The usage of ML and AI is very popular in the online gaming platforms where speed matters.

Speed is one of the advantages of logistic regression, and it is extremely useful in the gaming industry. Speed is very important in a game. Very popular today are the games where you can use in-game purchases to improve the gaming qualities of your character, or for fancy appearance and communication with other players. In-game purchases are a good place to introduce a recommendation system.

RockStar, Tencent and other uses such systems to suggest gamers' equipment which they would like to buy. Their algorithm analyses a very large amount of data about user behaviour and gives suggestions about equipment a particular user may want to acquire on the run. This algorithm is logistic regression.

There are three types of recommendation systems. The collaborative system predicts what the user would like to buy based on ratings from users with similar preferences in previous purchases, and other activity. A content-based algorithm makes its decision based on properties specified in the item description and what the user indicated as interests in its profile. The third type is the hybrid and it is a combination of two previous types.

Both the description and the preferences of other users can be used as features in logistic regression. You only need to transform them into a similar format and normalize. Logistic regression will work fast and show good results.