Title: Artificial intelligence for personalising diet plans. (pilot project of Science22.com)

Abstract

Presentation will share insights on pilot project of using machine learning (ML) to personalise diet plans. The pilot project is run by Europe Union based online weight management company Science22.com. It is developed by analysing their data on 700 000 created diets plans. The goal of the project was to find ways to maximize lifetime value of users. During pilot project was found that personalisation of diet plans by 20% increases the probability that users will meet their weight management expectations. Thus data scientists created model that with 72% probability predicts if a meal meal will be liked by a user or not. Prediction is based on the properties of the meal and social demographics data of users.

Presented by Sandris Murins, he is strategic director of Science22.com, online weight management company located in European Union.

References:

Sandris Murins, Dmitrijs Lvovs (2019). AI pilot project for Science22.com

Bio

Sandris Murins is strategic director of Science22.com and public speaker with more than 100 public presentations (conferences, meetups, and workshops) and 100 academic lectures on innovation, creativity, and emerging technologies (artificial intelligence and blockchain) See linkedIn

Full Name: Sandris Murins
Ph: 0037128601211
Twitter @murins
LinkedIn: https://www.linkedin.com/in/sandrismurins/
Category: oral presentation/speaker
Passport number: LV5080777 (Latvia)


DRUVOART.COM