Title for Media Review

Your Company Name

February 22, 2025

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System]Heuristic-Based Recommendation
System

1. Architecture & Modularity

• **Modular Design:** Separate the recommendation engine from data ingestion, business logic, and presentation layers. This helps in maintaining and extending the system later (for instance, when integrating machine learning components).

• **Configurable Rules:** Implement heuristic rules in a configuration file or a dedicated module. This way, updating the rules doesn't require redeploying the entire system, and it paves the way for a smoother transition when incorporating ML-based recommendations.

2. Heuristic Rules & Scoring

• **Rule Definition:** Identify key factors (e.g., user behavior, item similarity, popularity) and codify them into rules. For example, "if a user has viewed similar items multiple times, boost the score for those items."

• **Weighted Scoring:** Assign weights to each rule to produce a composite recommendation score. This scoring mechanism allows for fine-tuning and easier debugging of the system's outputs.

3. Data Considerations

• **Data Preparation:** Establish a data pipeline that cleans and aggregates user interactions and item metadata. A well-defined data model will support both heuristic and future ML approaches.

• **Performance Optimization:** Consider caching frequently computed scores or recommendations to improve responsiveness.

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1 Testing Strategy

1. Unit Testing

• **Individual Rule Tests:** Create unit tests for each heuristic rule to ensure they behave as expected under various conditions.

• **Edge Cases:** Test for edge cases (e.g., missing data, extreme values) to validate the robustness of each rule.

2. Integration Testing

• **Component Interaction:** Validate the interaction between data ingestion, the heuristic engine, and output formatting. This ensures that data flows correctly through the system.

• **Simulated User Scenarios:** Develop tests that simulate real user behaviors to check that the recommendation engine produces sensible outputs.

3. Regression Testing

• **Continuous Integration:** Integrate regression tests into your CI/CD pipeline to catch any unintended changes in recommendation outcomes after modifications or rule adjustments.

4. Performance and Load Testing

• **Scalability Tests:** As the recommendation engine might be part of a larger system, it's important to test how it performs under various load conditions.

• **Response Time Benchmarks:** Establish benchmarks to ensure that recommendations are generated within acceptable time limits, even as data volume grows.

Later]Transitioning to Machine Learning

Later

• **Extensibility:** By keeping the heuristic engine modular and rule-driven, you create a solid baseline that can be used to compare performance against future ML-based approaches.

• **Parallel Development:** Continue gathering data and user feedback that can later serve as training data for a machine learning model, ensuring a smoother transition when you're ready to integrate ML methods.