Let's start our topic...

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Recommendation system:-

A recommender system is a type of information filtering system. The recomendation system’s algorithm can pinpoint accurate user preferences.

Once you know what your users like, you can recommend new, relevant content.

Whenever we search for a particular content on youtube frequently.

then youtube’s recommendation algorithm suggest relevant content, videos In suggestions

In "RECOMMENDED FOR YOU". Section

Now the question arises

how these videos are being recommended?

Who recommends it?

It's not only example.

There are lots of e-commerce sites that want to increase their sales, they also apply a recommendation system.

For example, when we visit amazon's site and search or purchase a particular product, then next time we go through that site, the related items are being displayed.

So the purpose of this system is, the items which we search or buy frequently from that website then the mostly related items are shown to us.

that's all because of the recommendation system.

Lets take an example of content based recommendation system:-

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What is content-based?

For example, we are talking about movies, and we take movies as an item.

so, there is a user "U1".

Now, what are the movies "U1" likes to watch?

“U1” likes to watch the movie -- “M1” -- whose genre is an adventure. and he gave 5-star ratings to that movie.

And then the next time “U1” watched a movie -- “M2” -- of the same genre adventure. and let's say he gave 4-star ratings. but the common thing is, he likes to watch movies of the same genre -- adventure.

and the ratings he gave to M1 and M2 are almost the same.

Now what the content-based system does, “there is an item or content similarity is being considered”.

Now if we consider M1 and M2 as an item, And “Whenever” M3, is being released in the market which having the same genre adventure and some other similarities. let's say the same director and actor, etc...

So in simple terms, they checked the previous user profile and found the movies which “U1” watched, are almost the same as the movie which is newly being released.

then that newly released movie will be recommended to the user U1 based on content similarity.

That's how content-based recommendation works.