into picture for that Jaccard similarity is best

User-based Collaborative filtering

↳ find other users similar to yourself based on their ratings history

↳ Now, recommend stuff they liked but they haven't seen yet

	RRR	BB1	BB2	Rebel	mix
Robby	4	5	•	•	•
Sumanth					
Aneesh		5	5	5	

↳ 5 movies ⇒ 5-D space ⇒ Bobby (4,5,0,0,0)

Cosine similarity ⇐ ⇒ Sumanth (0,0,0,0,1)

⇒ Aneesh (0,5,5,5,0)

b/w users.

Handy Matrix :→ → similarity score b/w users

	Bobby	Sumanth	Aneesh	
Bobby	1	0	1	
Sumanth	0	1	0	
Aneesh	1	0	1	

Bobby, Aneesh ⇒ similarity score ⇒ 1 ⇒ 100%

but if bobby gives 5 & anneesh gives 1

then also similarity score is ⇒ 1

↳ So, we are getting weird results

↳ so to avoid this we need to keep minimum threshold on how many movies users have in common.

Ex:- suppose if we want to generate recommendations for Bobby

	Bobby	sumanth	aneesh
Bobby	1	0	1
sumanth	0	1	0
aneesh	1	0	1

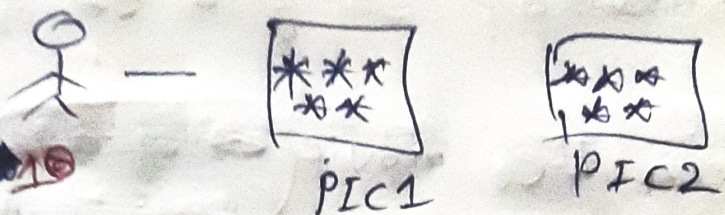
↳ we use handy matrix

Bobby ⇒ sumanth 0, aneesh 1

∴ we recommend Aneesh ('Aneesh is having have similarity score)

Candidate Generation!-

↳ we have identified which Candidate we have do recommendations.



Candidate scoring

↳ To be in same scale, we will translate (Normalized) the ratings score in blw 0 & 1

↳ we also made the candidate score

↳ (Similarity score)(candidate score)

⇒ assume 1

↳ ∈ there ⇒ (1)(1) = 1

↳ There are other Normalization as well. Variants

like

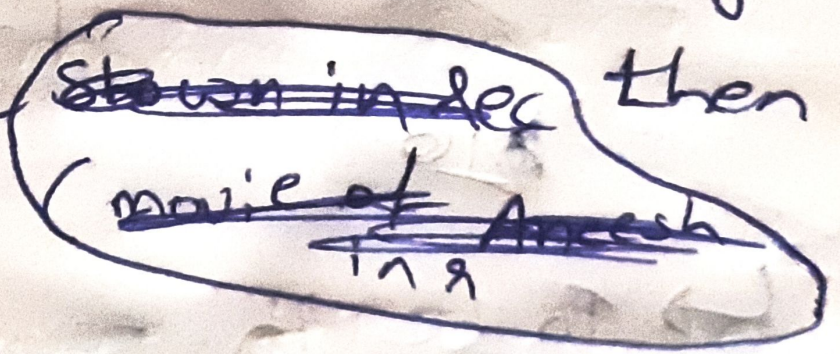
Normalization → 0 to 1

& negative scores to things rated one or two stars

↳ If you might also encounter

If more than 1 similar user rated the movie with good high score then we need to increase Final score

↳ Candidate Sorting ⇒ Sorting based on the scores

↳ Candidate filtering ⇒ If 'Bobby has seen the movie  then there is no point in recommending movies