

# Scoring Recommendations



## Scoring recommendations



In the previous few sections we've been adding features to our recommendation but we haven't stopped to consider whether each of them should add equal weight to the recommendation.

In this section we'll look at how we can score our recommendations so that we show the user the best ones first.



# What are we going to do?



- The pareto scoring function
- Score components of a recommendation
- Score our friendships



# Start playing the next guide....



...if you aren't playing it already

▶ Scoring

:play [http://guides.neo4j.com/reco/file/09\\_scoring.html](http://guides.neo4j.com/reco/file/09_scoring.html)



# Final Thoughts



## How do we know if the recommendations are any good? neo4j

- If we're using recommendations in an application we'd need a process for checking the quality of the recommendations.
- Once we've collected that data we could then have a machine learning algorithm tell us what weights we should apply to each feature rather than guessing ourselves.

## Thank you for coming



We hope you had a good day and picked up some ideas that you can use in your own application.

- Please fill out the feedback form: [bit.ly/neo-survey](https://bit.ly/neo-survey)
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