Proposed Use case

Due to time constraints and low effort exerted on a search, customers may not be able to go through all of the Businesses listed on the website. This is were presenting customers with personalized recommendations can help. By utilizing the data a customer provides we can compare it to the friends and friends of friends table to create a pattern where we can recommend a particular business. These recommendations will allow users to find businesses they need and are relevant to them quickly and easily.

Plan

When the recommendation use case is complete

1. A customer click on a category and the algorithm will run through the friends lists where the total likes for the business in the selected category is higher and the closest location.
2. When a user clicks on recommendation the following information will be provided.
3. Business name
4. Business address, city, state and zip code
5. Rating
6. Working hours

Sample code

This sample code returns business name, address, city, state and zip code that friends liked over 5 times.

Select Business\_name, Address, city, state, zipcode

From Business

inner join Users as Friends

on Business.Business\_Id = Friends.Business\_Id

where Totallikes.Friends > 5