✓ Recommended Eats feature using AI

SWIGGY :- At consumer side, AI used to deliver a personalised discovery experience to customers.

→ ML driven investments in :-

1) Catalog intelligence :
   * Using ML models to enrich the catalog with meta-data (such as classifying veg/nonveg (egg))

   * Using ML models to build associations b/w products in catalog. (such as building a food knowledge graph based on probabilistic similarities b/w products)

   there in menu

2) Customer intelligence :
   ⊛ Segmenting customers (eg affordability conscious cust.) & track customer lifecycle changes (eg customer churn prediction)

3) Relevance & personalised CX :

   * Use ML models that leverage catalog intelligence, customer intelligence, user context information (eg time of day, user location, previous order history) & real time signals (eg last mile distance b/w restaurant & customer location) to deliver a personalized listing of restaurants in the Listing Page & Search

   * Using smart AI enabled voice assistants for ordering food, makes more significant and streamlined web presence, a new category in food ordering industry.

4) Dynamic Driver Capacity : Demand & supply forecasting & Realtime capacity estimation at a zone level.

   * Use ML to quantify time spent on past deliveries for specific items & orders to help future deliveries on time.

   * Easier Restaurant Discovery :

"Neighbourhood snapshot" on home banner gives an overview of deals of day, new & trending restaurants, (top offers)

→ Persistent filters such as most popular, best offers, rating: 4+, 3+, etc, delivery time.

☆ Greater Personalization:

App personalizes list of restaurants that users can view, based on past orders, searches, interactions with the app, based on likes & dislikes of dishes or restaurants.
→ It reduces time to arrive at choicest restaurants by tag.

☆ Quicker decision-making: tags for restaurants eg
  • newly opened
  • daily changing menus
  ? • repeat

& for dishes:
  • bestsellers, must try.

Useful info: ratings, average cost for one/two, rest specific charges, etc

? ☆ 'Repeat' tags for preferred restaurants based on past orders, & a complete order history helps users reorder their favourites in a tap.
? ☆ App shares ETA of order in real time with users.
☆ AI in kitchen management also
            (Smart kitchens)

Article link :-

* Investment in deep technology such as :-

Neural networks
Reinforcement learning
Optimisation Research
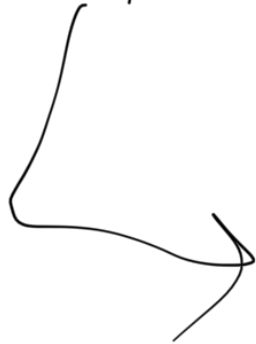Econometrics
Edge computing
Network Simulators , etc.

Domino's → deliver on train. pizza startup at 99₹
each

Pizza Hut

Mojo

La fino'z →

Customer care call (support on app?

live tracking available?

→ Based on previous order, if specific
item takes more time to make that.
But actual time given is less, so we
can collect data of time f.

* We could add delivery time for specific item

* Average cost for one/two.

* must try

* trending

* People who ordered this also ordered

* deliver on train

* Favourites → data of user → what he ordered maximum
(as users themselves
can add stuff to favourites)

* Based on your previous order/s or you might also like

(Need data of items ordered
Eg: If ordered Cheesy chicken Pizza,
then Peri-Peri chicken Pizza
(based on same category → Speciality Non Veg))

* Add some sides for more fun!

* Quick Checkout Meals :- (Zomato feature)
(Modify in la finoiz app)

↳ Serves 1 : Personal slice /Regular

+ Cold drink + 1 side + sweet
dish

or anything out of Pasta/ Lasagne
/ other temp + cake
+ sweet dish

Order Again /Repeat
Check these Out
Recommended for you