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What are recommendation engines?

Use user feedback, to recommend them based on similar preferences.

- Suggest product / service based on other users and their own feedback
 - Explicit: Feedback from users (upvote or downvote)
 - Implicit: User's historical behaviour
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Non-personalized recommendations

Non-personalised: Suggest the most popular items

- However, low rating items might achieve 5* ratings, which skew the results
 - Hence, combining frequencies & user ratings, we can identify the most liked items meeting a certain threshold of frequency.
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Building it, given user's rating

- Frequency, top 5
- Calculate average rating,