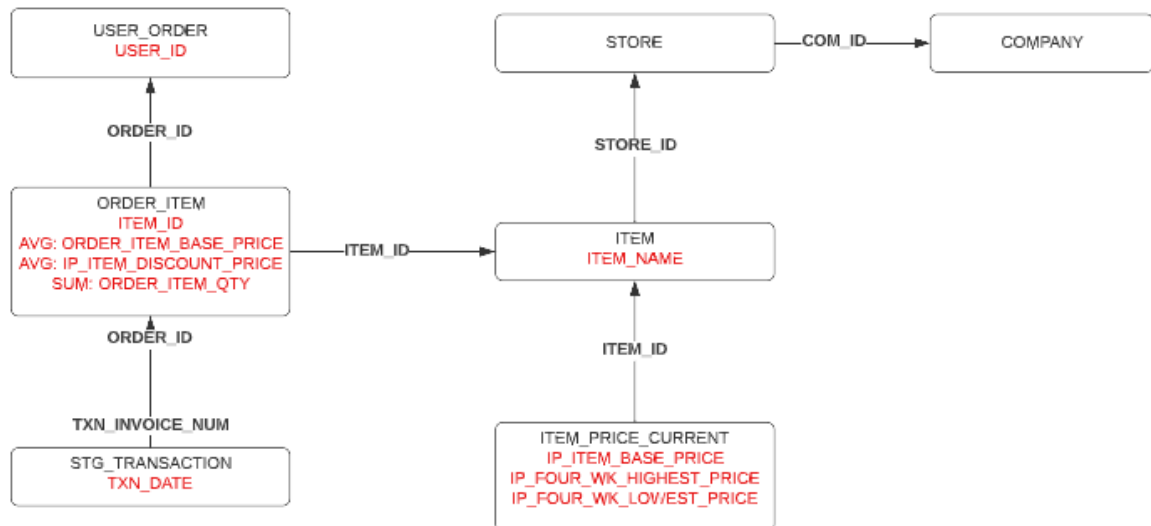


Analysing the current version of the item recommender

By

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- Analysing the query used to extract DB table columns used in building the recommender system.



- Used attributes.
 - Days** : is the difference between transaction date and today in number of days.
 - DPCT**: Discount percentage which equals DP/CP .
DP: ITEM DISCOUNT PRICE
CP: ITEM BASE PRICE
 - t_count**: transaction count. Number of transactions for items at a given date.
- Limitations of the proposed model:
 - t_count reflects number of transactions. A transaction contains bulk of items. Thus, does not reflect number of transactions for an item.
 - Days is a weak attribute to identify user behaviour.
- The current version of the **item recommender** is based on collaborative filtering which has the following limitations:
 - Data Sparsity and cold-start problem**: when users or products are new.
 - Scalability**: suffers from decrease performance with increase in data size.
 - Synonyms**. Collaborative filtering is unable to identify synonyms.

Source: <https://www.clerk.io/blog/collaborative-filtering>