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

A Bristol, Cardiff and Brighton Case Study

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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.

https://www.getawriggleon.com/
The Model
The Results
THANK YOU

Looking forward to seeing you
in the poster session
@15:30-16:00

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