Recommendation Systems
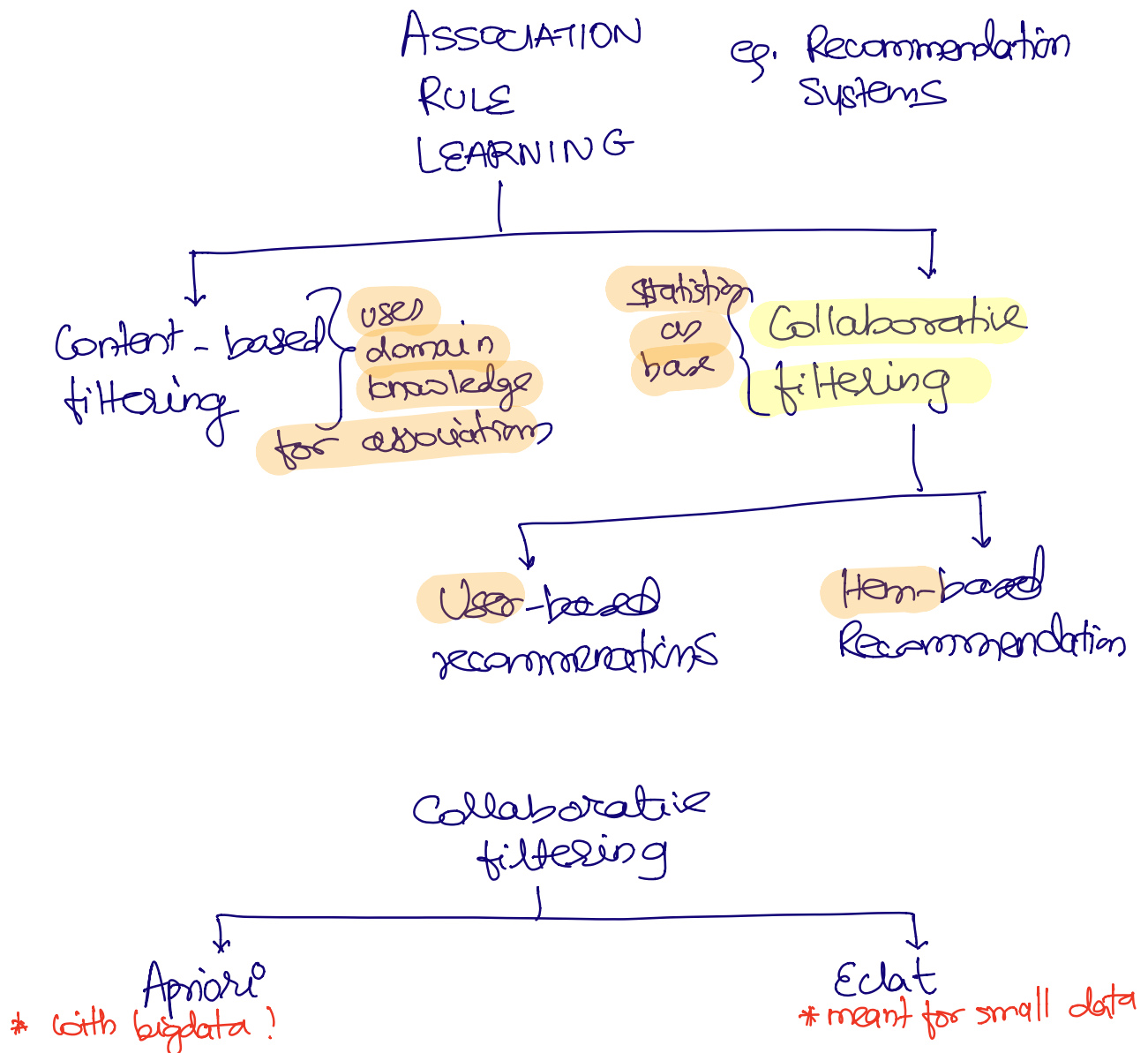
System that provide logical suggestions based on historical data.

MARKET BASKET ANALYSIS

ASSOCIATION RULE LEARNING

ASSOCIATION RULE LEARNING

eg. Recommendation Systems

Content - based filtering { Uses domain knowledge for association

Statistics as base { Collaborative filtering

User-based recommendations

Item-based Recommendation

Collaborative filtering

Apriori
* with bigdata !

Eclat
* meant for small data

Certain techniques that can be used for accommodation based on statistics:

① Distance formula

② Similarity measures (Cosine similarity)

Technique 1
Users and its relationship

K-means

book on Hadoop

Cluster 1
Cluster 2
Cluster 3
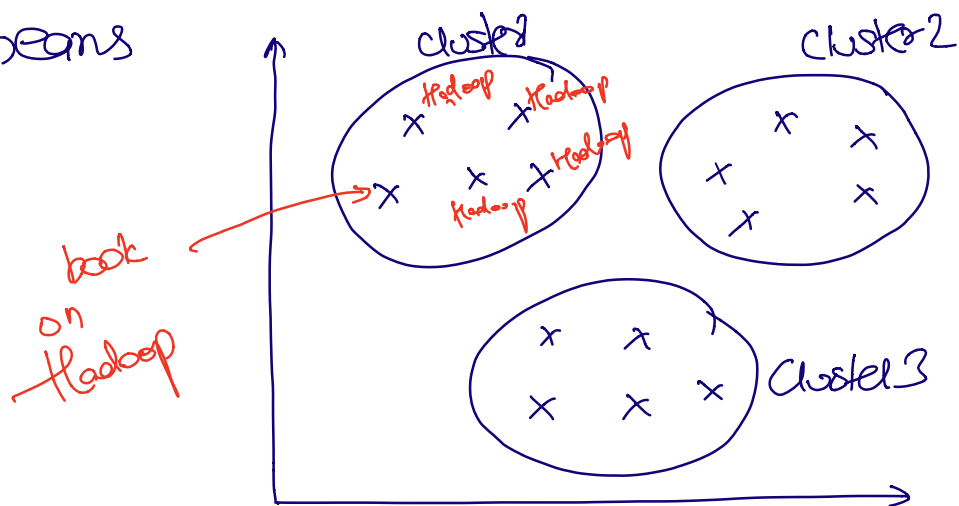
Technique 2
Get a dataset with users and their hobbies/age/group...

Supervised learning

Pivot Table

userid	1	2	3	4	. . . . .	n
1	3	0				
2						
3						
4						
5						