Project Design Phase

Phase 2 : Proposed Solution

Restaurant Recommendation System

Presented by-

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Problem Statement

Problem to be solved

Create an AI project that recommends restaurants to users based on their unique preferences and needs that aims to solve challenges like data acquisition, user interaction, personalization and scalability.

Tourists seek recommendations from locals who have a deep understanding of the area's dining scene to ensure an authentic and enjoyable experience.

Users express concerns about the reliability and accuracy of restaurant reviews and ratings, leading to uncertainty when making dining choices.

Idea/Solution

Solution Description

We will build an AI based web app that integrates with the recommendation system, providing a user experience for on-the-go users, and create detailed user profiles by collecting data on their past restaurant choices, ratings, and reviews.

It will be using advanced filtering and sorting options to help users refine their restaurant choices based on their preferences (cuisine, price range, location). Implement a user-friendly interface with clear categorization.

The AI platform for users will analyse user past choices and suggest similar restaurants the user prefers. By this recommendation system, to improve the restaurants as well. And also learning from user feedback helps fine-tune the recommendations over time.

Novelty/Uniqueness

Unique features of this platform

It will analyze the ratings of customers who have reviewed the restaurants that enables it to provide more accurate recommendations for excellent dining establishments.

This platform enables user to make quick choices and try out new and different restaurants. They can also customize their preferences using filters.

It allow for users to see detailed descriptions and user reviews of dishes, before enhancing the in-restaurant experience.

Social Impact and Customer Satisfaction

This project goes beyond traditional recommendations by promoting lesser-known, local, and culturally diverse dining experiences. It also addresses language barriers for tourists and ensures a seamless and inclusive dining experience

By recommending high-quality restaurants, the system can lead to positive dining experiences and customer satisfaction, resulting in repeat business and positive word-of-mouth referrals.

The AI platform suggests user to find the best food to try in different cities he travels around with the best quality and ratings

Business Model (Revenue Model)

By recommending a diverse range of local restaurants, the system can contribute to the success of small businesses and help them thrive. This can have a positive economic impact on local communities

Affiliate Marketing: Include affiliate links to restaurant booking websites or food delivery services. Earn a commission for each successful booking or order made through your platform.

Sponsored Content: Allow restaurants to pay for sponsored content on your platform, such as featured restaurant profiles, articles, or promoted listings.

Marketing and Promotion: Offer marketing opportunities and promotions to boost restaurant business.

Advertising and Promotions: Partner with restaurants to display their ads or promotions within the recommendation system.

Data Licensing: Sell the anonymized user data to restaurants and food-related businesses, providing them with valuable insights into customer preferences and behaviors.

Scalability of solution

Database Scalability: Storing and retrieving restaurant data efficiently is crucial. You may need a scalable database solution capable of handling increasing data loads.

Content Delivery Networks Scalability: Use this scalability, such as ratings and reviews. And this scalability distribute content to edge locations, reducing the load on your servers and improving content delivery speed.

Infrastructure Scalability: Choose a cloud-based infrastructure provider that allows you to scale resources dynamically. This ensures you can allocate additional computing power, storage, and bandwidth as needed.

Load Balancing: Implement load balancers to distribute incoming traffic evenly across multiple servers or instances. Load balancing prevents overloading a single server and ensures even resource utilization