1. **Recommending items based on global popularity can (*check all that apply*):** **1 point**

- [ ] **provide personalization**
- [ ] **capture context (e.g., time of day)**
- [x] **none of the above**

2. **Recommending items using a classification approach can (*check all that apply*):** **1 point**

- [x] **provide personalization**
- [x] **capture context (e.g., time of day)**
- [ ] **none of the above**

3. **Recommending items using a simple count based co-occurrence matrix can (*check all that apply*):** **1 point**

- [x] **provide personalization**
- [ ] **capture context (e.g., time of day)**
- [ ] **none of the above**

4. **Recommending items using featurized matrix factorization can (*check all that apply*):** **1 point**

- [x] **provide personalization**
- [x] **capture context (e.g., time of day)**
- [ ] **none of the above**

5. **Normalizing co-occurrence matrices is used primarily to account for:** **1 point**

- ( ) **people who purchased many items**
- (•) **items purchased by many people**
- ( ) **eliminating rare products**
- ( ) **none of the above**

6. **A store has 3 customers and 3 products. Below are the learned feature vectors for each user and product. Based on this estimated model, which product would you recommend most highly to *User #2*?** **1 point**

User ID	Feature vector
1	(1.73, 0.01, 5.22)
2	(0.03, 4.41, 2.05)
3	(1.13, 0.89, 3.76)

Product ID	Feature vector
1	(3.29, 3.44, 3.67)

2	(0.82, 9.71, 3.88)
3	(8.34, 1.72, 0.02)

- ○ **Product #1**
- ◉ **Product #2**
- ○ **Product #3**

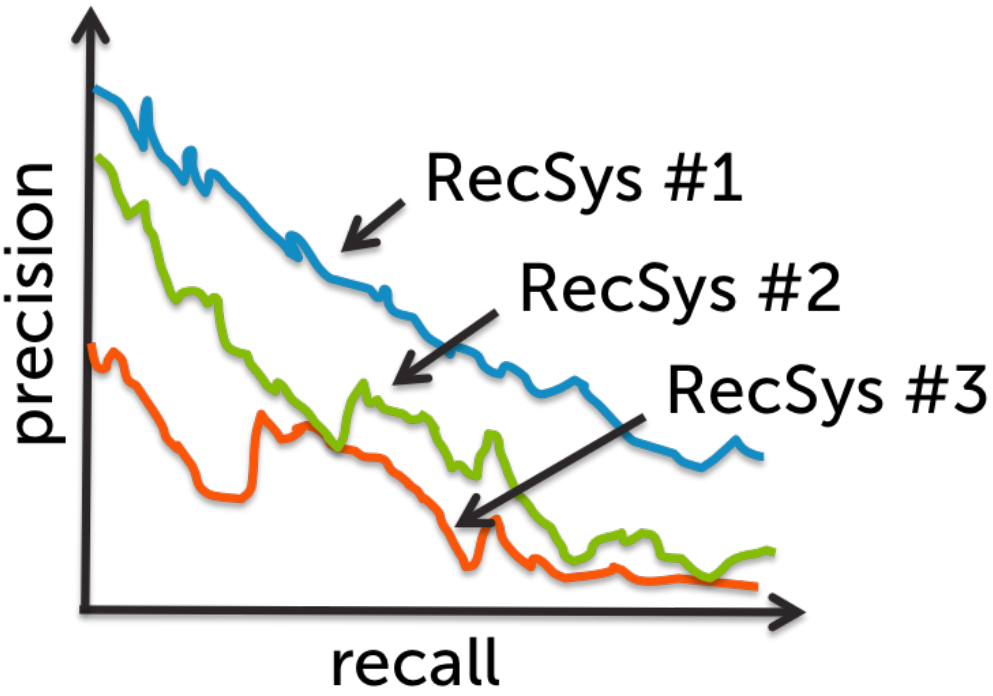
7. For the liked and recommended items displayed below, calculate the recall and round to 2 decimal points. (*As in the lesson, green squares indicate recommended items, magenta squares are liked items. Items not recommended are grayed out for clarity.*) Note: enter your answer in American decimal format (e.g. enter 0.98, not 0,98) **1 point**

0.33

8. For the liked and recommended items displayed below, calculate the precision and round to 2 decimal points. (*As in the lesson, green squares indicate recommended items, magenta squares are liked items. Items not recommended are grayed out for clarity.*) Note: enter your answer in American decimal format (e.g. enter 0.98, not 0,98) **1 point**

0.25

9. Based on the precision-recall curves in the figure below, which recommender would you use? **1 point**



- (●) **RecSys #1**
- ( ) **RecSys #2**
- ( ) **RecSys #3**

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