

Study on the Utilisation of Artificial Intelligence in Online Food Delivery Platforms

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Abstract: *The advantages of online food delivery (FD) became evident during the worldwide pandemic in 2020 as it enabled clients to participate in planned meals and allowed food providers to continue their operations. Online FD has faced criticism, with reports of both buyer and restaurant blacklists. Hence, it is an opportune moment to assess the current circumstances and contemplate the broader ramifications of online financial data and the implications they have for the involved parties. This paper presents the latest research in this field, uncovering a wide range of positive and negative consequences by using the three pillars of manageability as a focal point for analyzing the implications. Online food delivery (OFD) has faced financial criticism due to the substantial fees it charges cafés and the challenging working conditions it imposes on delivery personnel, despite offering job and business prospects. Online food delivery has a significant impact on traffic patterns, general health results, and the customer-food interaction from a sociological standpoint. The substantial quantity of waste and its significant carbon emissions have ecological consequences. In the future, partners should consider strategies to efficiently promote and govern the advantageous aspects of online FD in order to ensure its overall manageability*

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