

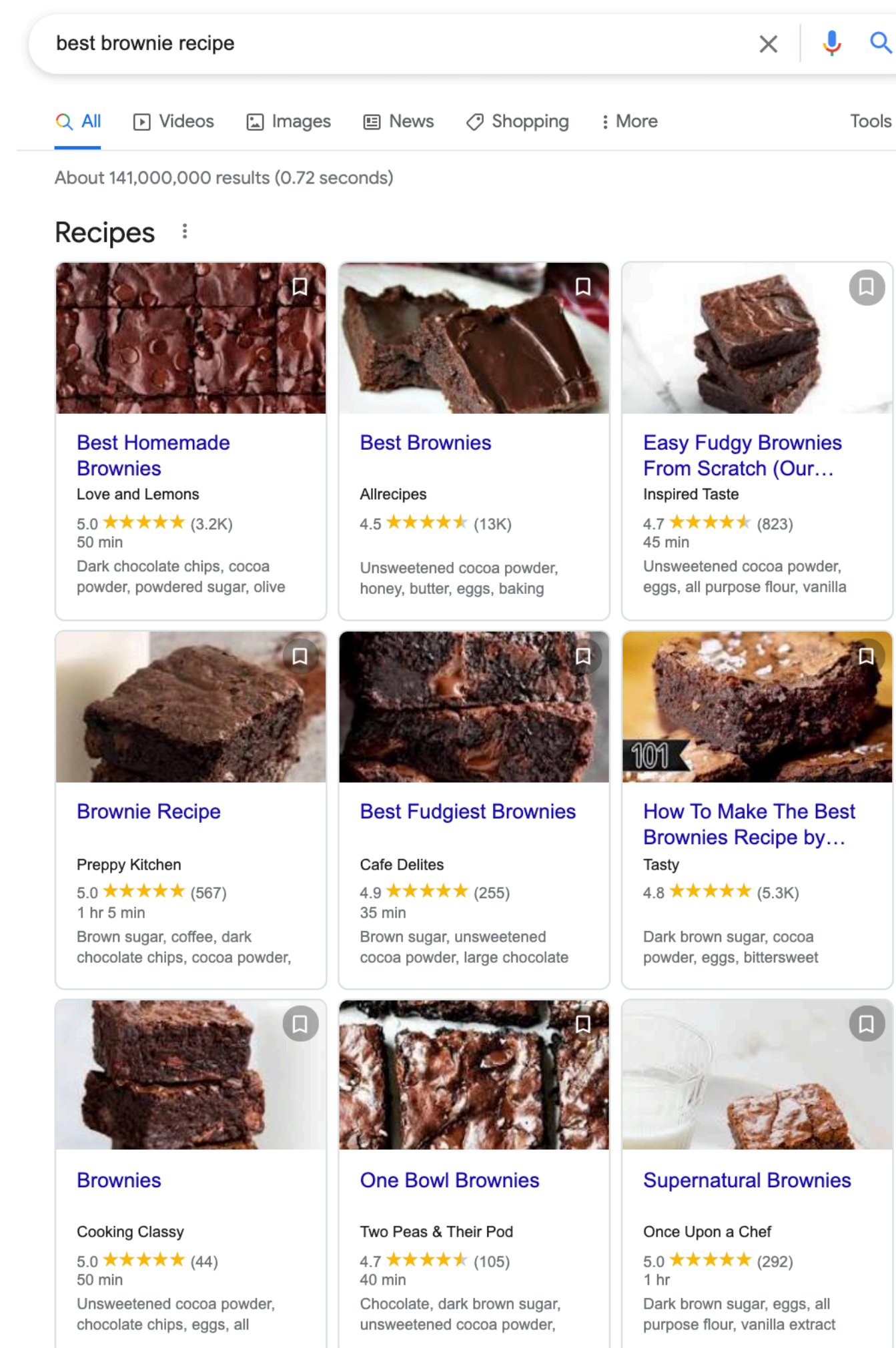
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- Could data science approaches be used to improve recipe development?
- *Idea*: build a tool that provides suggestions for recipe enhancement using existing corpus of recipes + user ratings
- *Purpose*: use by recipe hosting websites (food.com) to offer users suggestions on **how** to improve their recipe

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 - Data cleaning: combining redundant ingredients (e.g. all-purpose flour, flour, white flour, etc.)

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- Case study: ***Brownie*** recipes (N = 12,440; N = 515 with at least 20 reviews)
 - Data cleaning: combining redundant ingredients (e.g. all-purpose flour, flour, white flour, etc.)
- Presence of unique ingredients accounts for **~25%** of variance in recipe ratings

