Product Analyst Assignment

(*Take-Home Exercise*)

**2.** Here is a situation detailed**, “*there are more Ola drop-offs at the Airport than pick-ups from the Airport*”.**

Although this is the same scenario as “Uber”, and presented with the cause and many other reasons at [**“Product Management Exercises”**](https://www.productmanagementexercises.com/1456/there-point-indicates-airport-airport-within-product-change)**.**  I think you will get the causes better here.

**I am interpreting the solutions:**

1. **Booking rate should be equal while airport pick-ups & drop-offs.**
2. **Avoid Unusual parking charges from the travellers.**
3. **Allow Pre booking/Monthly pass on discount for regular travellers.**
4. **Increment in number of cabs for ease to get the ride.**
5. **And many others are possible.**

[**References: LinkedIn**](https://www.linkedin.com/pulse/more-uber-drop-offs-airports-than-pick-ups-what-can-you-seth/)

**3.** Mostly KNN Algorithm is used as a recommender system.In which**, “content-based system might consider the age, sex, occupation, and other personal user factors when making the predictions".**

For depicting genre of content, I will use **(***Spark Collaborative filtering Algorithm)*.As mentioned above, Collaborative Filtering (CF) is a means of recommendation based on a user's past behavior. There are two categories of CF:

* **User-based**: measure the similarity between target users and other users
* **Item-based**: measure the similarity between the items that target users rates/ interacts with and other items