

Neighbourhood Based Collaborative Filtering

→ This is the idea of Idea of Leveraging the behaviour of others to inform what you might enjoy.

{ It means finding other people like you and recommending stuff they like

(or)

finding other things like you & recommending the stuff they liked.

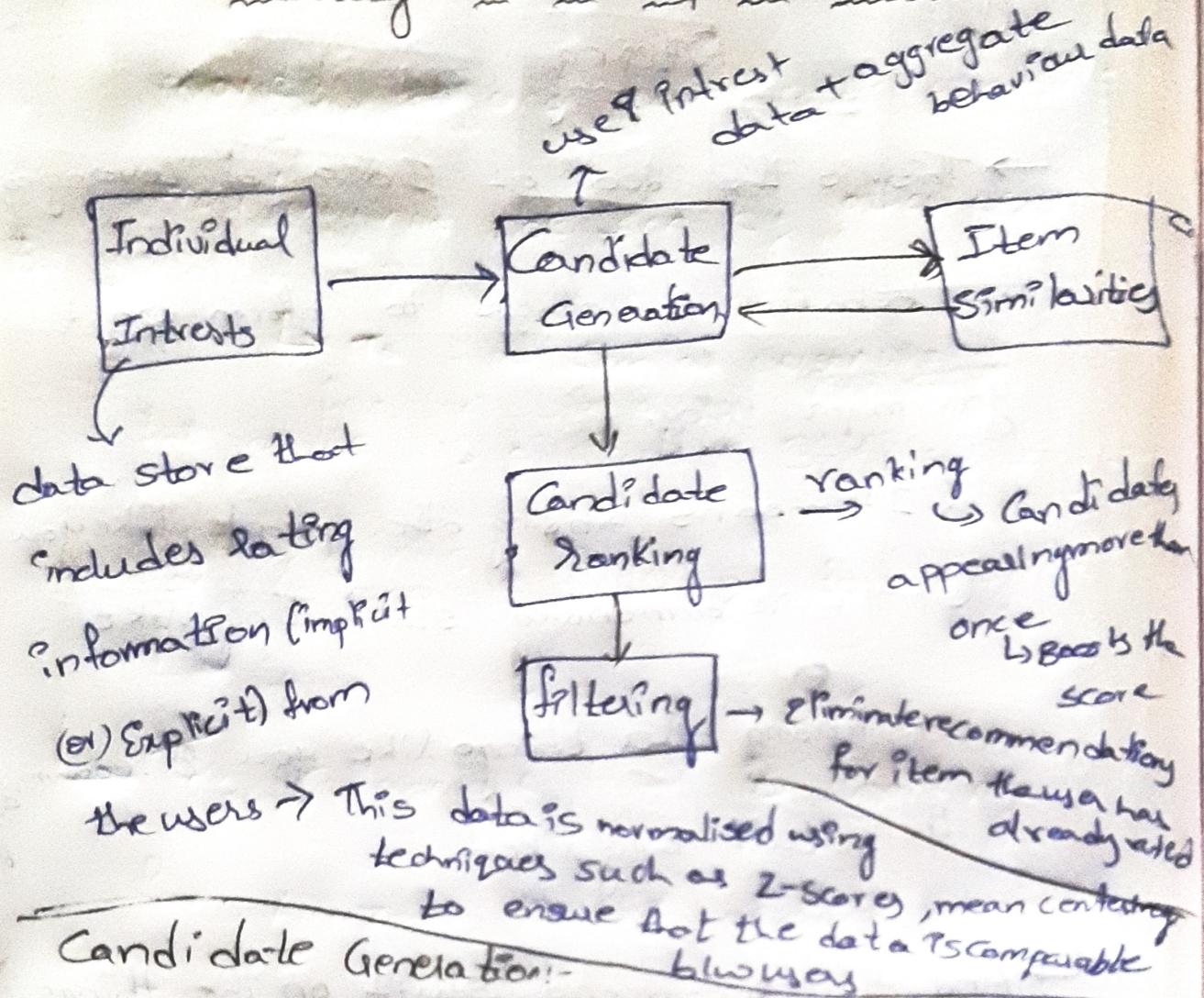
↳ And they recommend stuff on the things (other people like)

they like that you haven't seen yet.

↳ That's why it is called as Collaborative filtering.

→ It's recommending stuff based on other people's collaborative behaviour.

(One) anatomy of a Top-N recommender.



Now Generate Candidates for things

to recommend by looking up other items similar to the items each user liked. { user + aggregate behaviour data }

Candidate Ranking:-

Score and rank those candidates

Filtering:

Filter out the stuff that you hasn't seen before