

Artificial Intelligence & Restaurants: how technology can be used in the daily choices

Slurpy launched “Slurpometro”, an algorithm that can calculate a trustful judgment in order to help in choosing a restaurant



Chicago, Dec 16, 2020 ([Issuewire.com](https://www.issuewire.com)) - Since the advent of the Internet, restaurant websites started to populate the web, with hundreds of platforms collecting information on food, dishes, location, and experience of customers. In the beginning, it seemed to be fantastic to have a preview based on someone else's experience, just through clicking some buttons on a laptop or a mobile. Nevertheless,

the amount of information has overflowed the browsers, and choosing the best restaurant to go to for dinner is not easy anymore. People are trapped in a tangled bundle of information and subjective opinions, so that, choosing a restaurant online is not anymore a joyful and delightful experience. This is the very starting assumption Sluurpy made to create a service that can be impartial in accessing information online for us and use algorithms to elaborate an overall trustful judgment.

First of all, what's an algorithm?

An algorithm is a set of instructions designed to perform a specific task. This can be a simple process, such as multiplying two numbers, or a complex operation, such as playing a compressed video file. Search engines use proprietary algorithms to display the most relevant results from their search index for specific queries.

How Sluurpy is using an algorithm to help people in finding the best restaurant?

[Sluurpy](#) is one of the first social food network worldwide, a “square court” where all the digital users can select among millions of restaurants placed in 67 countries, and choose the best place to eat, according to tastes and preferences. In [Sluurpy](#), you can choose and select among over 4 millions of restaurants, browse the digital menu, click the telephone numbers, to scroll a feed with the suggestion of closest restaurants in the nearby of the users, and much more. For each restaurant there is also an evaluation, the so-called "Sluurpometro", but the vote is not just the sum of the opinions given by users, but an algorithm that calculates the level of appreciation, retrieving the information on the web, between review sites, social networks, and food guides.

But how does it work?

The Sluurpometro is the summary score of the restaurant. It is dynamically generated on the basis of specialized magazines, certificates of culinary excellence, and on the opinions of users on the various web review services. The algorithm takes into account the reviews and the number of the different platforms the restaurants are advertised on, giving greater credibility to the restaurants with the largest numbers of reviews. The algorithm is called every time at least one of the parameters involved is modified or updated. The calculation is done in percentiles. It is calculated arithmetically with an overall weighted average of reviews, thus giving greater weight, for example, to sites where the restaurant's rating has a lower rating but a greater number of reviews than to a site where the restaurant receives a higher rating than in front of fewer reviews. The algorithm takes into account the accounts of review sites like Tripadvisor, Google, Justeat, TheFork, Quandoo, Deliveroo, Yelp, Zoomato, Facebook, UberEats. Nevertheless, it includes the judgment of more critical and qualified certifications manuals like Michelin Guide, Touring Club and Gambero Rosso.



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