Infosys<sup>®</sup> consulting

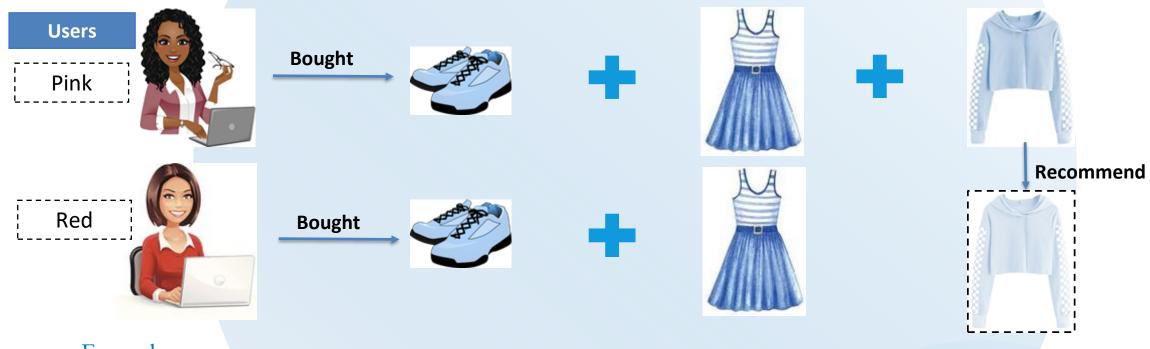
# RECOMMENDER SYSTEM USING PAGERANKING

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## Recommender System

Recommender systems aim to predict users' interests and recommend product items that quite likely are interesting for them.



### Examples



"Jobs You Maybe Interested In"



"Recommended Videos"



"Recommended Images"



"Other Movies You May Enjoy"



"People You May Know"



"Customer who bought this item also bought..."

# Dominating Algorithms in Current Recommender System



#### **Content Based Filtering**

Content Filtering recommend items that are most similar to the articles that have previously been reviewed by the user.

#### **Example:**



Bought |



Recommendation

