



SMART EATS

The map that guides you to what you desire

Presented by **SmartPy Team**

Who is SmartPY?

- Jinlian Meric
 - *Project Manager*
- Pranay Katta
 - *Software developer and QA Specialist*
 - *Data Scientist – Machine Learning expert*

Combined we are a team with over 10 years of experience

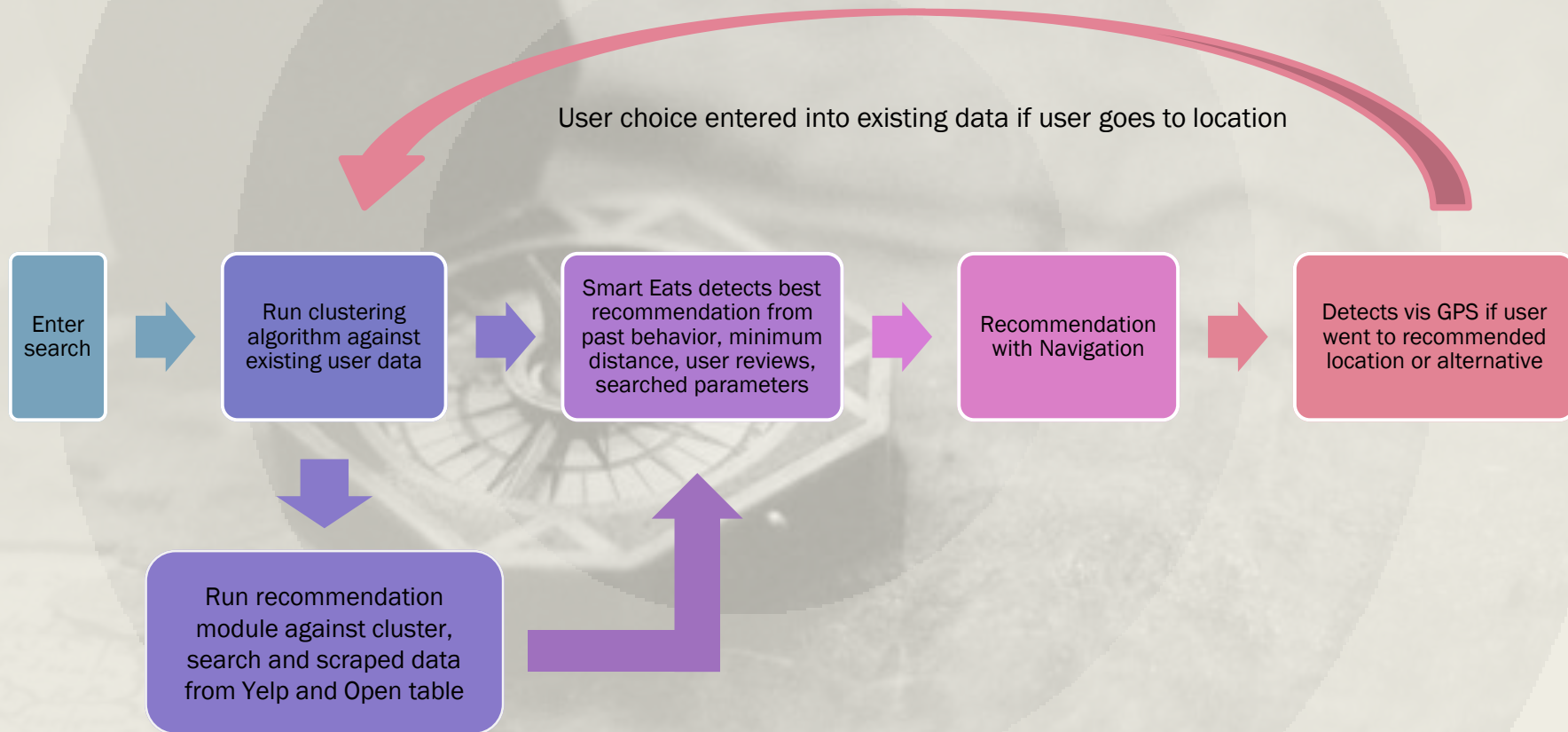
What is Smart Eats?

Your
(foodie)
brain + Yelp/
Open table + Navigation
System

=

The Smart Eats logo, consisting of a blue paper airplane icon and the text "Smart Eats" in a blue script font, positioned at the bottom of the diagram.

How does it work?



Setting up the data

■ Scraped data from Open table

- *Restaurant ID*
- *Overall Rating*
- *Recommend to friend*
- *Food Rating*
- *Service Rating*
- *Ambiance Rating*
- *Noise level*
- *Cuisines*
- *Price Range*
- *Hours of Operation*

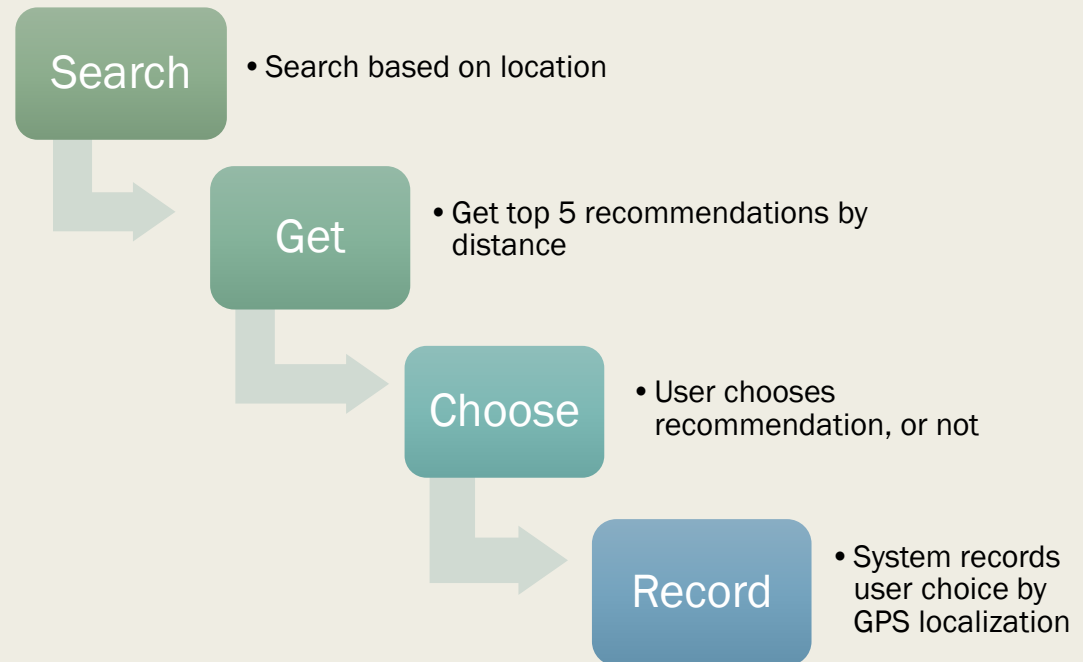
■ Created Sample User Data

- *Cuisine*
- *Environment/Ambiance Type*
- *Overall User Rating*
- *Price Range*
- *Date*
- *Time (breakfast, lunch, snack, dinner, late night)*

Designing the recommendation system

- Collaborative filtering by Turi
- 3 recommendation types:
 - *Popularity*
 - Ranks based on overall rating by all
 - Used when no data history
 - *Similarity (coming soon)*
 - Ranks according to similarity of user choices
 - Used once data history exists
 - *Factorization (coming soon)*
 - Ranks based on predicted ratings from user
 - Used once data history exists

Getting the recommendation

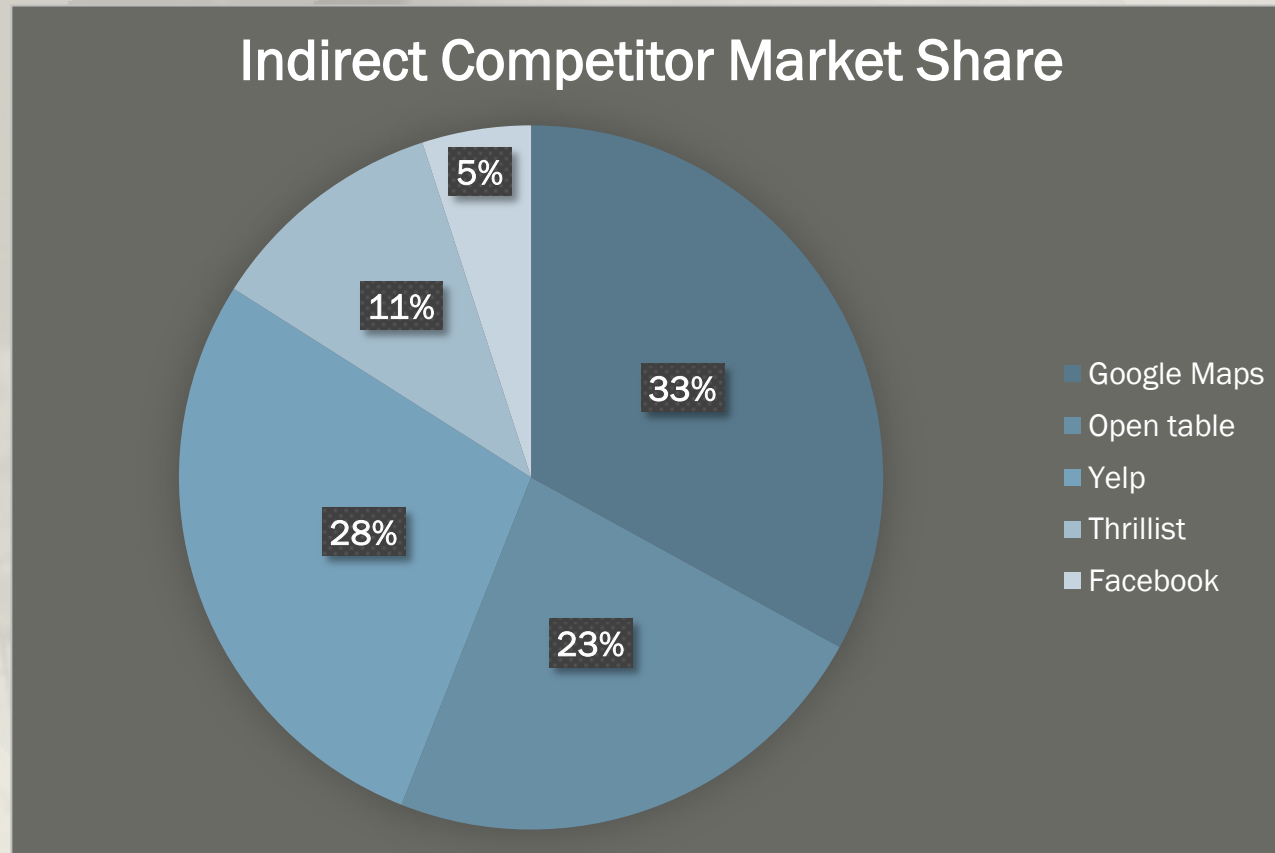


DEMO

*When Smart Eats satisfies your inner
foodie desire*

Market Analysis

- No direct competitors
- Indirect competitors market share distribution:



No competitor offers both services and added value Smart Eats has



Target Market

- Smart Phone users
 - Ages 18-25
 - Tourists
 - Foodies
-

Brand Awareness

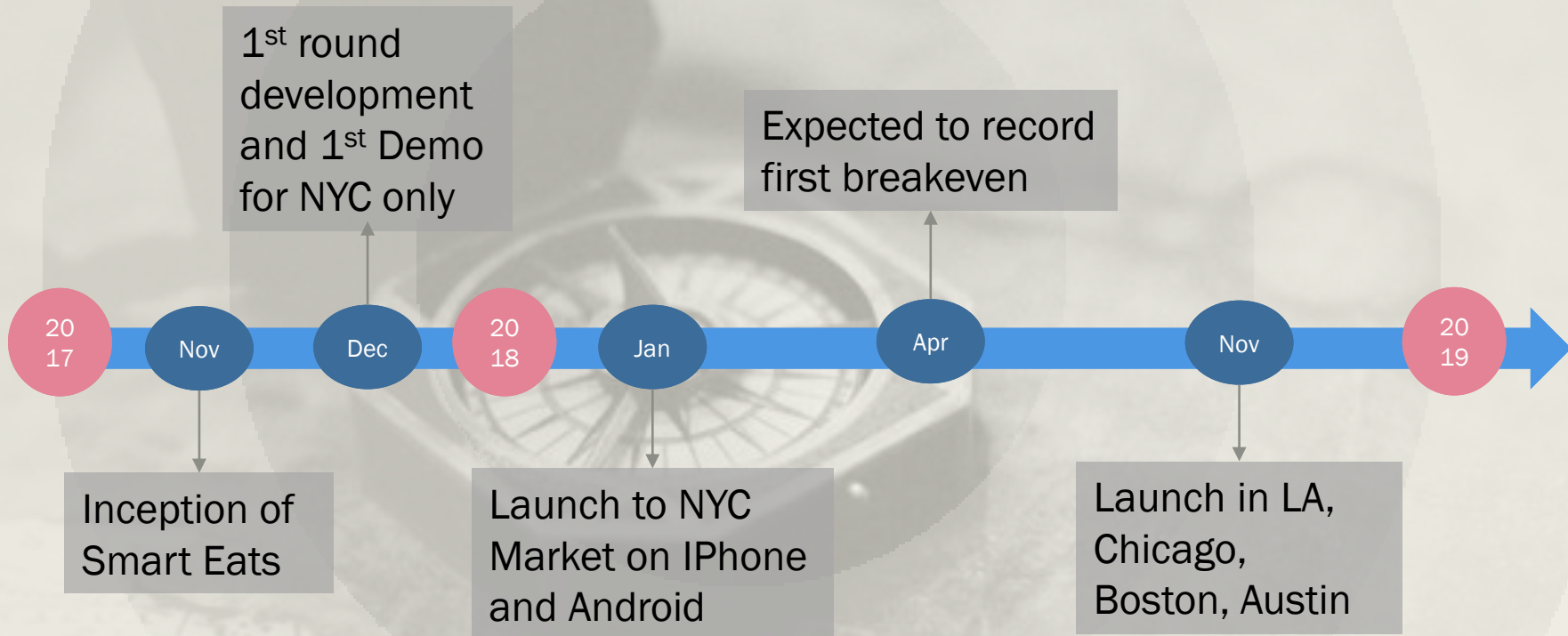
- Build via:
 - *social media*
 - *Word of Mouth*
- App grows with brand awareness



Sources of revenue

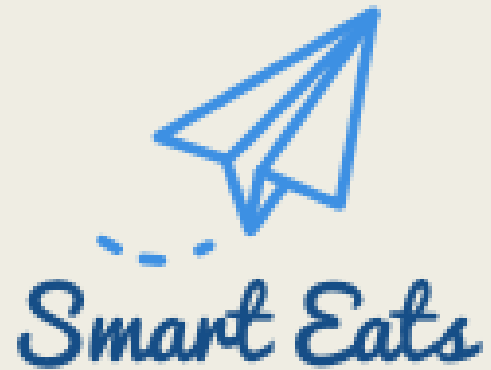
- Advertisement
 - *Restaurants (Featured of the day)*
 - *Alternative Products*
- Subscription System
 - *Free*
 - *One time fee (No ads from alternative products)*
 - *Annual (Access to additional features)*
 - *to be released in 2019 only*

Launch Timeline



The background is a grayscale image of an old map with a compass rose. The map shows geographical features and place names, including 'COSYA RICA' and 'VERACUA'. A large, dark, semi-transparent rectangle is centered over the image, containing the word 'QUESTIONS?'. The rectangle has a white L-shaped border on its top-left and bottom-right corners.

QUESTIONS?



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