Balancing Preferences, Popularity and Location in Context-Aware Restaurant Deal Recommendation

A Bristol, Cardiff and Brighton Case Study

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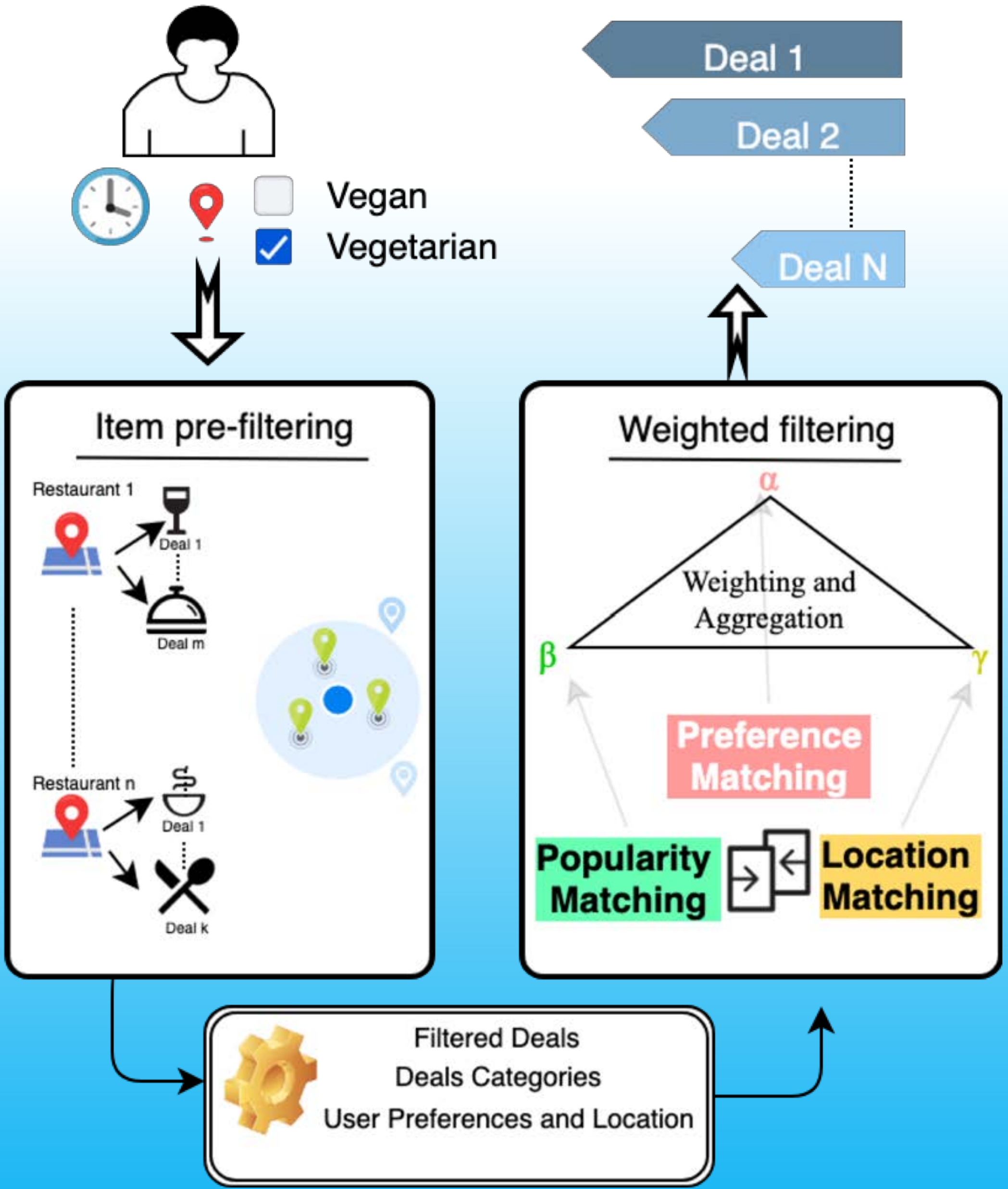
https://www.getawriggleon.com/

In collaboration with Wriggle, we developed a personalisation solution to recommend **tailored restaurant deals** for residents or visitors in a city.

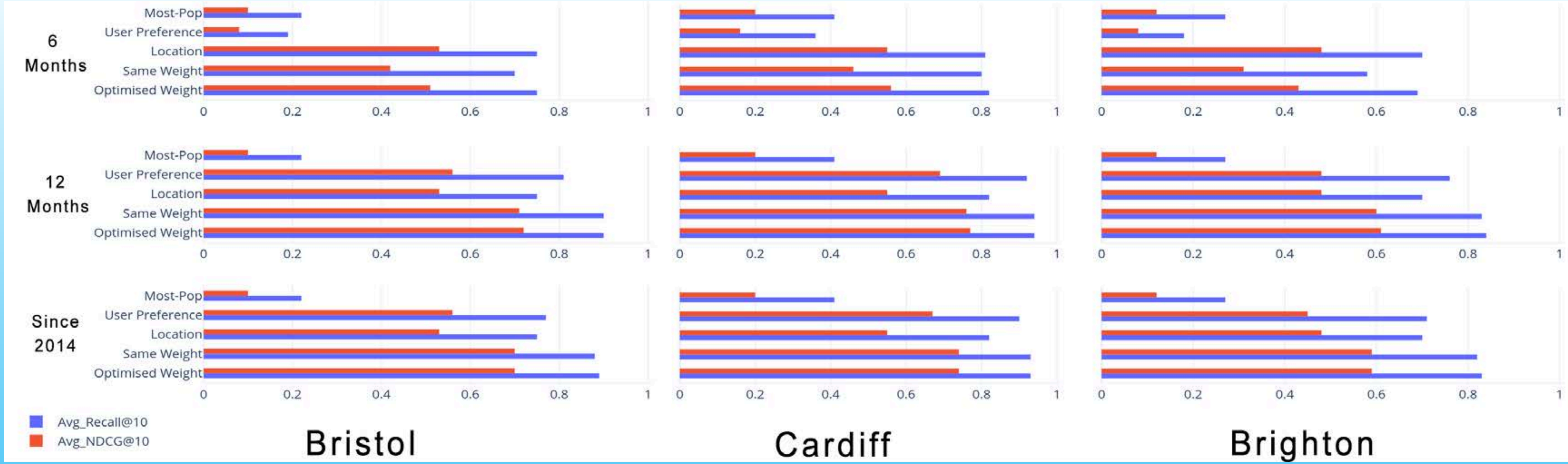
Unlike previous work on recommendations in the restaurant sector where actual venues are recommended, **we focus on suggesting specific products in the form of deals** offered by such restaurants.

The Model



Vegan
Vegetarian
Deal 1
Deal 2
Deal N
Item pre-filtering
Restaurant 1
Deal 1
Deal m
Restaurant n
Deal 1
Deal k
Weighted filtering
α
Weighting and Aggregation
β
γ
Preference Matching
Popularity Matching
Location Matching
Filtered Deals
Deals Categories
User Preferences and Location

The Results



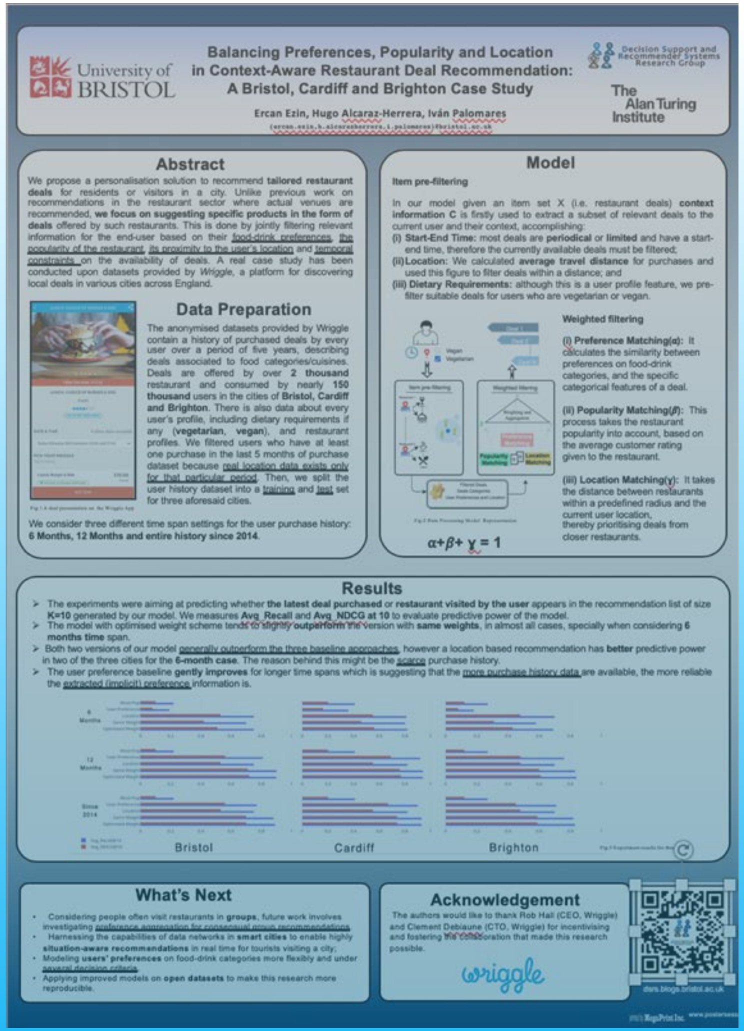
6 Months
12 Months
Since 2014
Most-Pop
User Preference
Location
Same Weight
Optimised Weight
0
0.2
0.4
0.6
0.8
1
Avg_Recall@10
Avg_NDCG@10
Bristol
Cardiff
Brighton

THANK YOU

Looking forward to seeing you

in the poster session

@15:30-16:00



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