



DATA DINING DELIGHT



WELCOME!

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CONTENTS

3	<u>Background of the Study.</u>
4	<u>Study Questions</u>
5	<u>Data Understanding</u>
7	<u>Data Insights</u>
8	<u>Results</u>
10	<u>Recommendations</u>
12	<u>Way Forward</u>

BUSINESS PROBLEM



This study delves into user interactions within the culinary domain, utilizing the "Recipe Reviews and User Feedback" dataset from the UC Irvine Machine Learning Repository. Focused on improving user engagement and satisfaction on culinary platforms, the study aims to develop a personalized recipe recommendation system. By analyzing user sentiments, behavior patterns, and recipe interactions, the study seeks to address the challenge of helping users discover recipes aligned with their preferences, ultimately enhancing the culinary experience.

STUDY QUESTIONS

What are the primary user behavior patterns observed on culinary platforms, and how do these patterns impact user engagement?

How effective are the methods used in this research in providing personalized recipe recommendations based on user interactions and preferences?

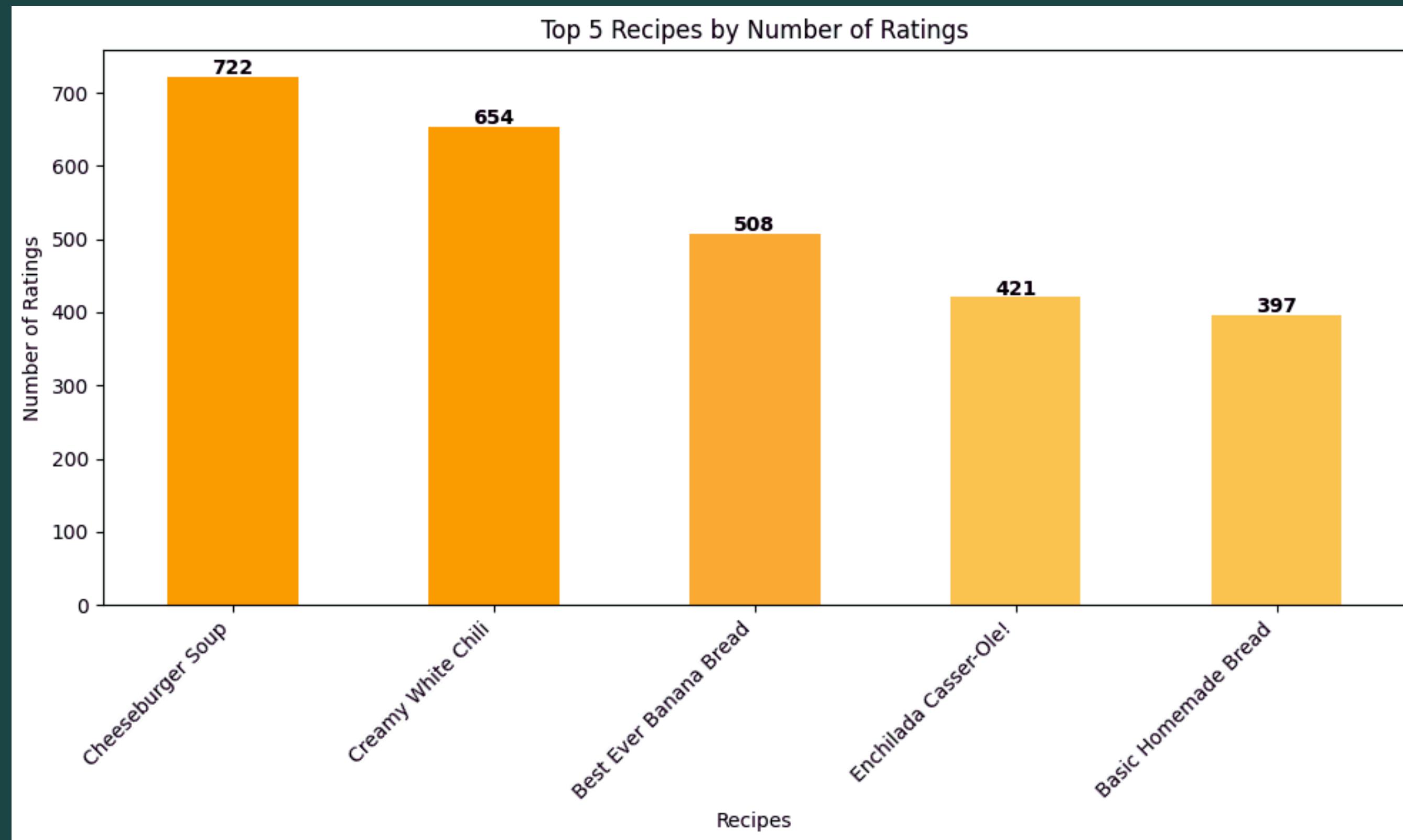
What actionable insights can be derived from analyzing recipe reviews and user feedback to inform platform improvements and content curation strategies?

DATA UNDERSTANDING

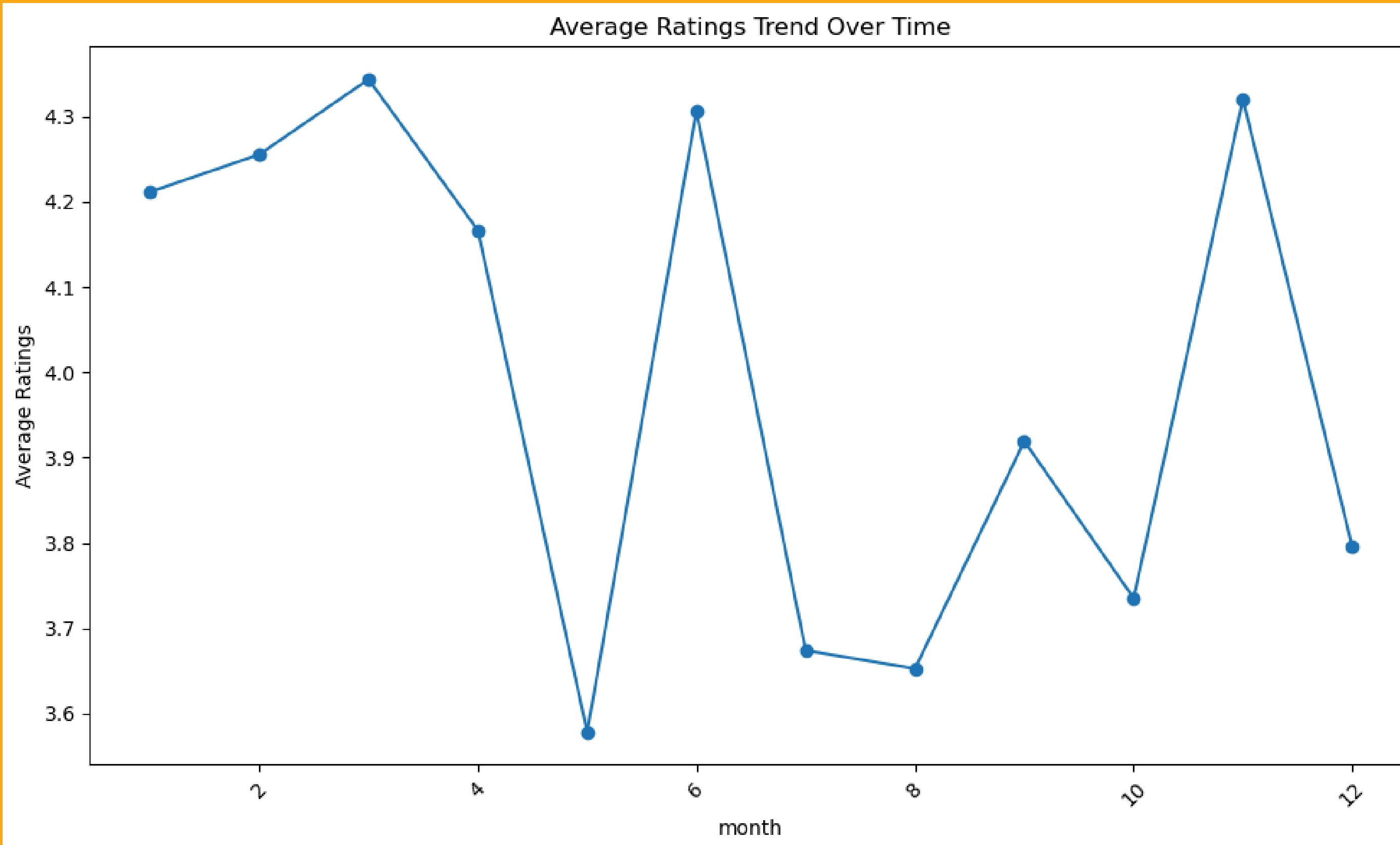
The "Recipe Reviews and User Feedback" dataset from the UC Irvine Machine Learning Repository while the "Ingredients" dataset details; recipe names, ingredients, and cooking instructions were generated from GTP AI. Together, these resources deepen our understanding of culinary trends and user engagement, aiding in the creation of personalized recommendations and enhancing user experiences on culinary platforms.



Insights from the Data



AVERAGE RATING TRENDS



March received the highest customer feedback, with November and June following closely, while May, July, and August had the least response.



FINDINGS

Q1

User actions like viewing recipes, rating them, and leaving comments show what users like and affect how much they use the platform.

Q2

The methods using to solve our business problem look at what users have done before to suggest recipes they might like.

Q3

Looking at what people say about recipes can help make the platform better by showing which recipes are popular, what users like, and what needs to be improved.

Recipe Name

**Recipe names
and each of
their average
rating.**

**Ingredients of
the recipes
recommended**

**Cooking
Instructions for
each recipe
recommended**



RECOMMENDATIONS



Integrate real-time feedback for better engagement.

Utilize machine learning to tailor recipe suggestions.

Implement natural language processing algorithms to analyze user reviews and sentiments.

Categorize recipes for diverse preferences.



RECOMMENDATIONS

Allow users to contribute to recipe tagging.

Improve UI with visual cues for navigation and exploration of recipes.

Continuously optimize the feedback mechanism and categorization system



OUR NEXT STEPS ARE:

- Data Expansion: Incorporate broader datasets to deepen recipe analysis and improve recommendation accuracy.
- User Interface Improvement: For easier navigation and enhanced interaction with recipe recommendations.
- Ongoing Evaluation: Regularly update and refine the system .

THANK YOU

