Yelp dataset

* Using only reviews data, build a simple recommendation system first
  + Matrix factorization – derive embedding vectors for users and restaurants
* Next stage ideas
  + Clustering food preferences.
    - E.g. people who like Indian food have taste preferences similar to people who like Sri Lankan food
    - …..and maybe interesting insights like “people who prefer Swedish food have tastes very different from all other preference-based groups of people”