

The recommendation system in the provided code utilises two primary models:

1. **Collaborative Filtering** (specifically, Matrix Factorization with SVD)
2. **Content-Based Filtering**.

Combining Collaborative and Content-Based Filtering:

- **Collaborative Filtering** provides personalized recommendations based on user-item interactions.
- **Content-Based Filtering** suggests items similar to those the user has shown interest in.

How it's used in the code:

- The “`hybrid_recommendation`” function combines the predictions from SVD with content-based recommendations to provide a comprehensive list of recommended items.

Summary

- **SVD** (Singular Value Decomposition) is used for collaborative filtering, which predicts user preferences based on past interactions.
- **Content-Based Filtering** uses text features and Nearest Neighbours similarity to recommend items similar to those the user has previously liked.
- **Hybrid Approach** combines both methods to improve recommendation accuracy by leveraging both user-item interaction data and item content features.