Introduction to Content Based Recommender Systems

Content Based Recommendation

Item Profiles

LIKES

Recommend

Match

User
Profiles

- Sci-fi
- Christopher Nolan

Analytics
Vidhya
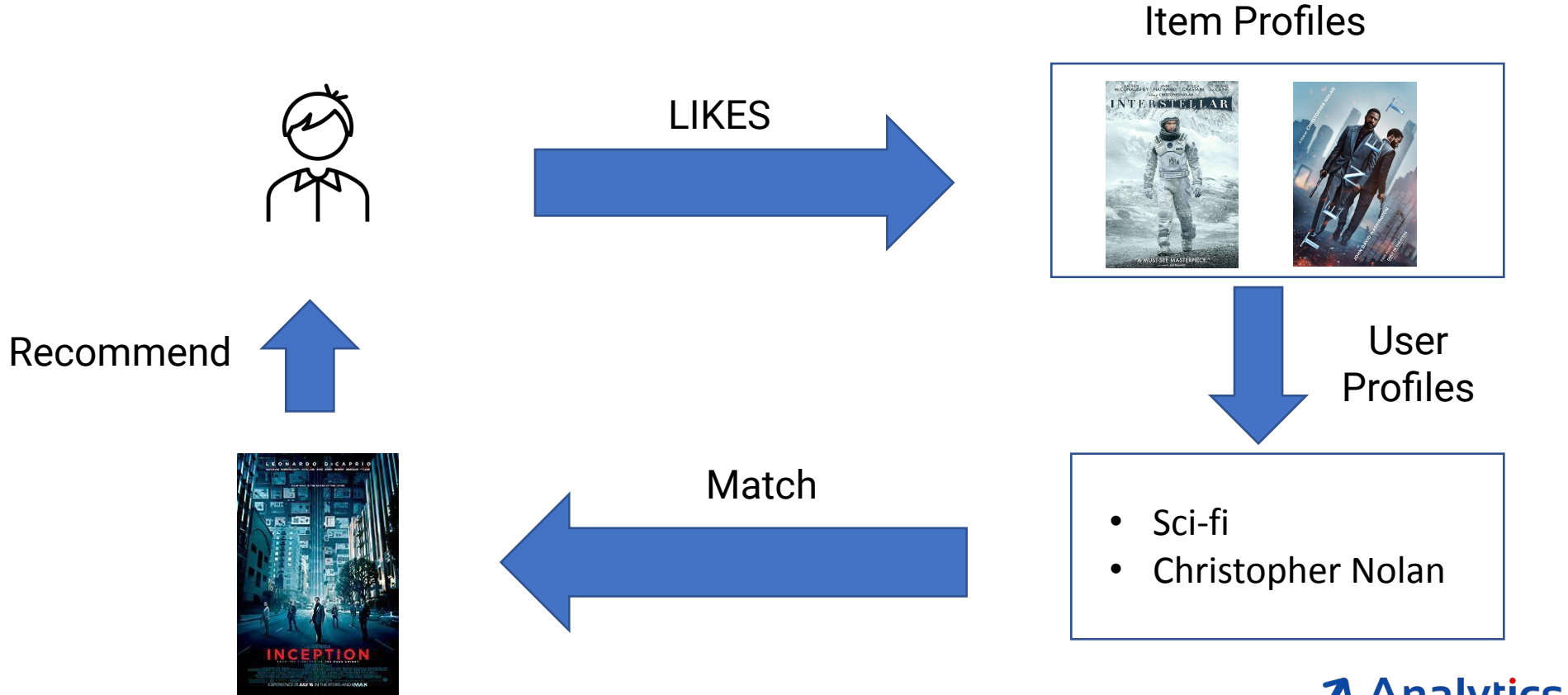
Some Examples

- Shoes: I like to wear sports shoes from premium brands only with laces
- Clothing: I prefer white, linen, low-priced shirts with spread collar
- Movies: I like Tom Cruise, Action, Thriller, Leonardo Dicaprio
- Hotels: I usually stay at hotels with high speed internet, pool and gym facility
- News: I am generally interested in reading about cricket, technology and upcoming TV series
- Music: I like listening to Marshmellow, Pink Floyd and Classical rock music

Content Based Recommendation

- **While CF – methods do not require any information about the items**
  - it might be reasonable to exploit such information
  - Such an approach will not require a lot of rating data

- **What do we need:**
  - some information about the available items such as the genre ("content")
  - some sort of *user profile* describing what the user likes (the preferences)