Module 11: Association Rules Mining and Recommendation Systems

Case Study

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Case Study

Domain – Retail

focus – Optimize Book RENT

<u>Business challenge/requirement</u>
BookRent is the largest online and offline book rental chain in India. The Company charges a fixed fee per month plus rental per book. So, the company makes more money when user rent more books.

You as an ML expert have to model recommendation engine so that user gets recommendation of books based on the behavior of similar users. This will ensure that users are renting books based on their individual taste.

Company is still unprofitable and is looking to improve both revenue and profit.

<u>Key issues</u>
As of now lot users return book and do not take new rental. Right recommendation will entice user to rent more books

<u>Considerations</u>
NONE

<u>Data volume</u>
- Approx 1 M records – file BX-Book-Ratings.csv and 2 more. But only 10K records will be used

 Fields in Data

- user_id: Unique Id of the User
- isbn: International Standard Book Number is a unique numeric commercial book identifier
- rating: rating given by user

<u>Additional information</u>
- NA

<u>Business benefits</u>
Increase in both top line and bottom line as more rentals per user means more revenue and more profit