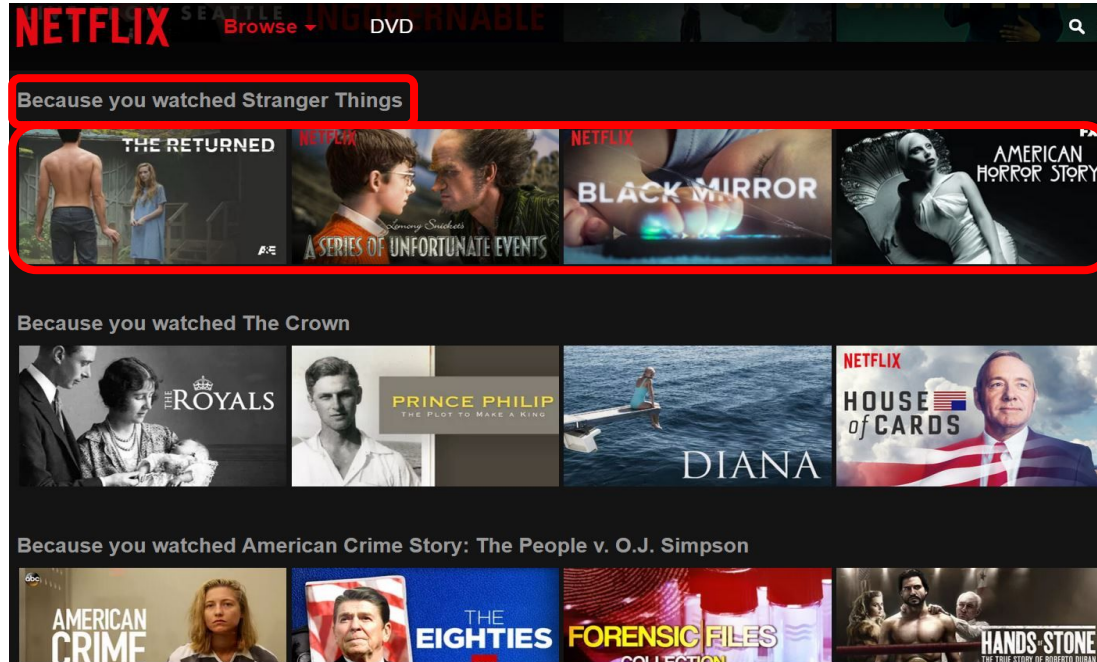
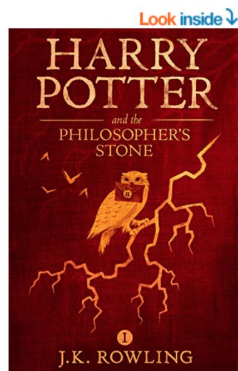


Personalized Recommender Systems

Netflix Recommendations



Amazon Book Recommendations



Harry Potter and the Philosopher's Stone Kindle Edition

by J.K. Rowling (Author) | Format: Kindle Edition

★★★★★ 12,572 ratings

#1 Best Seller in Children's Adventure

> See all formats and editions

Kindle Edition

₹ 0.00 ✓prime

Read with Our **Free App**
₹ 241.30 to buy

Audiobook

₹ 0.00

Free with your Audible trial

Hardcover

₹ 1,535.00 ✓prime

5 New from ₹ 1,351.00

Paperback

₹ 254.00 ✓prime

15 New from ₹ 254.00

Audio CD

₹ 1,654.00

7 New from ₹ 1,654.00

Turning the envelope over, his hand trembling, Harry saw a purple wax seal bearing a coat of arms; a lion, an eagle, a badger and a snake surrounding a large letter 'H'.

Harry Potter has never even heard of Hogwarts when the letters start dropping on the doormat at number four, Privet Drive. Addressed in green ink on yellowish parchment with a purple seal, they are

< Read more

More items to explore

Page 1 of 13



Harry Potter and the Chamber of Secrets
by J.K. Rowling
★★★★★ 11,081 ratings
Kindle Edition
₹ 194.75



Harry Potter and the Prisoner of Azkaban
by J.K. Rowling
★★★★★ 6,354 ratings
Kindle Edition
₹ 199.50



Harry Potter and the Cursed Child - Parts One...
by J.K. Rowling
★★★★★ 14,359 ratings
Kindle Edition with Audio/Video
₹ 194.75



Harry Potter Spell Book: The Unofficial Book of...
by Sadie Mear
★★★★★ 131 ratings
Kindle Edition
₹ 228.00



Diary of a Wimpy Kid: Wrecking Ball (Book 14)
by Jeff Kinney
★★★★★ 9,337 ratings
Kindle Edition
₹ 370.50



CHACHA CHAUDHARY AND TEMPLE THIEF...
by PRIYAN KUMAR...
★★★★★ 345 ratings
Kindle Edition
₹ 227.74

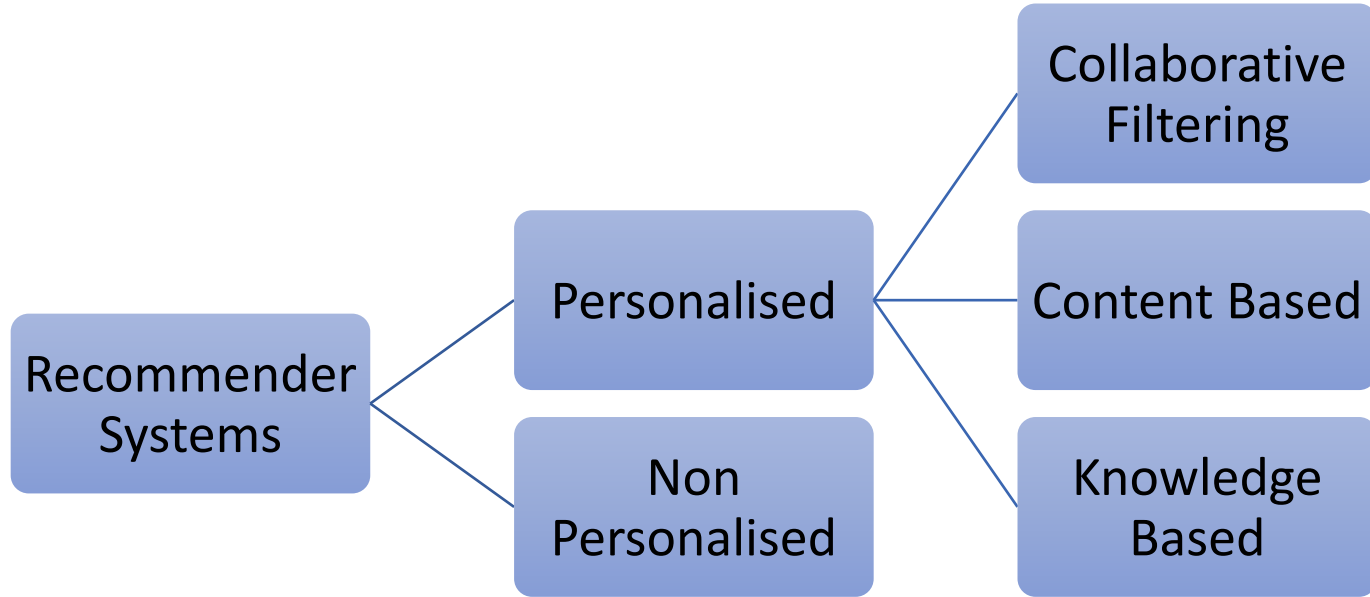


The Chronicles of Narnia 7-in-1 Bundle with...
by C. S. Lewis
★★★★★ 117 ratings
Kindle Edition
₹ 519.82

How to identify interests & preferences?

- Interests and preferences of users can be identified based on:
 - Past Behaviour
 - Relation to other users
 - Item Similarity
 - Context
 - Demographics
 - ...

Categories of Recommender Systems

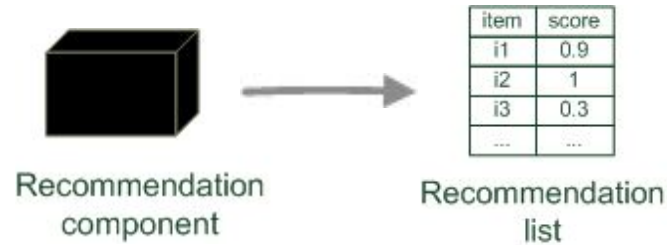


Recommender systems as a function

- Given:
 - User model (e.g. ratings, preferences, demographics, situational context)
 - Items (with or without description of item characteristics)
- Find:
 - Relevance score. Used for ranking

Categories of recommender systems

Personalized Recommender systems
reduce information overload by estimating
relevance



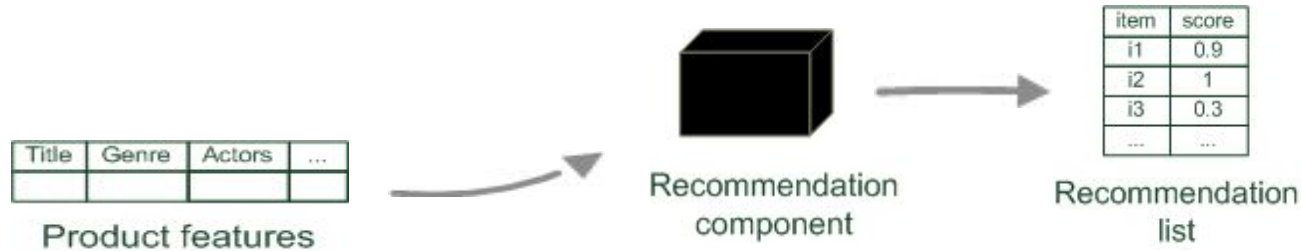
Collaborative Filtering Based Recommenders

Collaborative: "Tell me what's popular among my peers"



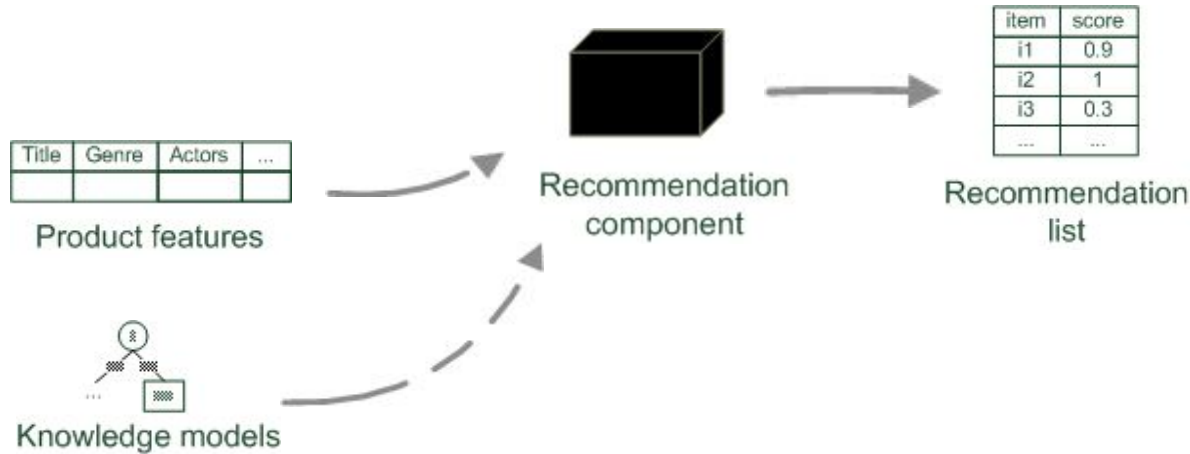
Content Based Recommenders

Content-based: "Show me more of the same what I've liked"



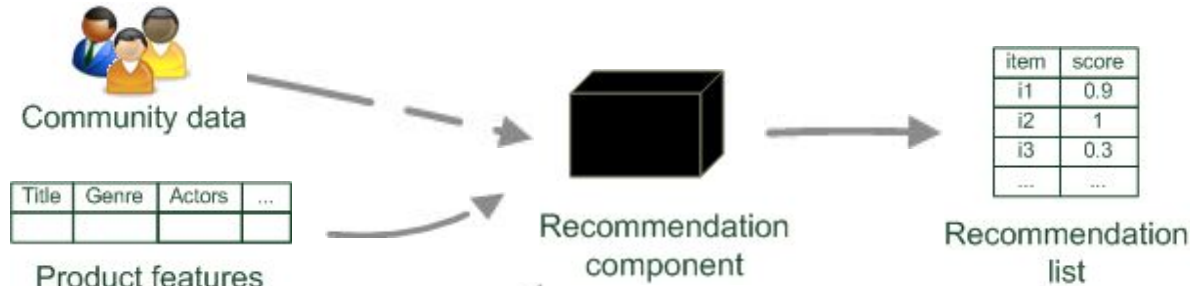
Knowledge Based Recommenders

Knowledge-based: "Tell me what fits based on my needs"



Hybrid Recommenders

Hybrid: combinations of various inputs
and/or composition of different mechanism



Collaborative: "Tell me what's popular
among my peers"

Content-based: "Show me more of the same
what I've liked"

Knowledge-based: "Tell me what fits based
on my needs"