

B.R.I.E.

Book Recommendation & Intelligence Engine

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Why B.R.I.E.?

How do you decide which book to buy?

- Word of mouth, bestseller lists, e-commerce website's recommendation (Amazon, Goodreads, Barnes & Noble, ...)

Why this isn't good enough?

- Word of mouth – Biased
- Bestseller list – The list doesn't know YOUR type/genre!
- e-Commerce website – Based on similar user's carts, reviews and ratings reflect the entire service/experience, it might be a gift!

How can we improve?

What's Different?



- **BOOK** matters! Description, Author, #Pages, Review text, ... considered
- Book details from over 10+ sources are used to learn the user's profile – likes/dislikes – Action? 100-paged books? Rowling? New releases?
- Cold Start? Addressed. Users rate books
- Hybrid Recommendation – User based CF suggestions from e-commerce are brought in, and are made better by content-based recommendation
- Not just a recommendation engine – A complete product for the book publication industry

Main Selling Points (MSPs)



- Recommendation Engine
- Genres dissected like never before!




The Hunger Games

40% Fantasy, 20% Young Adult, 20% Dystopia, 20% Romance

- Revenue?
 - Website traffic - Ads
 - Redirecting users to e-commerce sites for purchases
 - Promotional content from publication houses

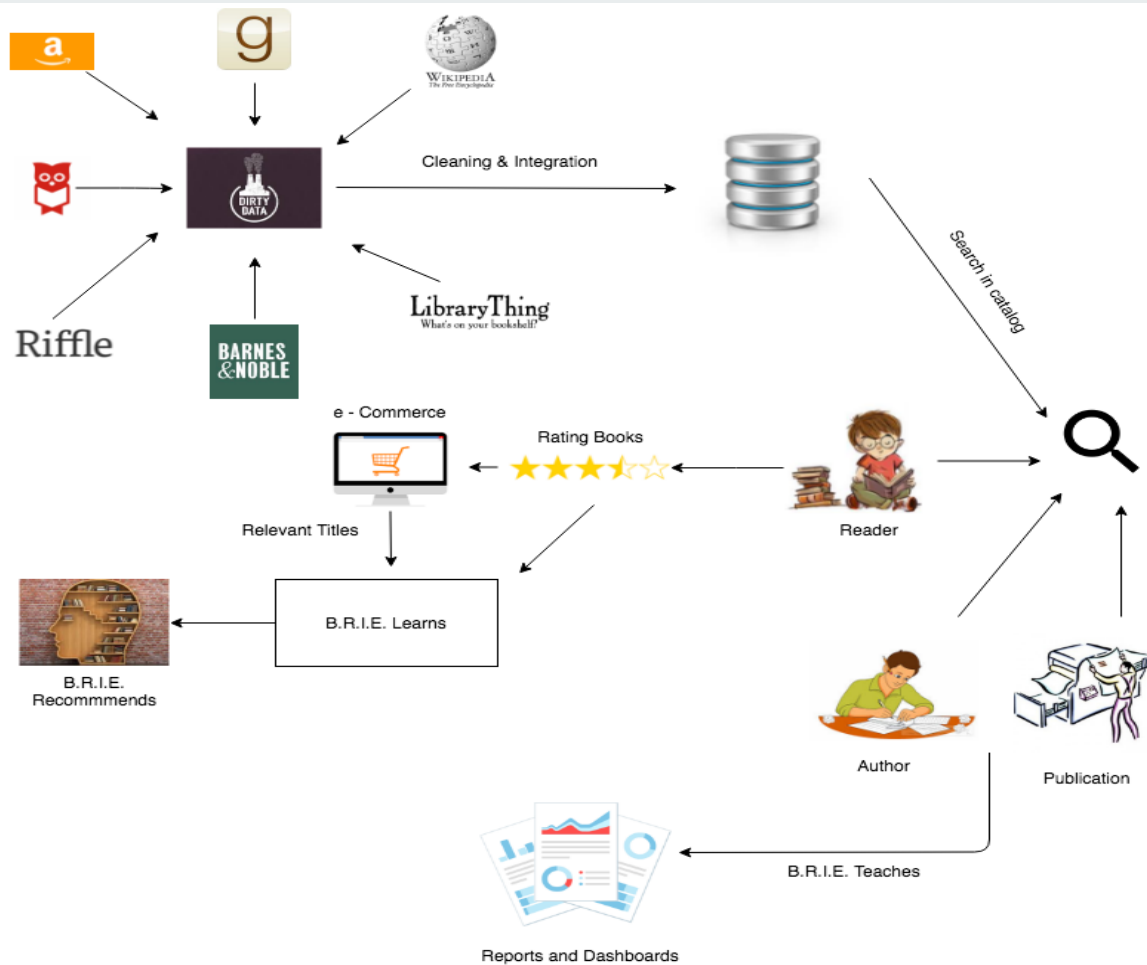
Other Commercial Elements

Remember? B.R.I.E. is much more than just a recommendation engine

- Readers – Detailed Analysis of each book, Recommendations 
- Authors – Genre dissection by Bestsellers, #Pages by Popularity 
- Publishers – What to look for in books? Profitable book pricing, popular authors 

And much more intelligence!

Product



What's done so far?



- Data collection is complete – Web Scraping and APIs
- Feel free to check out [B.R.I.E.'s GitHub repository](#) for code and sample data

Thank you!

Your thoughts?