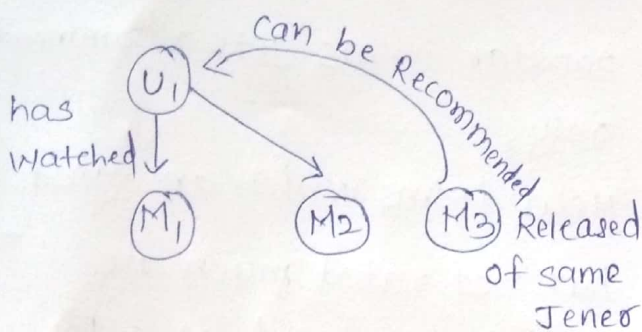




Difference between collaborative filtering and content based Recommendation.

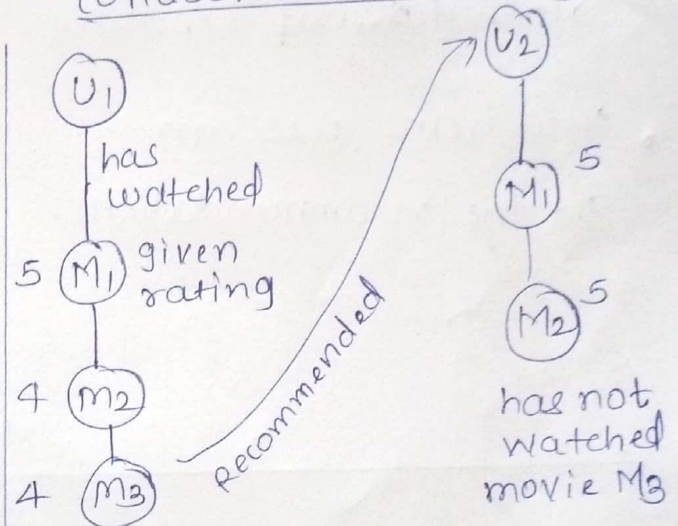
Content Based Recommendation



Jener: Adventure

- Depending upon your previous (purchase/browsing) history, products are brought to you.
 - If you are going to Gym bought protein powder. Next time you will be recommended similar products of different prices, different brands.
- so basically Content/Item similarity matters.

collaborative filtering



- Here common taste of people involved.
User similarity matters.
- Suppose thousand of people are at one place. Then there will be probability that taste of 1 person will be same like 'K' other persons.
- customer visits ABC Retail shop
Purchase X/Y items in same order everytime he visits the shop.
There can be 'K' people having same purchase history.



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Content based

- Since content based recommendation system considers user/Item attributes. ∴ not expensive.
- New Items also can get the recommendations.

collaborative filtering

- Consists of user Interaction matrix which is memory extensive, computational extensive.
- popular items gets recommended only.
- New Items which are good but not rated much are not recommended at all.