



FINAL YEAR PROJECT REPORT

**INSIGHT EDGE
A MARKETING STRATEGY
RECOMMENDATION SYSTEM**

**In fulfillment of the requirement
For degree of
BS (COMPUTER SCIENCES)**

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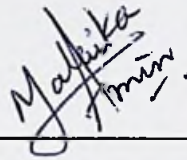
BAHRIA UNIVERSITY (KARACHI CAMPUS)

FALL-2024

DECLARATION

We hereby declare that this project report is based on our original work except for citations and quotations which have been duly acknowledged. We also declare that it has not been previously and concurrently submitted for any other degree or award at Bahria University or other institutions.

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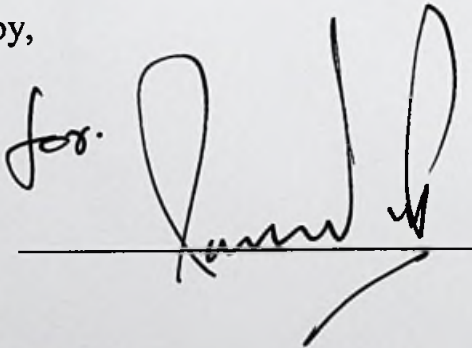
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APPROVAL FOR SUBMISSION

We certify that this project report entitled **“INSIGHT EDGE (A MARKETING STRATEGY RECOMMENDATION SYSTEM)”** was prepared by **HIRA IMRAN and MALAIKA AMIN** has met the required standard for submission in partial fulfilment of the requirements for the award of Bachelor of Science in Computer Science at Bahria University, Karachi.

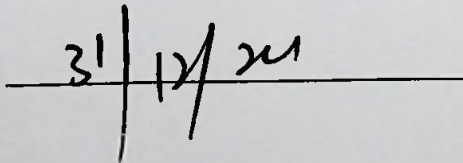
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ACKNOWLEDGEMENTS

We would like to thank everyone who had contributed to the successful completion of this project. We would like to express my gratitude to my project supervisor, Dr Sameena Javaid for her invaluable advice, guidance and her enormous patience throughout the development of the research.

In addition, we would also like to express our gratitude to our loving parents and friends who have helped and given us encouragement.

INSIGHT EDGE A MARKETING STRATEGY RECOMMENDATION SYSTEM

ABSTRACT

This project focuses on building a Marketing Strategy Recommendation System specifically for restaurants, utilizing advanced recommendation algorithms to deliver strategic insights. The process begins with cleaning and refining a secondary dataset that includes details like menu items and sales figures from a particular restaurant. Using machine learning techniques, the system analyses this data to identify patterns and trends, which helps in formulating marketing strategies aimed at increasing sales, revenue, and customer satisfaction. The system is designed to be scalable, addressing the challenges of manual marketing such as data overload, complex calculations, and human limitations. By continuously adjusting to new data, the system aims to provide accurate recommendations that adapt to changing customer preferences. The results from implementing this system will show significant improvements, including higher sales and better customer engagement due to more personalized marketing efforts. Overall, the project delivers a practical tool that helps restaurants enhance their marketing tactics, making them more efficient and effective in attracting and retaining customers.

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