**Project Initialization and Planning Phase**

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| Date | 14th July 2024 |
| Team ID | 739918 |
| Project Title | Food Demand Forecasting for Food Delivery Company |
| Maximum Marks | 3 Marks |

**Project Proposal (Proposed Solution) template**

In using machine learning to predict customer acquisition costs (CAC), advanced algorithms study past data to estimate how much it will cost to get new customers. By looking at patterns in past marketing, sales, and operational data, these models can predict CAC more accurately than older ways of doing it. This helps businesses use their resources better, improve how they market, and make more money from getting new customers.

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| **Project Overview** | |
| Objective | To predict the number of orders in certain food delivering platforms. |
| Scope | The result determines the no of orders from the food delivering platform |
| **Problem Statement** | |
| Description | To predict the number of orders from a particular area with given regional code. |
| Impact | The result determines the number of orders from the food delivering platform. |
| **Proposed Solution** | |
| Approach | Using the data of deliveries and customers through the dataset and run Machine Learning(ML) model to predict the number of orders from a region. |
| Key Features | The ML model uses particular parameters, eg; regional code, op area, cuisine to determine the number of orders in a particular area. |

**Resource Requirements**

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| **Resource Type** | **Description** | **Specification/Allocation** |
| **Hardware** | | |
| Computing Resources | CPU/GPU specifications, number of cores | e.g., 11thGen Intel(R) Core i3, 2 |
| Memory | RAM specifications | e.g., 8 GB |
| Storage | Disk space for data, models, and logs | e.g., 1 TB SSD |
| **Software** | | |
| Frameworks | Python frameworks | e.g., Flask |
| Libraries | Additional libraries | e.g., numpy,pandas,sklearn.. |
| Development Environment | IDE, version control | e.g., Google Colab,Spyder |
| **Data** | | |
| Data | Source, size, format | e.g., Kaggle dataset, excel sheet |