Capstone Project 2: Project Proposal

The goal of this project is to build a book recommendation system for users, based on the **Goodreads** data set, which can be found here.

Goodreads is a social cataloging website that allows individuals to freely search its database of books, annotations, and reviews. Users can sign up and register books to generate library catalogs and reading lists. They can also create their own groups of book suggestions, surveys, polls, blogs, and discussions. The company is owned by the online retailer Amazon.

The problem is very relevant for Amazon or any other related company since it can potentially increase its profits as it gives recommendations of interest to their clients.

Some of the key statistics about recommender systems are the following:

- At Netflix, 2/3 of the movies watched are recommended.
- At Google, news recommendations improved click-through rate (CTR) by 38%.
- For Amazon, 35% of sales come from recommendations.

The way I intend to solve the problem is to first build a collaborative-filtering system, and if I later obtain text data (book reviews) I can possibly incorporate that into the algorithm and therefore construct a hybrid approach: collaborative-filtering + content-based filtering.

Deliverables: code, a written report, and a slide deck.