



Recipe Popularity Prediction

The data driven solution for Tasty Bytes



BUSINESS GOALS



KPI improvement using past data: Website traffic



Having the ability to predict the popularity in advance



Increased confidence before publishing a new recipe



Project overview

Objective: A tool that can identify high and low scoring recipes

1. Finding insights
2. Develop a prediction tool
3. Recommendations

Progress Report



Data exploration and
necessary cleaning



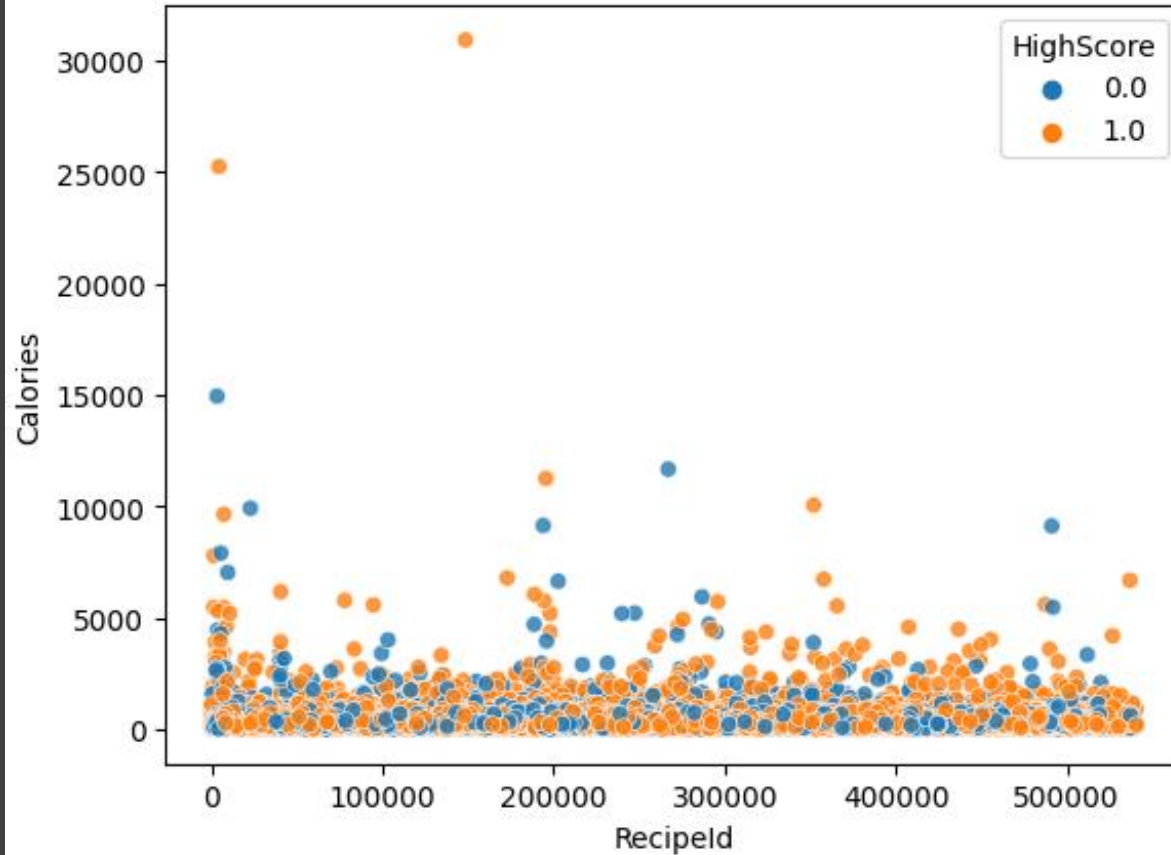
Defined current scope



Built a machine learning
model



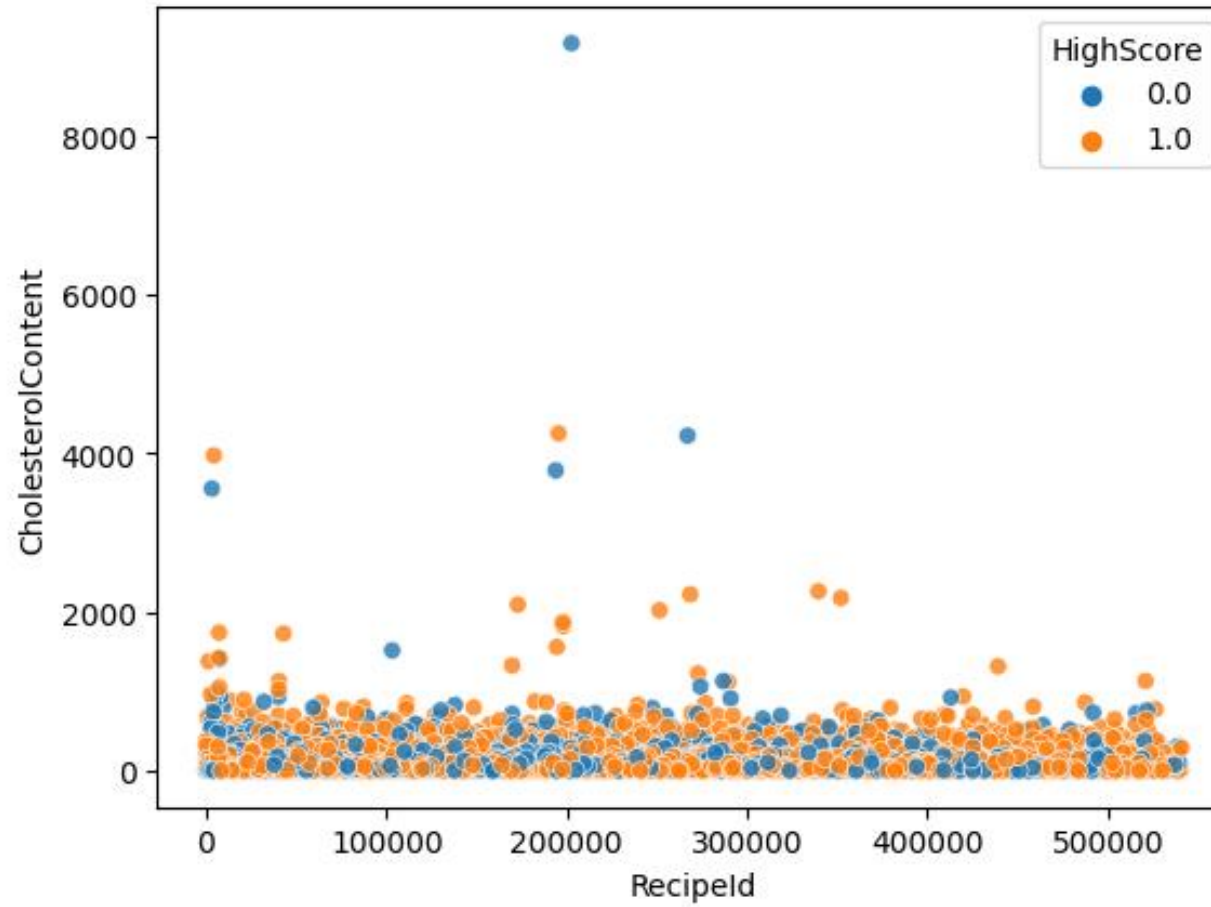
Identified roadblocks and
possible solutions



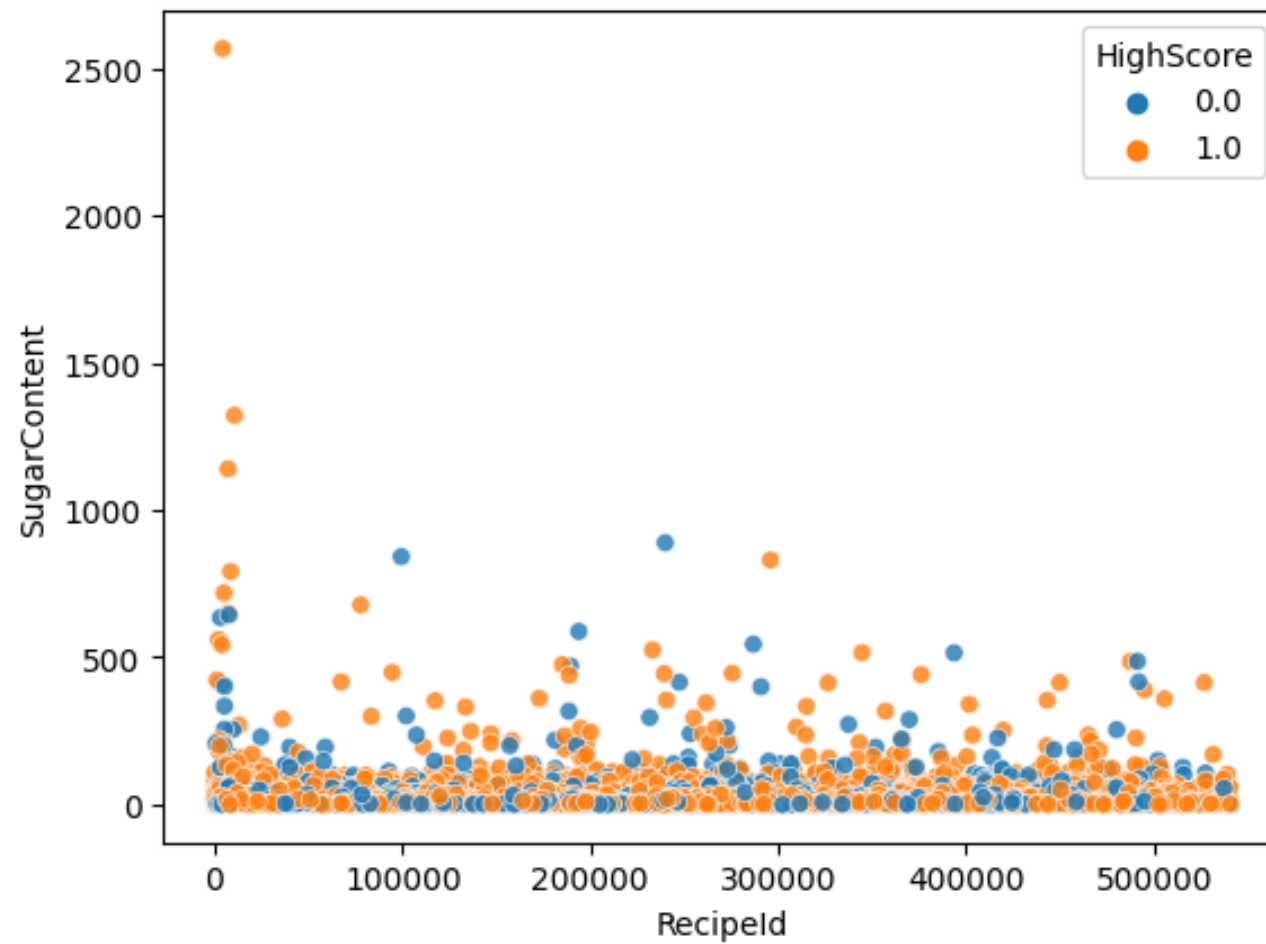
What gets a recipe high score?

Is it calorie content?

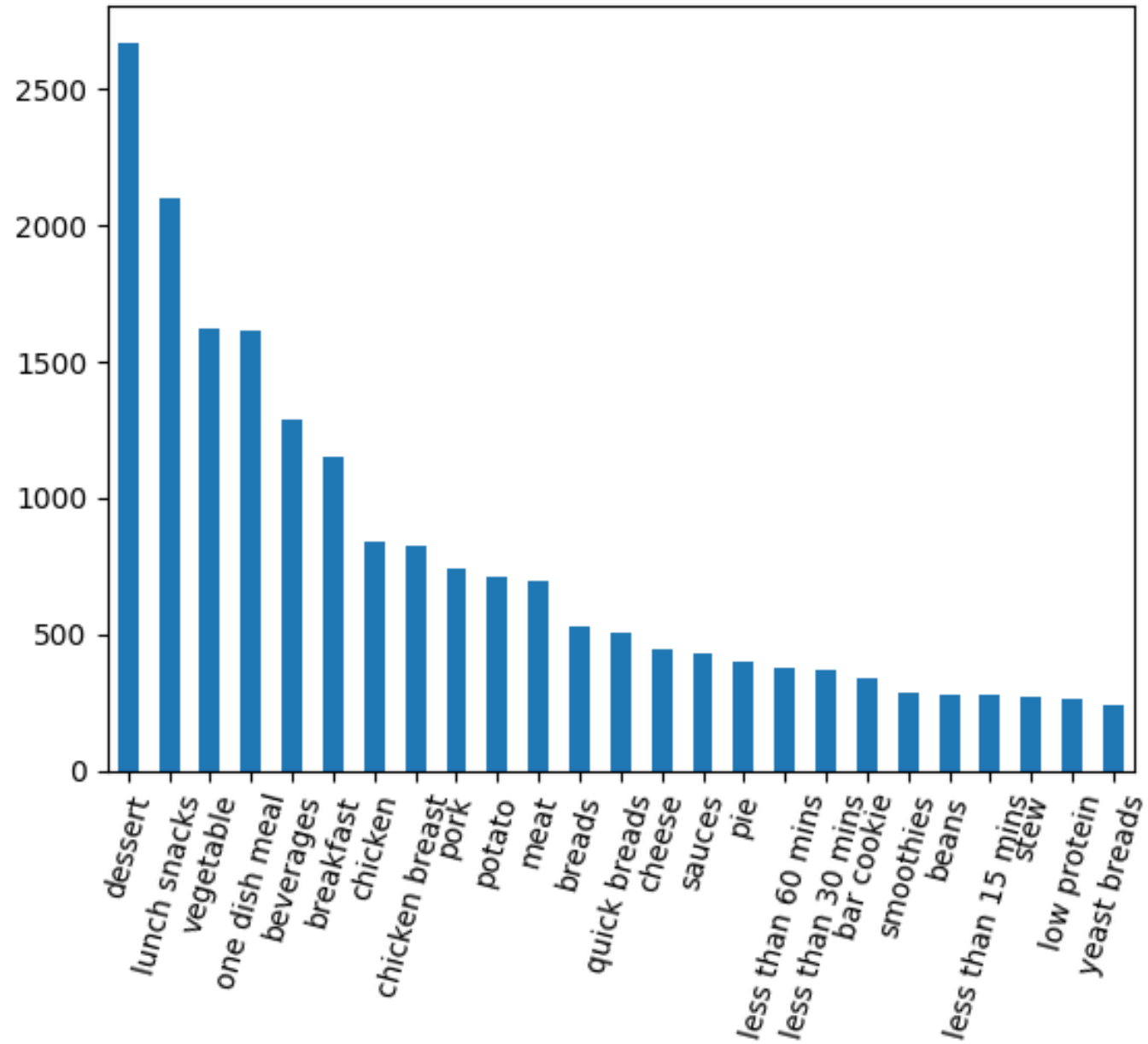
How about
Cholesterol
level



A sweet
tooth may
be?

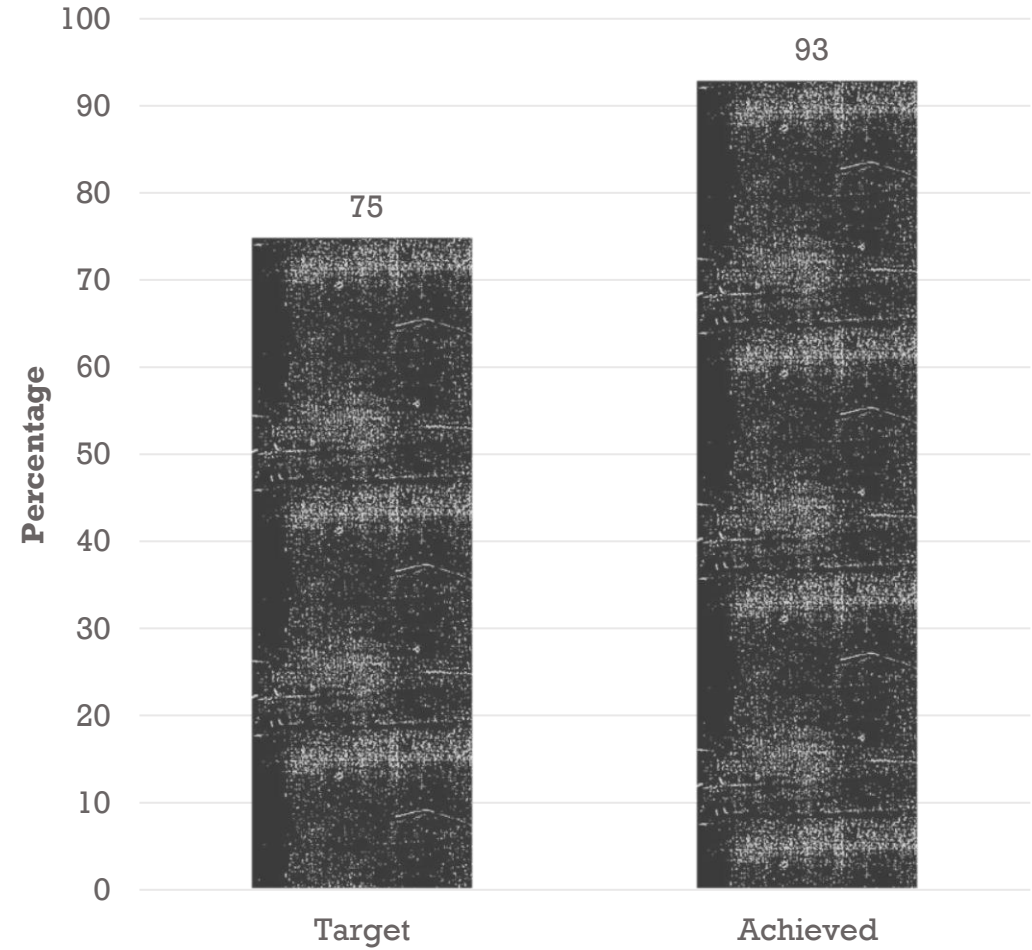


Which
categories
brings more
traffic?





Percentage of correctly predicted low scoring recipes



Future Scope



A tool that recommends the recipes to frequent visitors



Model with promising accuracy for both high and low scoring recipes



Recommendations

More info from data collection team

- Recipe Description
- Time series data



THANK YOU

