

# Personalizing Restaurant Recommendations

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For travelers, finding the right restaurant is hard.



Being in a foreign place  
can be scary



Travelers fear missing out on a  
great restaurant

Travelers value advice from people  
just like them.

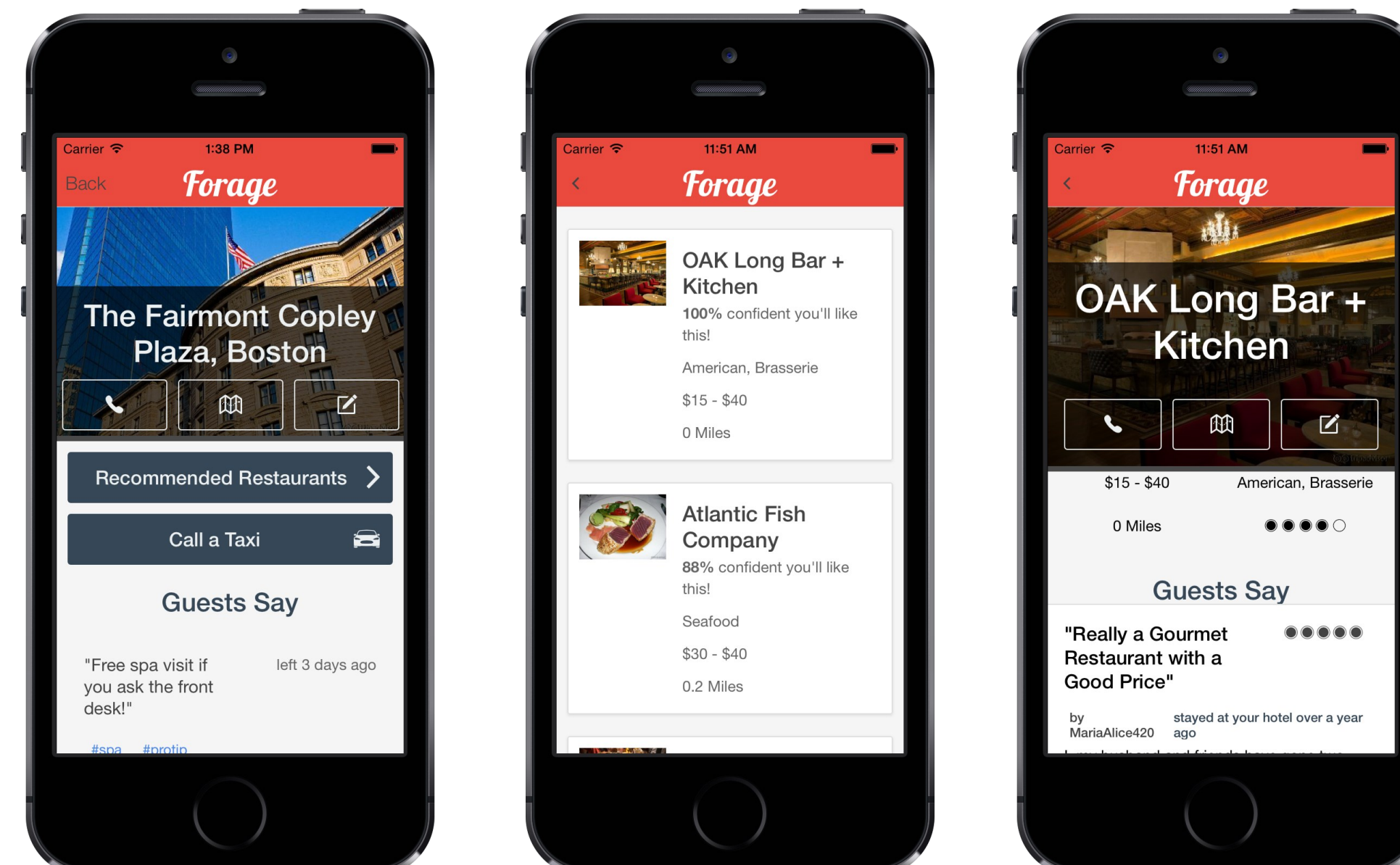
We made the assumption that people who stay  
in the same hotel are similar. We use this as-  
sumption to provide travelers with personalized  
restaurant recommendations.



**Forage**

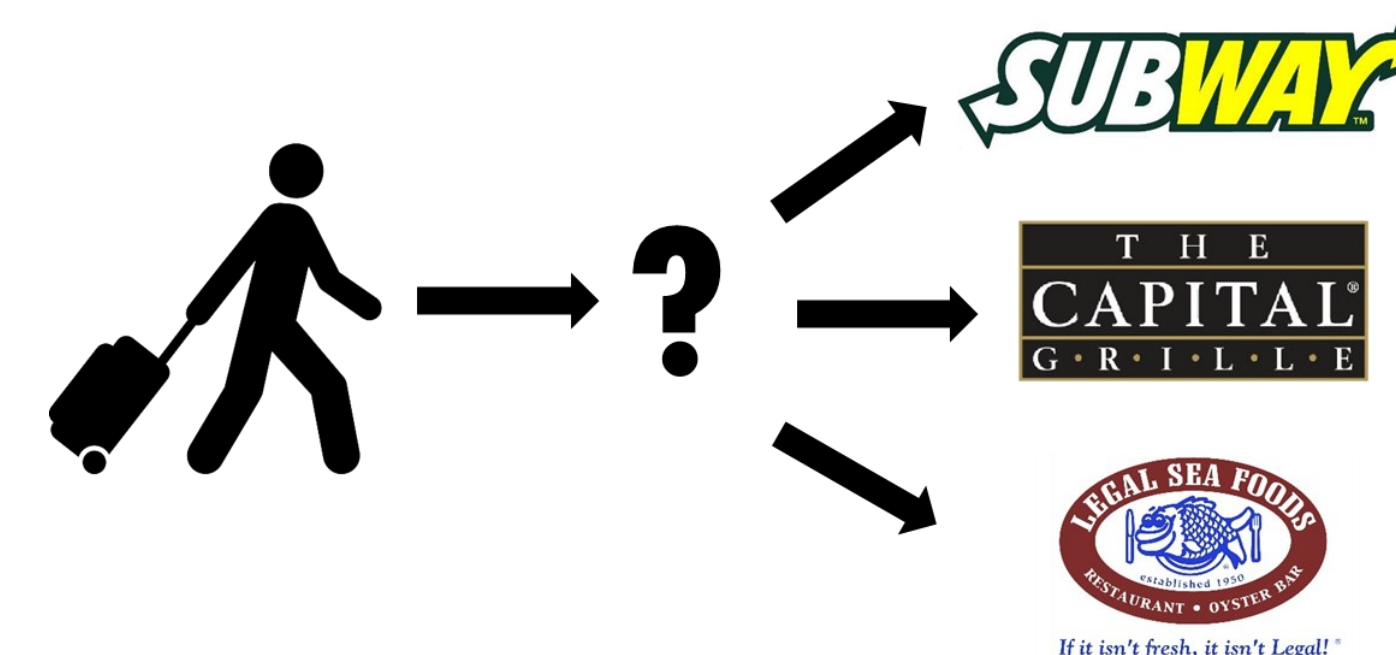
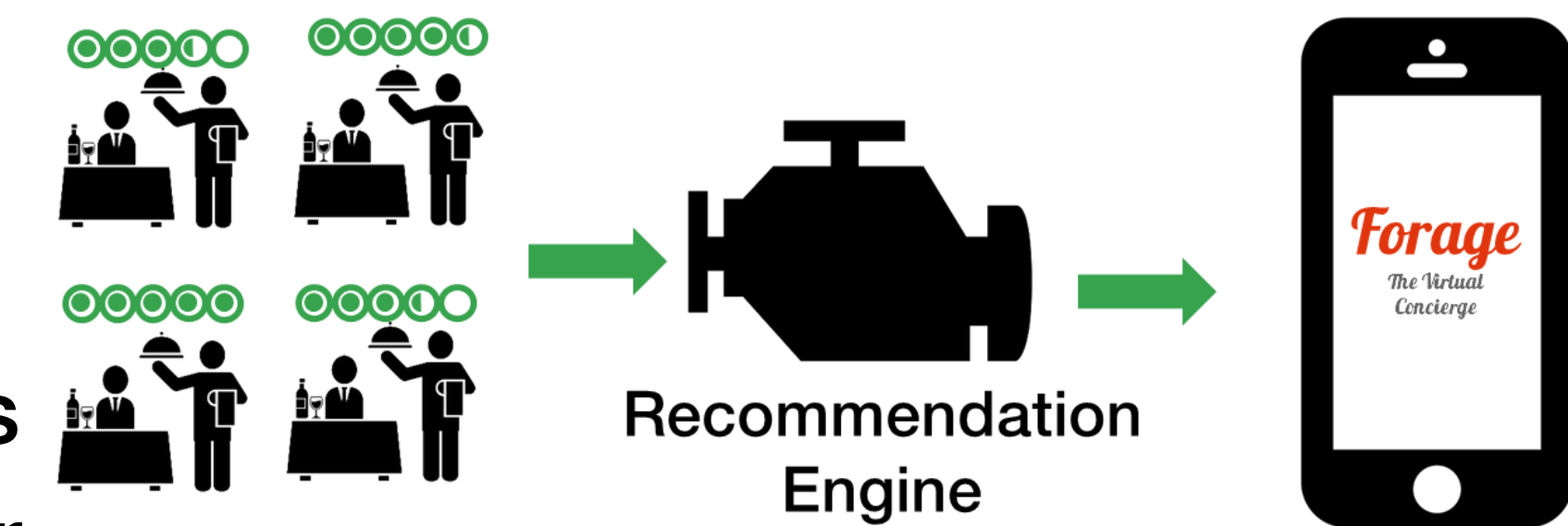
*The Virtual Concierge*

We provide travelers with  
personalized recommendations  
based on travelers just like them.



Generating Personalized Recommendations

To power the restaurant  
recommendations in our app, we  
created a novel recommendation  
engine that processes reviews of  
hotels and restaurants and creates  
personalized recommendations for  
every user.



By interviewing travelers, we gained  
insight into how they select restaurants,  
and used these insights to create models  
of their decision making process.

Two-Part Model and their Important Factors

**Ratings Prediction Model**  
How will a user rate a restaurant?



For the ratings prediction model, the hotel a user is staying  
at has a significant effect on how they will rate a restaurant.

**Visit Prediction Model**  
What are the odds a user will go to a  
restaurant?



Price



Restaurant



Hotel



Predicted Rating



Hotel/Restaurant Relationship



Distance

For the visit prediction model, several factors in concert  
provide predictive ability.

**Recommendations**