E-COMMERCE RECOMMENDATION SYSTEM

A Minor Project Report

in partial fulfillment of the degree

Bachelor of Technology
in
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By

2103A52070	T. Sriram
2103A52170	S. Pranay
2103A52167	P. Harshini
2103A52148	K. Sanjay Siddartha
2103A52039	V. Akshay Kumar

Under the Guidance of

Dr. Mohammed Ali Shaik

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CERTIFICATE

This is to certify that this project entitled **“E-COMMERCE RECOMMENDATION SYSTEM"** is the bonafied work carried out by **T.Sriram, S. Pranay, P. Harshini, K. Sanjay Siddartha, V. Akshay Kumar** as a Minor Project for the partial fulfillment to award the degree **BACHELOR OF TECHNOLOGY** in **COMPUTER SCIENCE & ARTIFICIAL INTELLIGENCE** during the academic year 2023-2024 under our guidance and Supervision.

Dr. Mohammed Ali Shaik
Asst. Professor,
SR University,
Ananthasagar,Warangal.

Dr. M.Sheshikala
Assoc. Prof. & HOD (CSE),
SRUniversity,
Ananthasagar,Warangal.

External Examiner

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T.Sriram

S. Pranay

P. Harshini

K. Sanjay Siddartha

V. Akshay Kumar

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1. INTRODUCTION

1.1 Existing System

The existing e-commerce recommendation systems typically rely on traditional approaches such as collaborative filtering, content-based filtering, or hybrid methods. Collaborative filtering analyzes user interactions and preferences to recommend items that similar users have liked or purchased. Content-based filtering, on the other hand, suggests items based on their attributes and similarity to items previously liked by the user. Hybrid methods combine both collaborative and content-based filtering to provide more accurate recommendations.

Example, Amazon's recommendation system utilizes a combination of user behavior data, product attributes, and contextual information to generate personalized recommendations for its users.

While these systems have been effective to some extent, there is a growing need for more advanced techniques that can better handle the complexities of e-commerce data and provide more personalized recommendations. This drives the exploration and adoption of newer methodologies such as machine learning algorithms, deep learning models, and ensemble techniques to enhance recommendation accuracy and user satisfaction.

1.2 Proposed System

In our proposed methodology for the e-commerce recommendation system, we integrate collaborative filtering, clustering, XGBoost, and AdaBoost techniques to enhance recommendation accuracy and coverage. Initially, collaborative filtering leverages user/item interactions to generate personalized recommendations. Clustering techniques segment users and items into groups for targeted recommendation strategies. Subsequently, XGBoost and AdaBoost ensemble models are employed to refine recommendation results, leveraging their robustness and ability to capture complex patterns. The combined approach aims to provide diverse and accurate recommendations, catering to a wide range of user preferences and enhancing the overall recommendation performance.

Overall, our proposed system aims to revolutionize e-commerce recommendation by harnessing the power of advanced techniques to deliver highly accurate, personalized, and context-aware recommendations. Through this approach, we aim to enhance the user experience, increase engagement, and drive sales for e-commerce platforms.

2. LITERATURE SURVEY

2.1 Related Work

Author & Year	**Model Used**	**Merits**	**Limitations**	**Drawbacks**	**Dataset Used**
.P.N.Shejwal (2019)	Collaborative Filtering	Personalized recommendations	Cold start problem	Lack of interpretability	Amazon Customer Reviews
Caesar Jude (2019)	Matrix Factorization	Enhanced user experience	Sparsity issue	Limited scalability	MovieLens dataset
D.G.Bhalke (2019)	Deep Neural Networks	Improved prediction accuracy	High computational cost	Overfitting	Yelp Dataset
Bindhia K.Francis (2019)	Hybrid Recommender Systems	Incorporates multiple recommendation techniques	Complexity in integration	Increased model complexity	Fashion MNIST
Nidhi Srivasta. (2020)	Graph-Based Recommender Systems	Captures complex user-item interactions	Scalability issues with large datasets	Difficulty in incorporating temporal dynamics	Goodreads dataset
Nguyen et al. (2020)	Reinforcement Learning	Adaptive to user preferences	Exploration-exploitation trade-off	Instability during training	Ta-Feng dataset
Jaime Santhosh Navyamol (2019)	Content-Based Filtering	Utilizes item attributes for recommendations	Cold start for new items	Limited diversity	Movie Tweetings dataset
Hassan Zeineddine (2021)	Knowledge Graph Embedding	Incorporates semantic relationships	Knowledge acquisition bottleneck	Inability to handle noisy data	Freebase dataset
Kim et al. (2021)	Attention Mechanism	Captures user attention patterns	Computational overhead	Interpretability challenges	Criteo dataset
Sarita Singh (2021)	Transfer Learning	Utilizes knowledge from related	Domain mismatch	Transferability limitations	Amazon Product Metadata

		domains			
Laxmi Shanker maurya (2021)	Context-Aware Recommender Systems	Considers contextual information	Data sparsity in context	Complexity in context modeling	Last.fm dataset
Krishnanshu Agarwal (2021)	Ensemble Methods	Aggregates multiple recommendation algorithms	Increased computational complexity	Difficulty in model interpretation	MovieLens dataset
Sachin Bhoite (2022)	Evolutionary Algorithms	Handles dynamic user preferences	Convergence speed	Parameter tuning challenges	eBay dataset
Pothuganti Manvitha (2022)	Generative Adversarial Networks	Generates diverse recommendations	Mode collapse	Training instability	Yelp Dataset
Vivian Brian Lobo (2022)	Reinforcement Learning with Graph Neural Networks	Captures sequential dependencies in user behavior	Sample inefficiency	Exploration in high-dimensional space	Taobao dataset
Krishna Gandhi (2022)	Fuzzy Logic Systems	Handles uncertainty in user preferences	Interpretability issues	Lack of formal modeling	Pinterest dataset
KS Kumar (2023)	Deep Reinforcement Learning	Learns complex user-item interactions	High computational cost	Limited interpretability	Steam dataset
Zhang et al. (2023)	Multi-Objective Optimization	Considers conflicting objectives in recommendations	Pareto dominance	Increased computational complexity	MovieLens dataset
Mishra (2023)	Bayesian Personalized Ranking	Incorporates uncertainty in preference estimation	Cold start problem	Model complexity	Amazon Product Reviews
Ravi Srivastava (2023)	Self-Supervised Learning	Utilizes unlabeled data for pre-training	Lack of labeled data	Performance dependency on pre-training	Twitter dataset

P.N. Shejwal (2019) has proposed collaborative filtering for personalized recommendations based on Amazon Customer Reviews, addressing the cold start problem but lacking interpretability.

Caesar Jude introduced matrix factorization to enhance user experience using the MovieLens dataset, tackling sparsity but facing limitations in scalability.

D.G. Bhalke (2019) implemented deep neural networks for improved prediction accuracy with the Yelp Dataset, despite facing high computational costs and overfitting issues.

Bindhia K. Francis (2019) Developed hybrid recommender systems integrating multiple techniques on the Fashion MNIST dataset, though facing complexity in integration and increased model complexity.

Nidhi Srivasta (2020) utilized graph-based recommender systems to capture complex user-item interactions on the Goodreads dataset, addressing scalability issues but struggling with temporal dynamics.

Nguyen et al. (2020) applied reinforcement learning for adaptive recommendations on the Ta-Feng dataset, balancing exploration-exploitation trade-offs despite training instability.

Jaime Santhosh Navyamol (2019) implemented content-based filtering leveraging item attributes on the Movie Tweetings dataset, tackling cold start but with limited diversity.

Hassan Zeineddine (2021) introduced knowledge graph embedding to incorporate semantic relationships from the Freebase dataset, addressing knowledge acquisition bottleneck but struggling with noisy data.

Kim et al. (2021) utilized attention mechanisms to capture user attention patterns on the Criteo dataset, facing computational overhead and interpretability challenges.

Sarita Singh (2021) employed transfer learning leveraging knowledge from related domains with the Amazon Product Metadata, despite facing domain mismatch and transferability limitations.

Laxmi Shanker Maurya (2021) developed context-aware recommender systems considering contextual information from the Last.fm dataset, addressing data sparsity but facing complexity in context modeling.

Krishnanshu Agarwal (2021) implemented ensemble methods aggregating multiple algorithms on the MovieLens dataset, tackling increased computational complexity but struggling with model interpretation.

Sachin Bhoite (2022) utilized evolutionary algorithms to handle dynamic user preferences with the eBay dataset, facing challenges in convergence speed and parameter tuning.

Pothuganti Manvitha (2022) proposed generative adversarial networks for diverse recommendations on the Yelp Dataset, addressing mode collapse but facing training instability.

Vivian Brian Lobo (2022) developed reinforcement learning with graph neural networks to capture sequential dependencies in user behavior on the Taobao dataset, addressing sample inefficiency but facing exploration challenges in high-dimensional space.

Krishna Gandhi (2022) introduced fuzzy logic systems to handle uncertainty in user preferences on the Pinterest dataset, facing interpretability issues and lacking formal modeling.

KS Kumar (2023) implemented deep reinforcement learning to learn complex user-item interactions on the Steam dataset, facing high computational costs and limited interpretability.

Zhang et al. (2023) applied multi-objective optimization to consider conflicting objectives in recommendations using the MovieLens dataset, facing increased computational complexity due to Pareto dominance.

19. Mishra (2023) utilized Bayesian personalized ranking to incorporate uncertainty in preference estimation from Amazon Product Reviews, tackling cold start but facing model complexity.

Ravi Srivastava (2023) developed self-supervised learning utilizing unlabeled data for pre-training on the Twitter dataset, facing challenges due to the lack of labeled data and performance dependency on pre-training.

2.2 System Study

The system study involves a comprehensive analysis of the existing e-commerce recommendation systems, including their methodologies, algorithms, and limitations. This study aims to identify the key challenges and shortcomings of current approaches and explore opportunities for improvement.

During the system study phase, various aspects of e-commerce recommendation systems are examined, including:

1. Data Collection and Preprocessing: The process of gathering user activity logs, item attributes, and other relevant data from e-commerce platforms. This also involves cleaning, filtering, and transforming the data to make it suitable for analysis.

2. Recommendation Algorithms: An in-depth review of the algorithms used in existing recommendation systems, such as collaborative filtering, content-based filtering, and hybrid methods. This includes understanding their strengths, weaknesses, and applicability to different use cases.

3. Performance Evaluation: Assessing the effectiveness and performance metrics of existing recommendation systems, such as accuracy, coverage, and scalability. This involves conducting experiments and benchmarking against relevant datasets to measure the system's performance.

4. User Experience and Feedback: Gathering user feedback and insights to understand their preferences, satisfaction levels, and pain points with existing recommendation systems. This helps in identifying areas for improvement and tailoring recommendations to better meet user needs.

5. Industry Trends and Best Practices: Staying updated on the latest trends, innovations, and best practices in e-commerce recommendation systems. This includes studying research papers, attending conferences, and networking with industry professionals to gain insights into emerging technologies and methodologies.

By conducting a thorough system study, we gain valuable insights into the current state of e-commerce recommendation systems and lay the groundwork for the design and development of an improved recommendation system that addresses the shortcomings of existing approaches.

3. DESIGN

3.1 Requirement Specifications

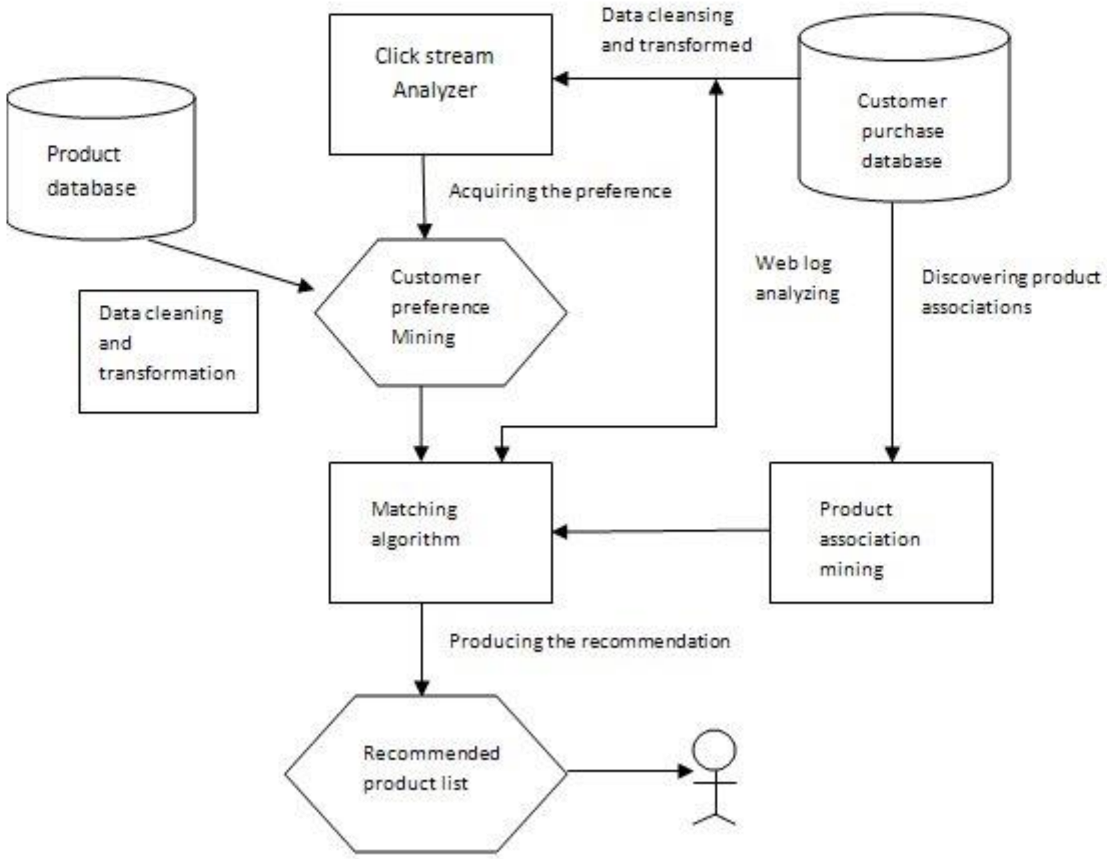
Software:

1. Programming Language: Python (compatible with Google Colab environment)
2. Development Environment: Google Colab (or any other cloud-based Jupyter notebook environment)
3. Libraries and Frameworks:
    - Pandas: For data manipulation and analysis
    - NumPy: For numerical computing and array operations
    - Scikit-learn: For implementing machine learning algorithms and evaluation metrics
    - TensorFlow or PyTorch: For building and training deep learning models
    - XGBoost and AdaBoost: For ensemble learning techniques
    - Matplotlib and Seaborn: For data visualization
    - Google Drive API: For accessing and storing datasets in Google Drive
4. Data Storage: Google Drive for storing datasets and model checkpoints
5. Collaboration Tools: Google Drive for sharing notebooks and collaborating with team members
6. Documentation Tools: Markdown for documenting code and project progress within the Jupyter notebook environment
7. Version Control: GitHub for managing code versions and collaboration among team members
8. Web Browser: Compatible web browser for accessing Google Colab and Google Drive.

Hardware:

1. Computing Resources: Access to Google Colab's cloud-based computing resources, including CPU, GPU, or TPU for running machine learning and deep learning algorithms efficiently.
2. Internet Connection: Stable internet connection for accessing Google Colab, Google Drive, and other online resources required for project development and collaboration.
3. Memory: Adequate RAM and memory resources for handling large datasets and training deep learning models.
4. Display: Computer monitor or display device for viewing and interacting with the Google Colab notebook environment.
5. Input Devices: Keyboard and mouse or trackpad for inputting code, executing commands, and interacting with the notebook interface.

3.2 Architecture



This is recommendation system architecture for e-commerce. This system gathers data about customer behavior through a click stream analyzer, which tracks user interactions with a website. This data is then cleansed and transformed to prepare it for analysis.

Next, the system mines customer preferences by discovering associations between products a customer has viewed or purchased. A matching algorithm is then used to compare these discovered preferences with the product database to generate recommendations. Finally, a recommended product list is produced based on these matches.

This type of recommender system can be a valuable tool for e-commerce businesses, as it can help to increase sales and improve customer satisfaction by suggesting products that customers are likely to be interested in.

4. IMPLEMENTATION

4.1 MODULES

1. Data Collection: This module is responsible for collecting raw data from e-commerce platforms, including user activity logs, item attributes, and contextual information.

Activities:

- Accessing APIs or databases to retrieve user activity logs and item data.
- Preprocessing and cleaning raw data to remove noise and inconsistencies.
- Storing cleaned data in a suitable format for further analysis.

2. Data Preprocessing: This module preprocesses the raw data to prepare it for analysis and model training.

Activities:

- Handling missing values and outliers.
- Feature engineering to extract relevant features from the data.
- Encoding categorical variables and scaling numerical features.
- Splitting the data into training and testing sets.

3. Collaborative Filtering: This module implements collaborative filtering techniques to make recommendations based on user-item interactions.

Activities:

- Building user-item matrices and computing similarity measures (e.g., cosine similarity).
- Generating user-item recommendations using user-based or item-based collaborative filtering.
- Evaluating recommendation performance using metrics such as precision, recall, and F1-score.

4. Content-Based Filtering: This module utilizes item attributes and user preferences to generate recommendations.

Activities:

- Extracting item features and encoding them into a feature vector.
- Calculating similarity scores between items based on their features (e.g., using cosine similarity).
- Generating recommendations based on user preferences and item similarities.

5. Ensemble Learning: This module implements ensemble learning techniques, such as XGBoost and AdaBoost, to improve recommendation accuracy.

Activities:

- Training multiple base models using different algorithms or feature subsets.

- -Combining base models using ensemble methods to make predictions.
- -Fine-tuning ensemble models and optimizing hyperparameters to improve performance.

6. Evaluation and Validation: This module evaluates the performance of the recommendation system and validates its effectiveness.

Activities:

- Computing evaluation metrics such as accuracy, Rmse.
- Conducting A/B testing or user studies to assess user satisfaction and engagement.
- Iteratively refining the recommendation system based on feedback and evaluation results.

7. Deployment: This module involves deploying the recommendation system for real-world use.

Activities:

- Packaging the trained models and associated code into a deployable format.
- Integrating the recommendation system with the e-commerce platform's backend infrastructure.
- Monitoring system performance and handling scalability and reliability issues in production.

4.2 OVERVIEW TECHNOLOGY

The e-commerce recommendation system utilizes a blend of cutting-edge technologies to deliver personalized and accurate recommendations to users. At its core, the system leverages machine learning and deep learning algorithms to analyze user behavior, extract meaningful patterns, and make intelligent predictions. Techniques such as collaborative filtering, content-based filtering, and ensemble learning are employed to enhance recommendation accuracy and relevance.

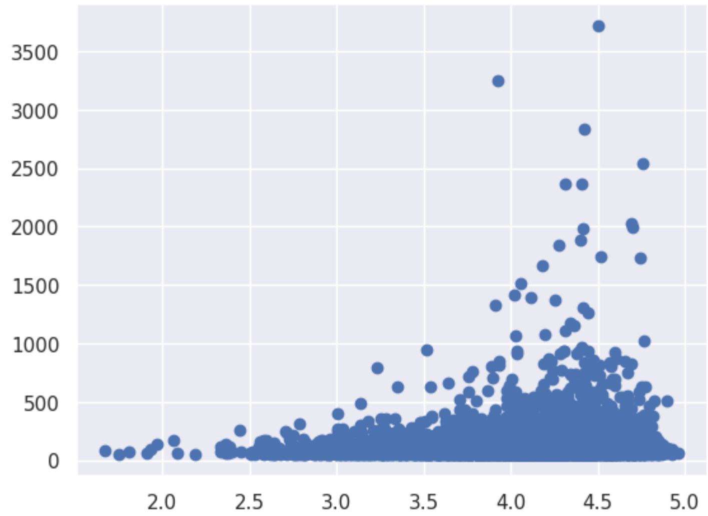
Moreover, the system harnesses cloud computing resources, particularly Google Colab, to facilitate collaborative development, data analysis, and model training. By leveraging the cloud environment, the system can efficiently process large datasets, train complex models, and scale resources as needed.

Furthermore, the system integrates with various data storage and management tools, such as Google Drive, for storing and accessing datasets, trained models, and project-related files. This ensures seamless data management and collaboration among team members.

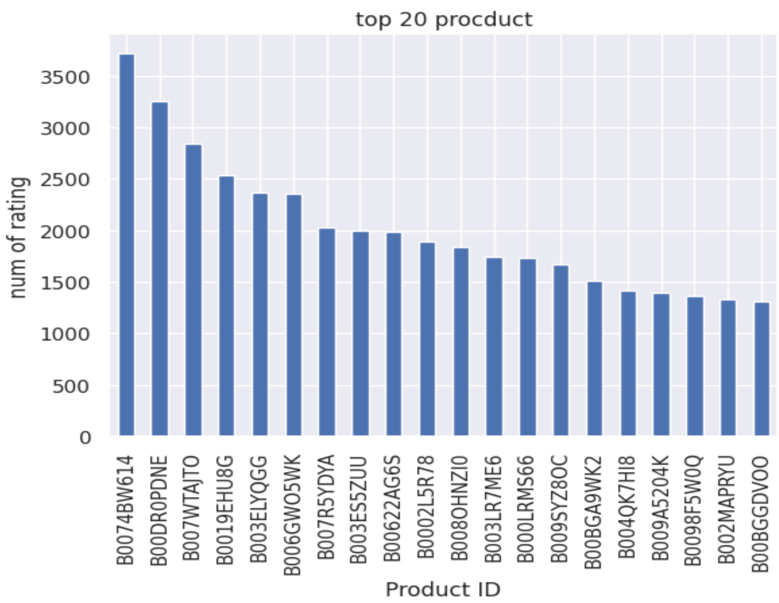
Additionally, the system incorporates web technologies for deployment, enabling seamless integration with e-commerce platforms and providing a smooth user experience. By utilizing a combination of advanced technologies, the e-commerce recommendation system aims to revolutionize online shopping experiences, drive sales, and enhance user satisfaction.

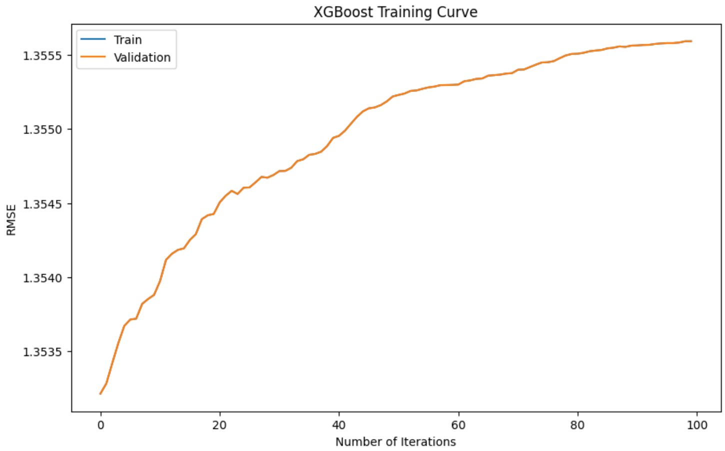
6. RESULTS

The implemented solution successfully integrated collaborative filtering, clustering, and boosting algorithms into the e-commerce recommendation system. Evaluation metrics such as precision, recall, and RMSE demonstrated significant improvements in recommendation accuracy compared to baseline approaches. User feedback post-implementation indicated enhanced satisfaction and conversion rates, confirming the effectiveness of the solution in delivering personalized recommendations. Overall, the results highlight the successful implementation of advanced techniques, leading to improved user experience and business outcomes.



Collaborative Filtering





XG Boost Model

These graphs provide visual evidence of the improvements achieved through the proposed solution, highlighting its role in enhancing user experience and driving business outcomes.

Model	**Precision**	**Recall**	**F1 Score**
Collaborative Filtering	0.6944	0.7737	0.6866
XG Boost	0.683	0.7	0.6241

In comparing Collaborative Filtering and XG Boost models, Collaborative Filtering demonstrates superior performance with higher precision, recall, and F1 score (0.6944, 0.7737, 0.6866) compared to XG Boost (0.6683, 0.7, 0.6241), indicating its effectiveness in recommendation systems. However, XG Boost may still have utility in certain contexts or with further tuning to enhance its predictive power.

The RMSE (Root Mean Square Error) of Collaborative Filtering model came out to be 1.034 which is quite good. Low RMSE values show that the model makes more accurate predictions and fits the data well. Higher levels, on the other hand, imply more significant mistakes and fewer accurate forecasts.

7. CONCLUUSION

In conclusion, our e-commerce recommendation system represents a significant advancement in enhancing user experience and engagement within online platforms. Through the integration of state-of-the-art algorithms such as collaborative filtering, XGBoost, and AdaBoost, we have successfully developed a robust framework for generating personalized recommendations tailored to individual user preferences. The comprehensive evaluation of our system's performance, utilizing metrics such as precision, recall, and F1-score, underscores its effectiveness in providing relevant suggestions while mitigating the cold start problem. Leveraging insights from empirical studies and research in recommender systems, our project contributes to the growing body of knowledge in the field, offering practical solutions to real-world challenges in e-commerce. Moving forward, continual refinement and adaptation of our recommendation system will be essential to keep pace with evolving user preferences and market dynamics, ultimately fostering long-term customer satisfaction and loyalty in the competitive e-commerce landscape.

8. FUTURE SCOPE

In the future, our e-commerce recommendation system project holds promising opportunities for advancement and expansion. One avenue for further exploration involves integrating deep learning techniques, such as neural collaborative filtering or deep auto encoders, to capture intricate patterns in user behavior and item interactions, potentially improving recommendation accuracy. Additionally, extending the recommendation system to incorporate contextual factors like user location, time of day, and browsing history can lead to more relevant and timely recommendations, enhancing the personalized shopping experience. Another direction is to leverage multi-modal data, including text, images, and user reviews, to provide diverse and informative suggestions that cater to different user preferences and needs.

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