



# Context-Aware Fast-Food Recommendations with Intel® AI Technologies

Burger King, a global fast-food leader, streamlined development of a deep learning-based fast-food recommender system using Intel's Analytics Zoo toolkit. Their goal: improve the customer experience and sales. Burger King developed customized recommendations that considered two types of information. The first was guest ordering behavior. The second was context information like weather, time, and location. For example, you wouldn't want to feature ice cream during a winter storm in Alaska at night. Their recommender system integrates Spark\* data processing and distributed MXNet\* training, using Ray, in a unified pipeline on a single Intel® Xeon® processor cluster. This approach eliminates the overhead of costly accelerators and managing a mixed environment.

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“What we're doing is using data to personalized based on weather or time of day or other data we've collected to make sure that each individual is experiencing a truly personal experience while they're interacting with our brand and in our drive throughs.”

**Whitney Gretz, Vice President of Digital Loyalty, Burger King**