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

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**Abstract:**

Presentation will share insights on pilot project of using machine learning (ML) to personalize diet plans. The pilot project is run by Europe Union based online weight management company Science22.com. It is developed by analyzing 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 personalization 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 will be liked by a user or not. Prediction is based on the properties of the meal and social demographics data of users.

**Biography:**

Sandris Murins is strategic director of Science22.com and public speaker with more than 100 public presentations (conferences, meet ups, and workshops) and 100 academic lectures on innovation, creativity, and emerging technologies (artificial intelligence and block chain).



He worked as the Lecturer in University at Latvia. He is interested in the innovations, creativity, and crises

**Recent Publications:**

1. Innovations for the Management of Echinococcosis, Sandris Murins

2. A study of high-energy proton induced damage in Cerium Fluoride in comparison with measurements in Lead Tungstate calorimeter crystals, Sandris Murins

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