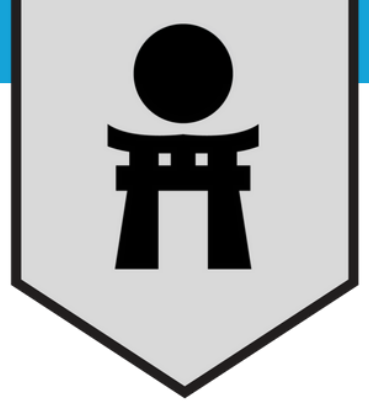

Recommender Systems

Collaborative vs content, ranking by similarity, prediction and evaluation

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Overview

- Introduction
  - Collaborative vs content-based
- How do they work?
  - Ranking by similarity
  - Predicting
  - Evaluation
- Advantages/disadvantages
- Example using Azure ML

Introduction

Recommendation Systems

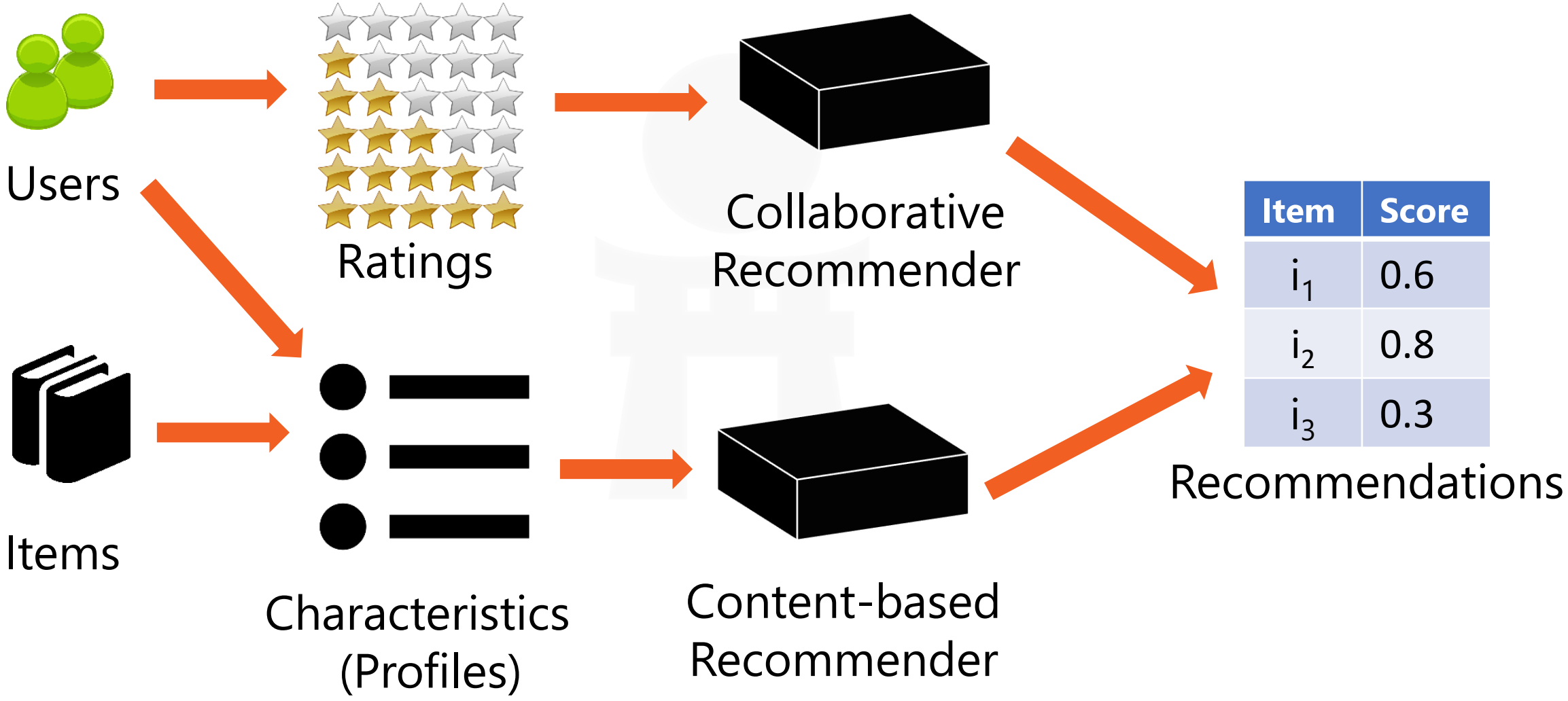
- Automated systems to filter and recommend entities (products, ads, people) based on users' interest and taste
- Designed to solve the information overload problem

Why Recommendation Systems?

For customers

- Narrow down the set of choices
- Discover new, interesting things
- Save time

For business

- Increase the number of items sold
- Sell more diverse items
- Better understand what the user wants

Collaborative vs Content-based Recommenders