



DATA DINING DELIGHT



WELCOME!

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BUSINESS PROBLEM



Bay Bistro Food Company aims to elevate user engagement and satisfaction on its recipe platform by implementing a personalized recipe recommendation system. Despite boasting an extensive repertoire of recipes, users frequently encounter difficulties in discovering new dishes that align with their preferences. Recognizing the potential to expand its services, the company intends to introduce ingredient boxes to its offerings. The Miles group has been commissioned to tackle this issue by devising a recommendation system capable of analyzing user interactions and feedback to deliver tailored recipe suggestions, thereby enhancing the overall user experience and fostering customer loyalty.

GOALS

WE AIM TO:

Analyze user behavior.

Investigate recipe interactions.

Develop personalized recommendations.

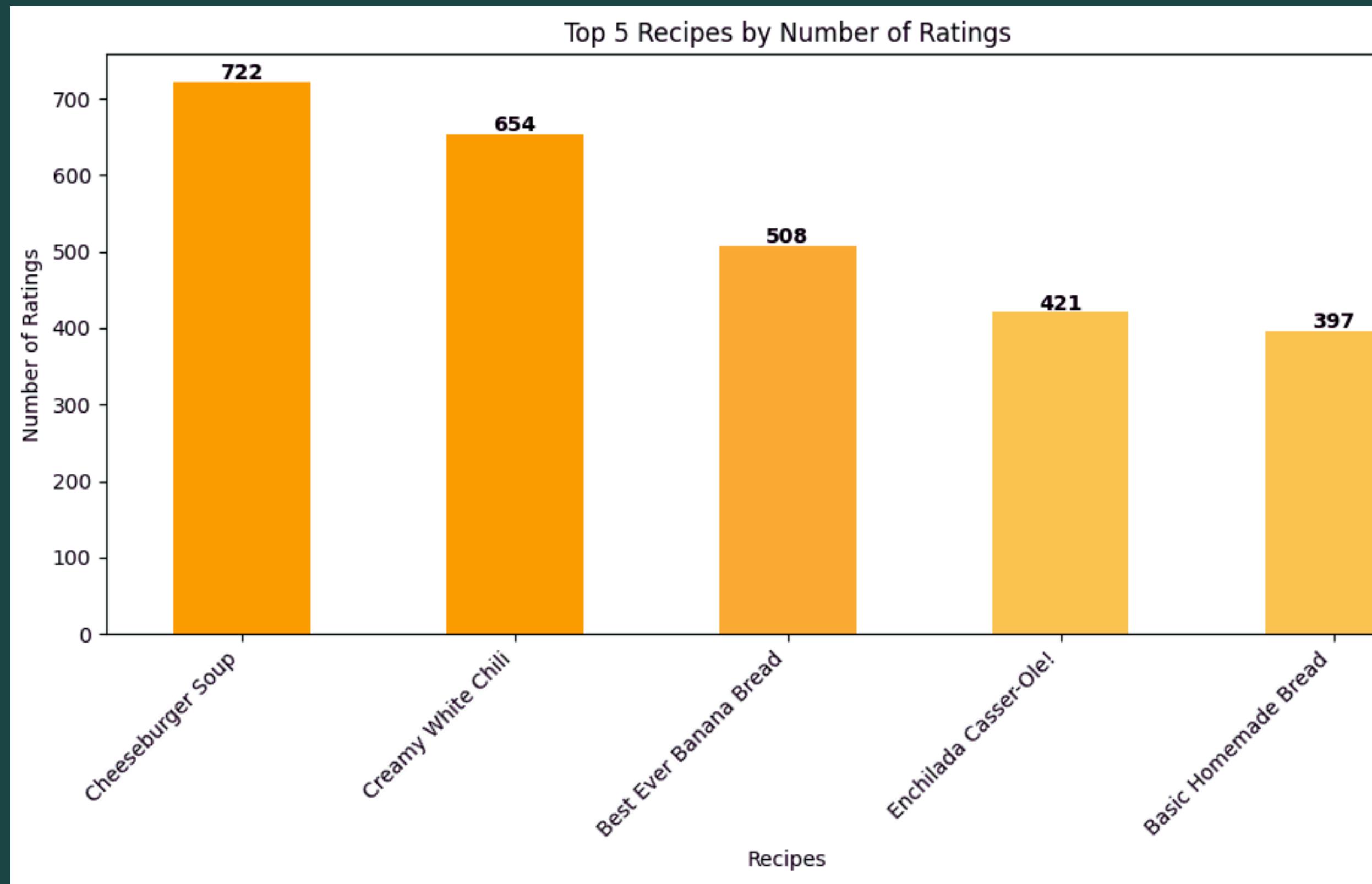
Enhance user engagement.

DATA UNDERSTANDING

The "Recipe Reviews and User Feedback" dataset from the UC Irvine Machine Learning Repository while the "Ingredients" dataset details; recipe names, ingredients, and cooking instructions were generated from GTP AI. Together, these resources deepen our understanding of culinary trends and user engagement, aiding in the creation of personalized recommendations and enhancing user experiences on culinary platforms.



Insights from the Data

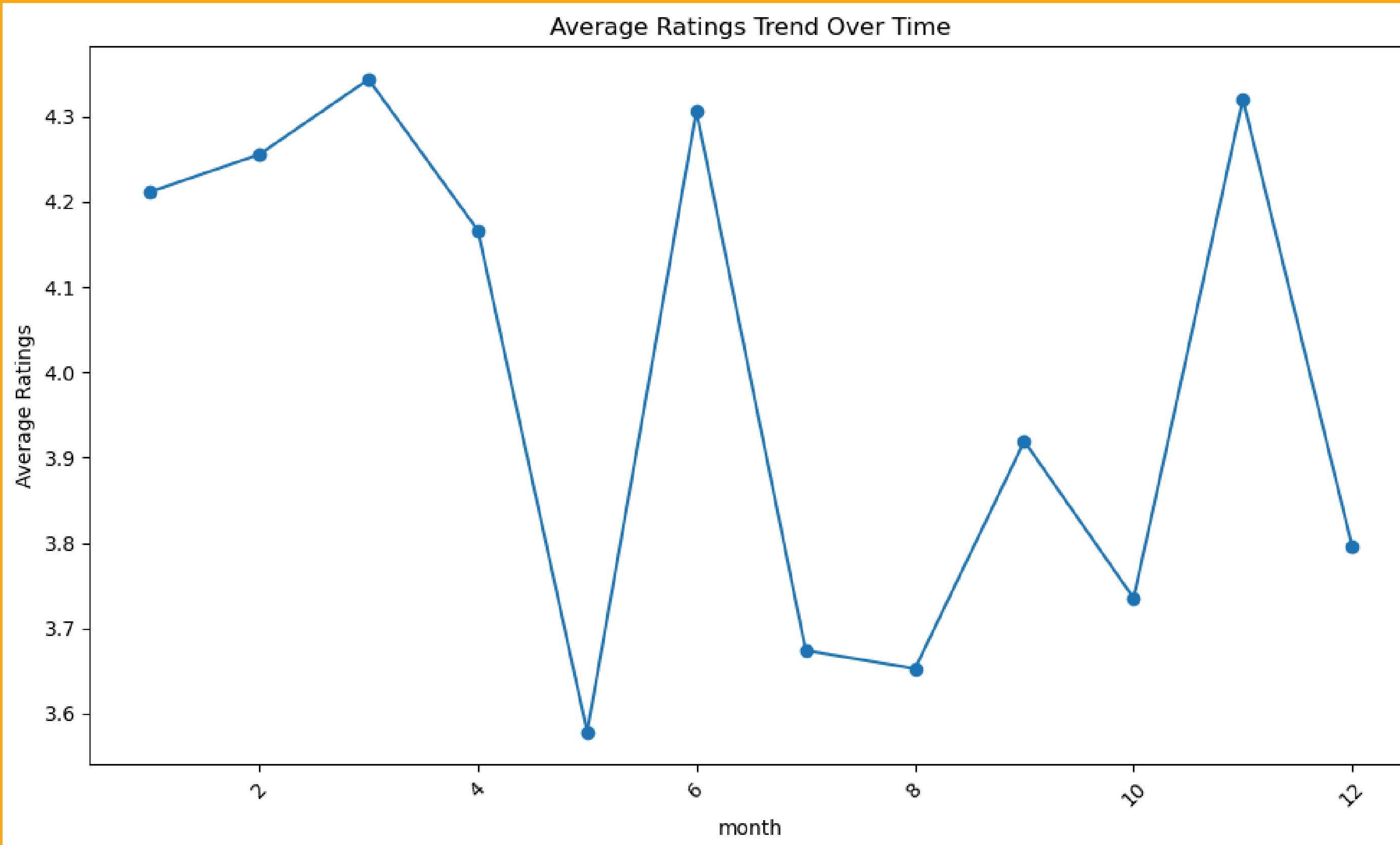


METHODOLOGY

Data Preparation and Modeling

- Data cleaning and organization to maintain dataset integrity.
- Data analysis techniques to reveal significant patterns.
- Meticulous testing and evaluation of multiple algorithms to enhance recommendation model accuracy.
- Application of mathematical frameworks and algorithms to align recommendations with user preferences.
- Refining of models to ensure optimal performance and user satisfaction.

AVERAGE RATING TRENDS



March received the highest customer feedback, with November and June following closely, while May, July, and August had the least response.



FINDINGS

Model

It utilizes user data to recommend recipes tailored to individual preferences and past interactions.

Output

The suggested recipes are ranked based on predicted preferences, aiding users in selecting top-rated options.

Overall

The platform offers personalized recipe discovery, enriching user experience and platform engagement.

Recipe Name

**Recipe names
and each of
their average
rating.**

**Ingredients of
the recipes
recommended**

**Cooking
Instructions for
each recipe
recommended**



RECOMMENDATIONS



Integrate real-time feedback for better engagement.

Utilize machine learning to tailor recipe suggestions.

Implement natural language processing algorithms to analyze user reviews and sentiments.

Categorize recipes for diverse preferences.



RECOMMENDATIONS

Allow users to contribute to recipe tagging.

Improve UI with visual cues for navigation and exploration of recipes.

Continuously optimize the feedback mechanism and categorization system



OUR NEXT STEPS ARE:

- Data Expansion: Incorporate broader datasets to deepen recipe analysis and improve recommendation accuracy.
- User Interface Improvement: For easier navigation and enhanced interaction with recipe recommendations.
- Ongoing Evaluation: Regularly update and refine the system .

THANK YOU

