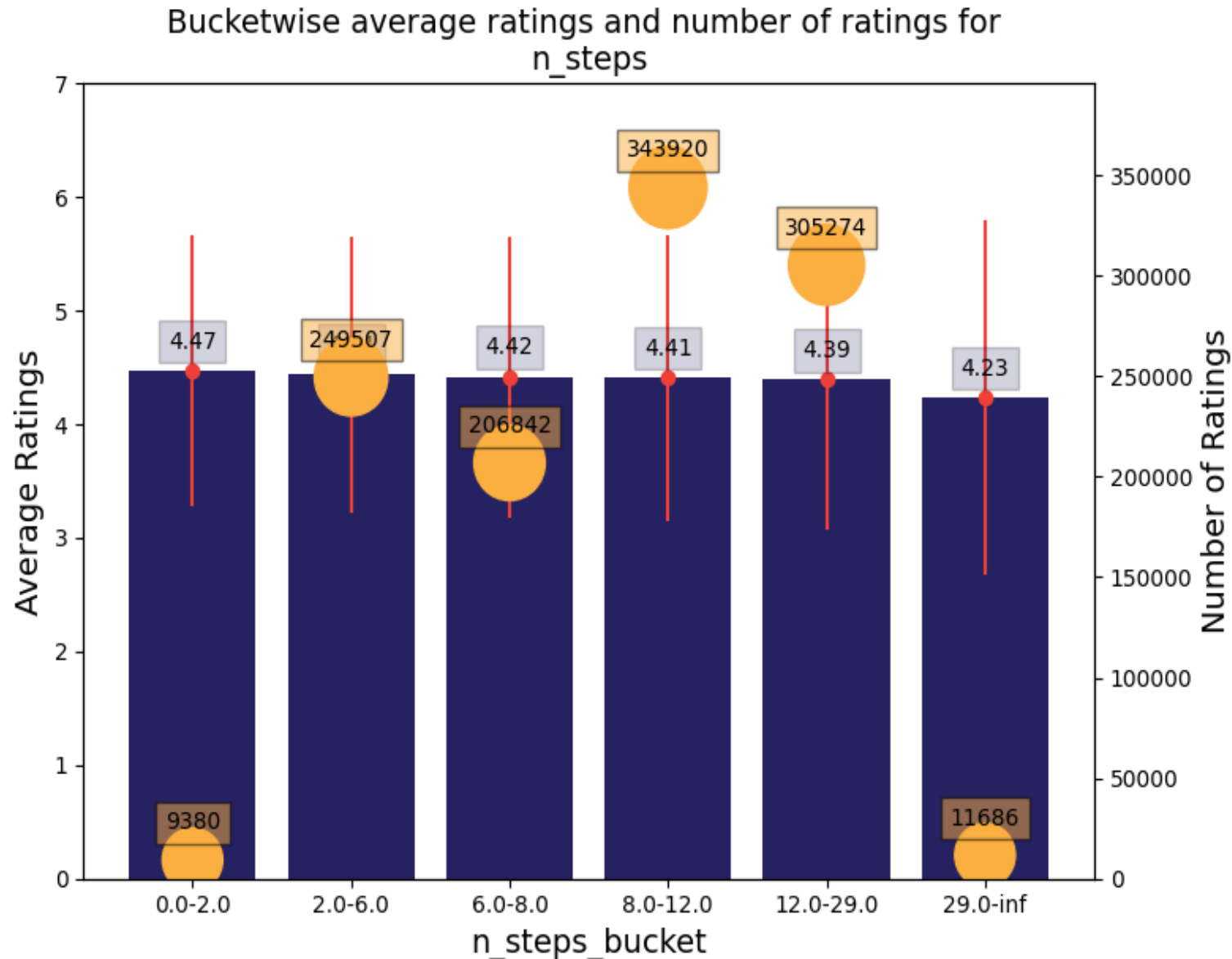
Bucketwise average ratings and number of ratings for  
years\_since\_submission\_on\_review\_date



- It appears that the average rating tends to be slightly lower for reviews submitted more recently (0 to 3 years).
- However, the number of ratings is also significantly higher in these buckets, so it is possible that these reviews are from more active users.

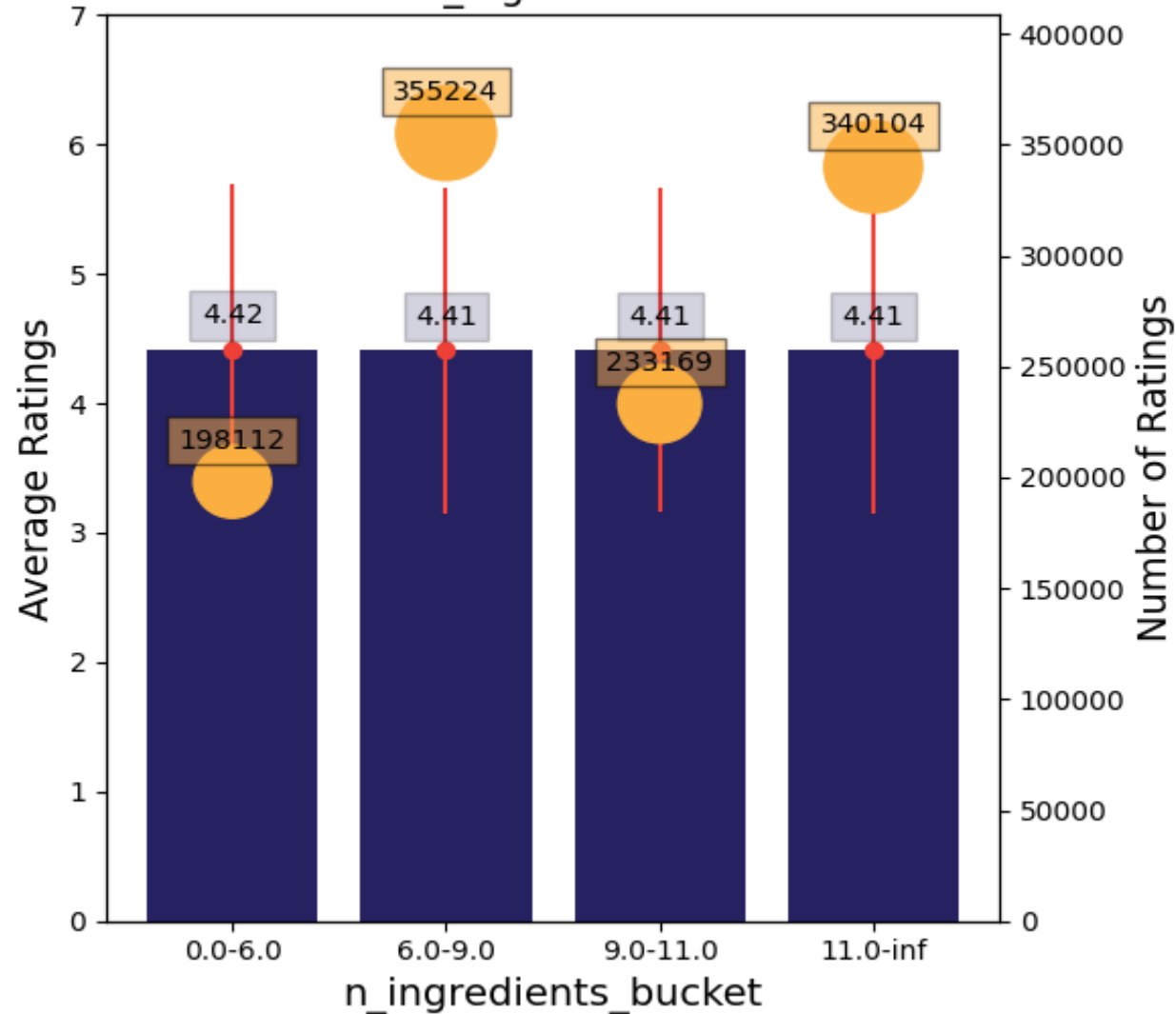


- There seems to be a trend where the average rating is slightly higher for interactions with longer preparation time (greater than 30 minutes).
- The number of ratings is also significantly higher for shorter preparation times (less than 30 minutes).



- The average rating seems to be fairly consistent across all ranges of n\_steps.
- The number of ratings is significantly higher for interactions with fewer steps (less than 8).
- There appears to be a steady decline in the number of ratings as the number of steps increases.

Bucketwise average ratings and number of ratings for  
n\_ingredients



- The average rating appears to be slightly lower for recipes with more ingredients (greater than 6).
- The number of ratings is significantly higher for recipes with fewer ingredients (less than 6).





# Outcome

A well-designed recommender system that leverages user preferences and browsing behavior to provide personalized recipe recommendations, contributing to increased user engagement and revenue generation for food.com.





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Thank You !

