Kaylees New Toy

Deja Prade

Business Problem

Stakeholder: Kaylee (my daughter)
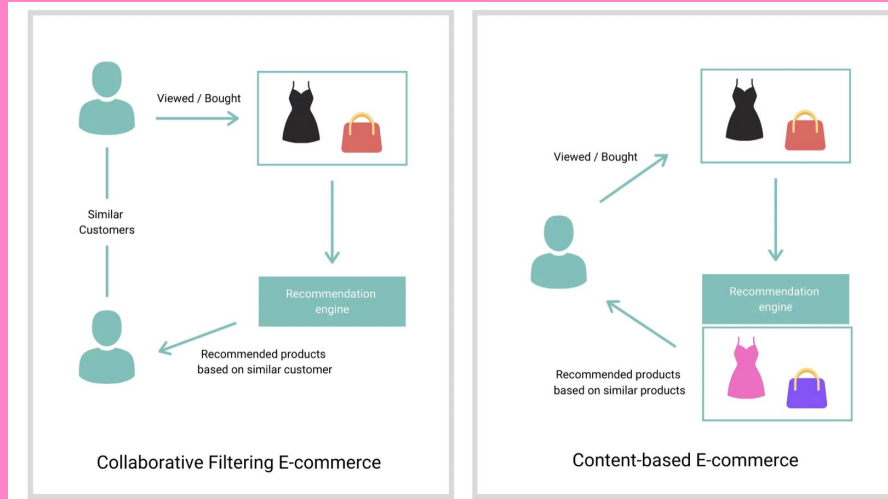**Task:** Build a toy recommendation system

Data

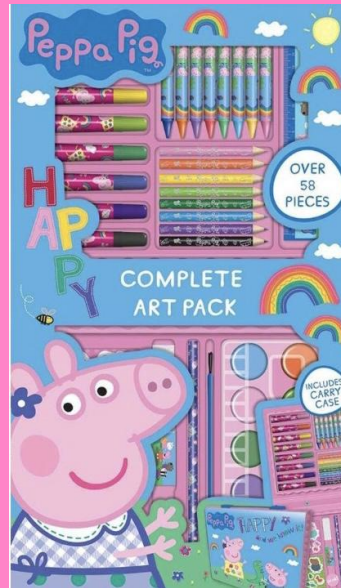**Amazon E-commerce Toy Data**

Recommendation system

Collaborative Filtering E-commerce

Content-based E-commerce

"If it's got a bow on it, I'm sold!"

—Minnie Mouse

Content Based Filtering

Collaborative Based Filtering

Next Steps

1 Data with User ids

2 Build a hybrid model

3 Recommend based off views

Thank You

Deja Prade