DataQuest 2025

Bernard Spies, nav.D2-Personalised Solutions

Recommender Systems challenge

Context
We aim to provide personalised offers across all interfaces to maximise the lifetime value of the relationship with all our customers. Diverse, relevant and novel offers are part of a bigger customer journey that are personalised through context and executed across multiple interfaces. Recommender System models are designed to solve this challenge well. Examples of other companies who do this well are the personalised recommendations from Amazon, Netflix and Spotify.

Problem Statement
The delivery of personalised offers should be prioritised and ranked based on customer needs derived through contextual data points. To deliver the best possible customer experience, you need to develop a recommender system model, that can recommend the most relevant offers to each customer.

Question / Challenge

1. Train a recommender system machine learning model of your choice to solve this challenge, using the dataset provided.
2. Show a variety of accuracy and beyond-accuracy measures to motivate why your model is expected to work well.
3. Describe any additional considerations that you would expect if this system is used in a live/production environment.