I have two amazon profiles, personal and business, and the business account has not been used for while and there are very few purchases there, but I am getting so many unrelated emails and promotions, kind of spam emails.

I could Identify two problems with Recommender Systems.

* Cold-start problem

This problem seems particularly large in the case of Collaborative Filtering where the nature of recommending each item is based on the user’s interaction with the platform.

In Recommendation literature, it is often referred to as the Chicken-and-egg problem as the users will not use a system without good recommendations and the system is unable to generate good recommendations if they do not have any information on the user preferences.

* Data Sparseness

Where it takes into consideration the user-item matrix for generating recommendations.

Often this matrix is a sparse one, meaning there are lots of users and items but very few ratings are provided. In addition, new items keep being added to the list and are often left behind unrated.

There are some solution strategies for cold start problem, the recommender system can employ various methods, such as **matrix factorization, clustering, nearest neighbor, and deep learning**.

But how effective they are who knows.

I had the same problem with amazon, and was told to do;

Go to the Communications Preference Center.

From the Promotional Emails section, select Do not send me any marketing email for now.

Update and complete your profile, basically to put as much as possible information.

It just reduced the email flow, but it didn’t stop, just saying with didn’t forget you.

If the discussion was through a chat it might have some access to a cache or register which is very unlikely to your system setup, for a conversation it is absurd.