

Mindful

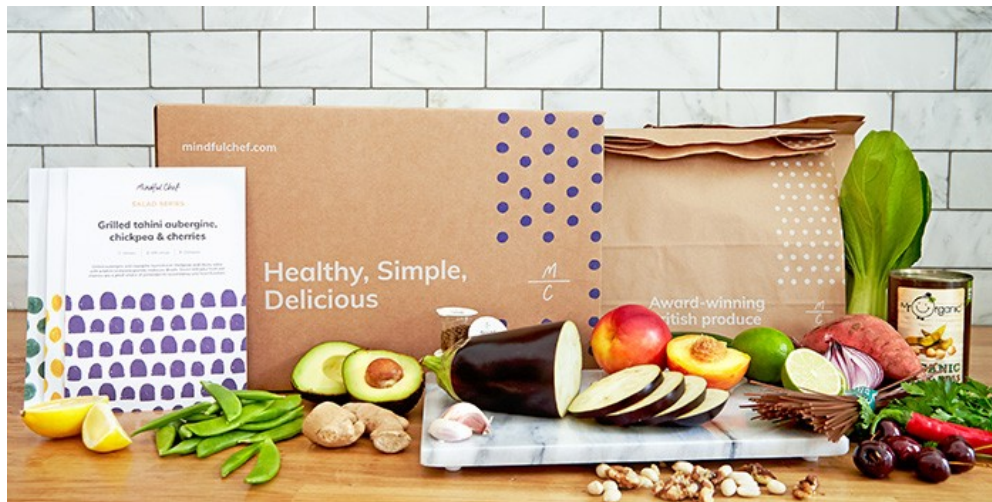
Chef



**Project: Get to know new
customers**

Mindful Chef

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- Fresh, sustainable ingredients, healthy recipes to feed diverse tastes
- ~30,000 deliveries per month
- 16 *new* recipes offered per week to choose from

Cold Start problem

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Objective:

Design an onboarding game to generate a fake order history for new customers:

- tailor the recipe suggestions by the existing recommender system,
- decrease attrition rate

60 seconds onboarding game

- Insights from clustering analysis.
- Ask precise questions.
- Indications of adventurousness of the new customers.
- Develop a web app to be deployed in production.

Fake order history

- A/B testing with existing customers.
- Performance measurement of different games.

Recommendation system



Challenges & next steps

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- Deployment of a web app for production to perform A/B testing
- Interpretability of clusters
- Deciding the measure of effectiveness of the models

Smooth seas do not make skilful sailors