

# Personalized Service via Recommender Engines

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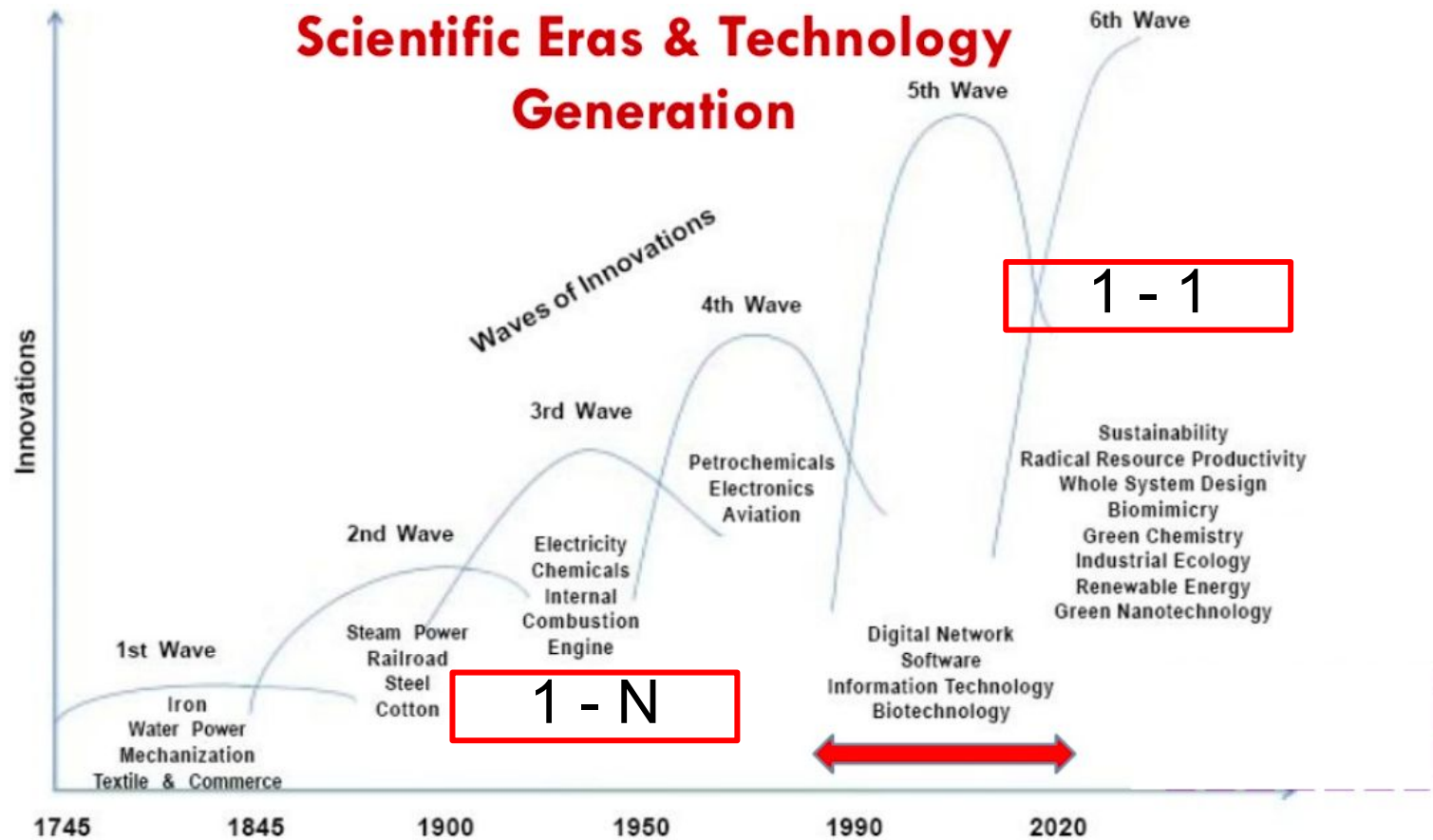
# Personalized Service

Give right **products** to right **consumers** at the right **context** (time and location)!

## In **2-sided Marketplace** (buyer-seller)

- Gwynnie Bee: Personalized Fashion
- Simply Hired: Personalized Music
- Smule: Personalized Jobs
- Bayessoft: Personalized Medicine

# Scientific Eras & Technology Generation

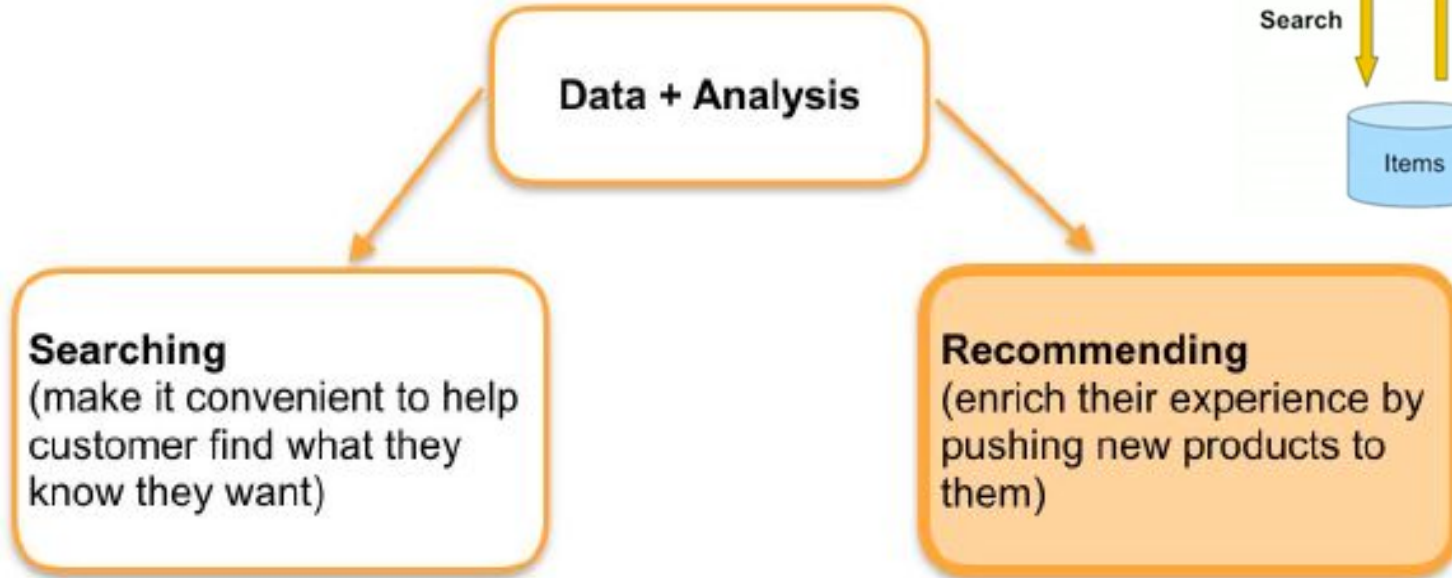


Source: Hargroves and Smith (2005)

**Industrial Growth**

**Knowledge Driven Revolution**

# Personalized Service



# Personalized Service via Recommenders

1. Content-based Recommenders
2. Collaborative Filtering Recommenders
3. Latent Factor Recommenders
4. A Statistical Framework to Unify Them All
5. Recent Developments