Recommender System

TOTAL POINTS 15

1. **What is/are the advantage/s of Recommender Systems ?**   `3 points`

   ○ Recommender Systems provide a better experience for the users by giving them a broader exposure to many different products they might be interested in.

   ○ Recommender Systems encourage users towards continual usage or purchase of their product

   ○ Recommender Systems benefit the service provider by increasing potential revenue and better security for its consumers.

   ● All of the above.

2. **What is a content-based recommendation system?**   `3 points`

   ● Content-based recommendation system tries to recommend items to the users based on their profile built upon their preferences and taste.

   ○ Content-based recommendation system tries to recommend items based on similarity among items.

   ○ Content-based recommendation system tries to recommend items based on the similarity of users when buying, watching, or enjoying something.

   ○ All of above.

3. **What is the meaning of "Cold start" in collaborative filtering?**   `3 points`

   ○ The difficulty in recommendation when we do not have enough ratings in the user-item dataset.

   ● The difficulty in recommendation when we have new user, and we cannot make a profile for him, or when we have a new item, which has not got any rating yet.

   ○ The difficulty in recommendation when the number of users or items increases and the amount of data expands, so algorithms will begin to suffer drops in performance.

4. **What is a "Memory-based" recommender system?**   `3 points`

   ● In memory based approach, we use the entire user-item dataset to generate a recommendation system.

   ○ In memory based approach, a recommender system is created using machine learning techniques such as regression, clustering, classification, etc.

   ○ In memory based approach, a model of users is developed in attempt to learn their preferences.

5. **What is the shortcoming of content-based recommender systems?**   `3 points`

   ○ It needs to find similar group of users, so suffers from drops in performance, simply due to growth in the similarity computation.

   ○ As it is based on similarity among items and users, it is not easy to find the neighbour users.

   ● Users will only get recommendations related to their preferences in their profile, and recommender engine may never recommend any item with other characteristics.

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