

# Recommending Meals for Millions

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## Three-sided marketplace

- Consumer
- Merchant
- Dasher

## Challenges

### Consumer's Side

- Consumer's habit
  - o Taste buds and preferences
  - o Ingredients, techniques, dishes
  - o Culture, geography, occasion, time
- Consumer's intent
  - o I know what I want
  - o I roughly know what I want
  - o I have no idea what I want
- Consumer's trust
  - o Confidence
  - o Food quality
  - o Missing or incorrect order

### Merchant's Side

- Business Growth
  - o Incremental volume
  - o Advertisement and promotion
- Cuisines & Dishes & Restaurants
  - o Ontology
  - o Knowledge graph
  - o Store, menu, and item

### Dasher's Side

- Earnings
  - o Opportunities, potentials
- Marketplace Efficiency
  - o Demand shaping

## Solution

- Balance the need for customers, merchants and dashers

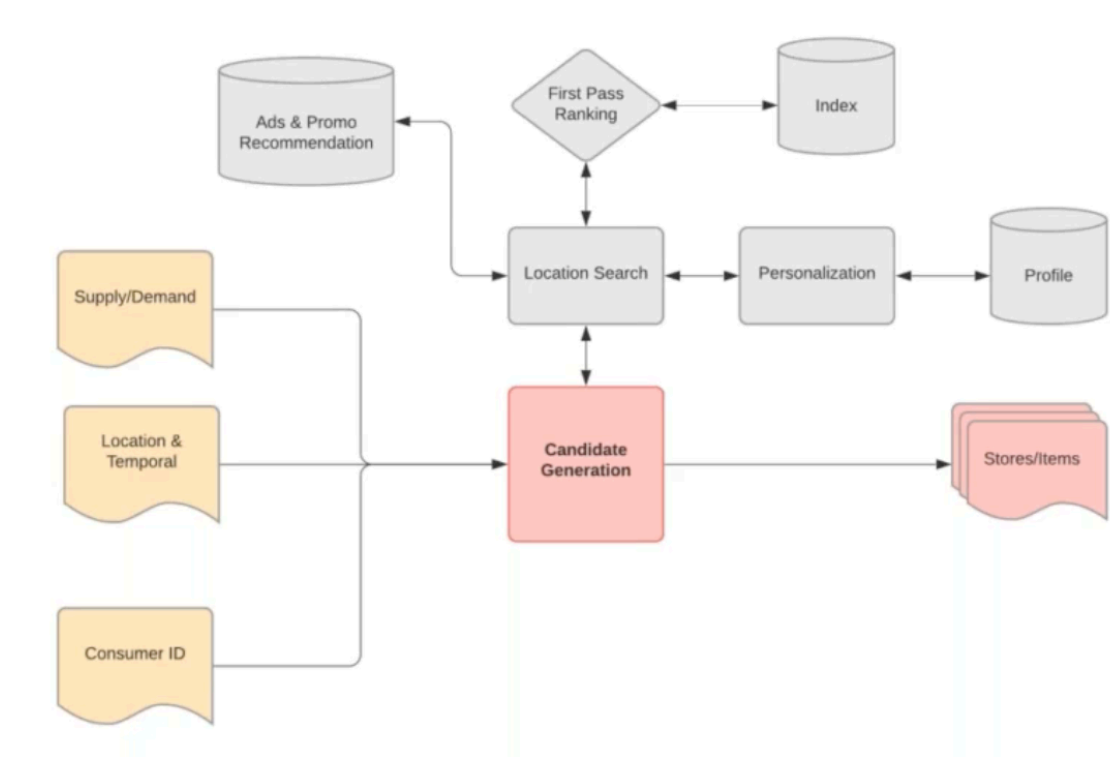


## Context Extraction

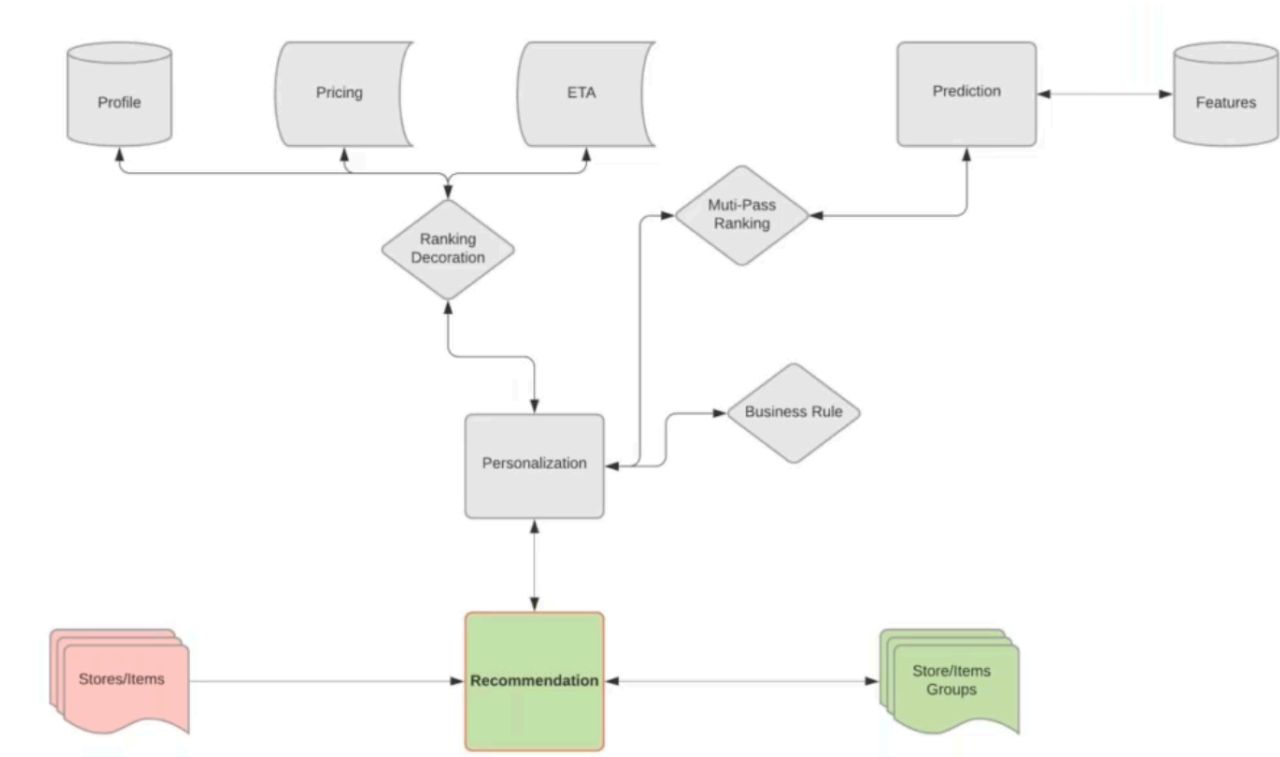
- Extract critical information for consumer and marketplace, both real-time and offline

## Content Generation

- Realtime features, historical features, for consumer and market place



## Ranking & Filtering



## Decoration & Presentation

- Front-end

## Architecture

- Layered cake, modularization, workflow

