Please provide the following information to be shared with on capstone information exchange platform:

1. **Project number**: S19-19

2. **Project title (as will appear on the poster)**: Targeted Marketing using Face Recognition

3. **Team members**: Abdurahman Sherif, Christopher Salandra, Diego Ortega, Mit Patel

4. **Adviser(s) name(s)**: Maria Striki

5. **Up to 5 keywords that will help to classify the project scope**: Face Recognition, Automation, Machine Learning, Recommender System

6. **Project abstract (up to 250 words) to be shared with judges**:

   The project will demonstrate the process of identifying restaurant customers via face recognition tool to promote products and services designed specifically for them. The purpose of this service is to fully automate the self-service kiosk with personalized menu items that are unique to the customer. What motivated us to choose this project was to help customers save time and energy in the process of ordering food at restaurants. As a result, allowing for an efficient and quick checkout at the counter which improves customer flow by reducing queues. The process works by detecting customers’ face and displaying personalized items on the screen, along with recommend options. The recommend menu items are generated after learning customers’ order behavior using machine learning based on several factors. Some of the factors include past ordered items, order amount, what similar customers have ordered, and time of the day. We use these metrics to analyze the collected customer data to create useful insights using predictive models. That would allow restaurant owners to have a better understanding of their customers and help them provide personalized services such as adding new menu items. The project will be operating using a iPad Pro, a Web app for UI, Backend for ML analysis and a relational database for customer data collection. Though the project is designed to work on any device that can access a internet browser.