

AI MEETUP #1



AI FOR UPSELLING



RECOMMENDATION
SYSTEM



APRIORI ALGORITHM



EXAMPLE OF APRIORI
ALGORITHM

AI FOR UPSELLING



AI FOR UPSELLING

- Customer Segmentation
- Recommendation System
- Predictive Analytics
- A/B Testing
- Dynamic Pricing
- Feedback Analysis



AI FOR UPSELLING

- Customer Segmentation
- **Recommendation System**
- Predictive Analytics
- A/B Testing
- Dynamic Pricing
- Feedback Analysis

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APRIORI ALGORITHM

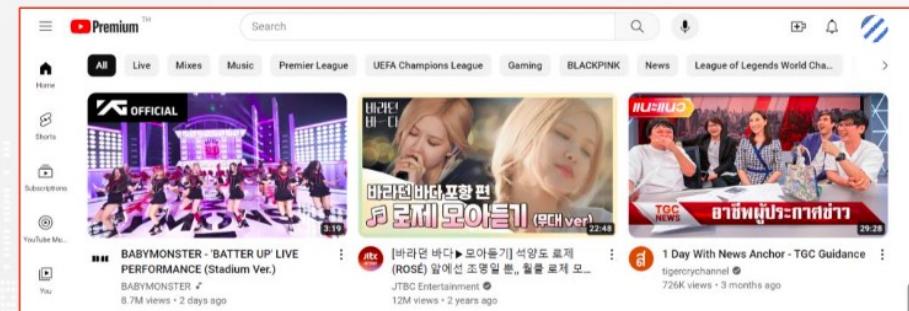
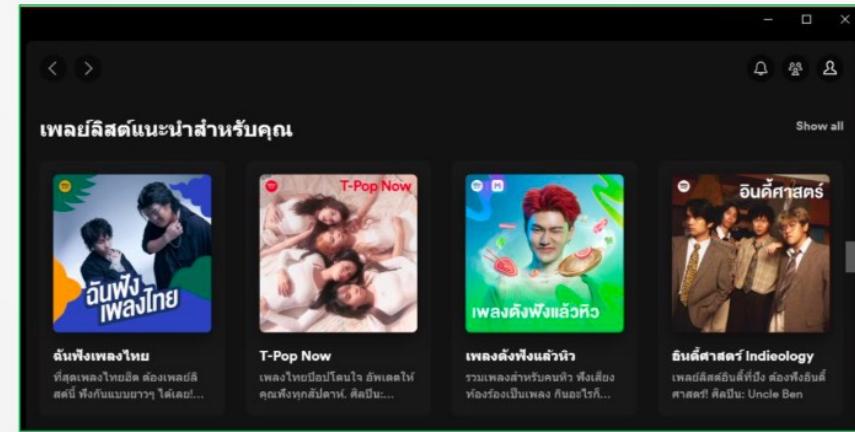


EXAMPLE OF APRIORI
ALGORITHM

RECOMMENDATION SYSTEM

Recommendation System

- Netflix
- YouTube
- Spotify



A large, faint, abstract network graph serves as the background for the left side of the slide. It consists of numerous small, semi-transparent black dots connected by thin gray lines, creating a sense of a complex, interconnected system.

RECOMMENDATION SYSTEM

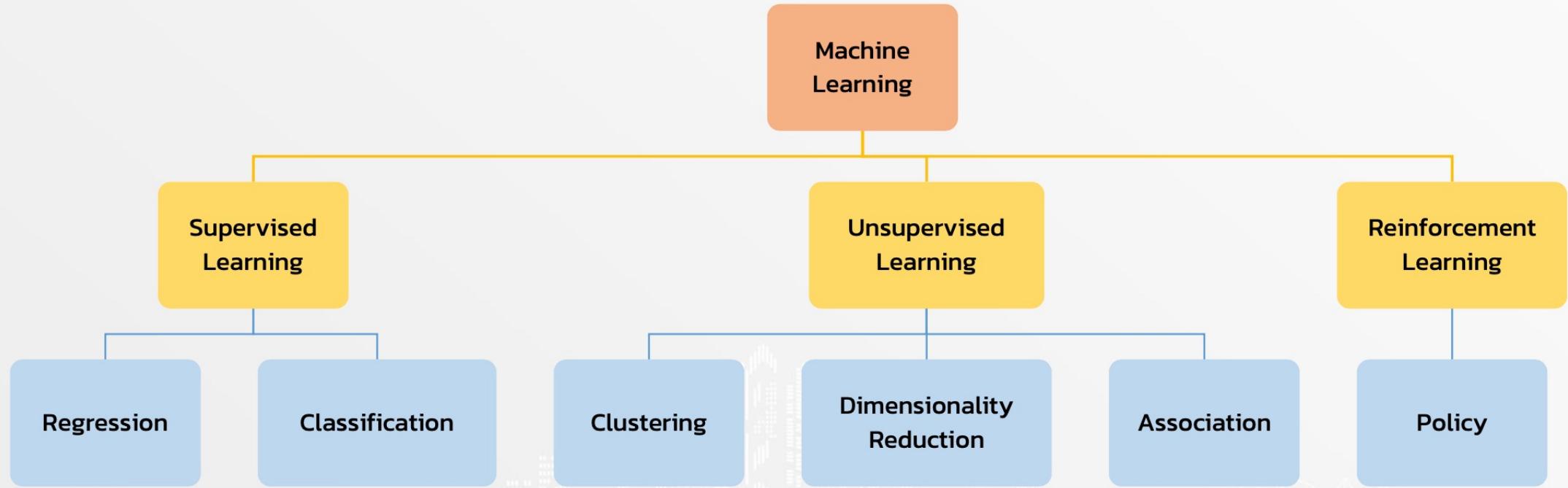
- Association Mining
- Content-Based Filtering
- Collaborative Filtering
- Deep Learning-Based Model

A large, faint, abstract network graph composed of numerous small, semi-transparent black dots connected by thin gray lines, forming a complex web-like structure.

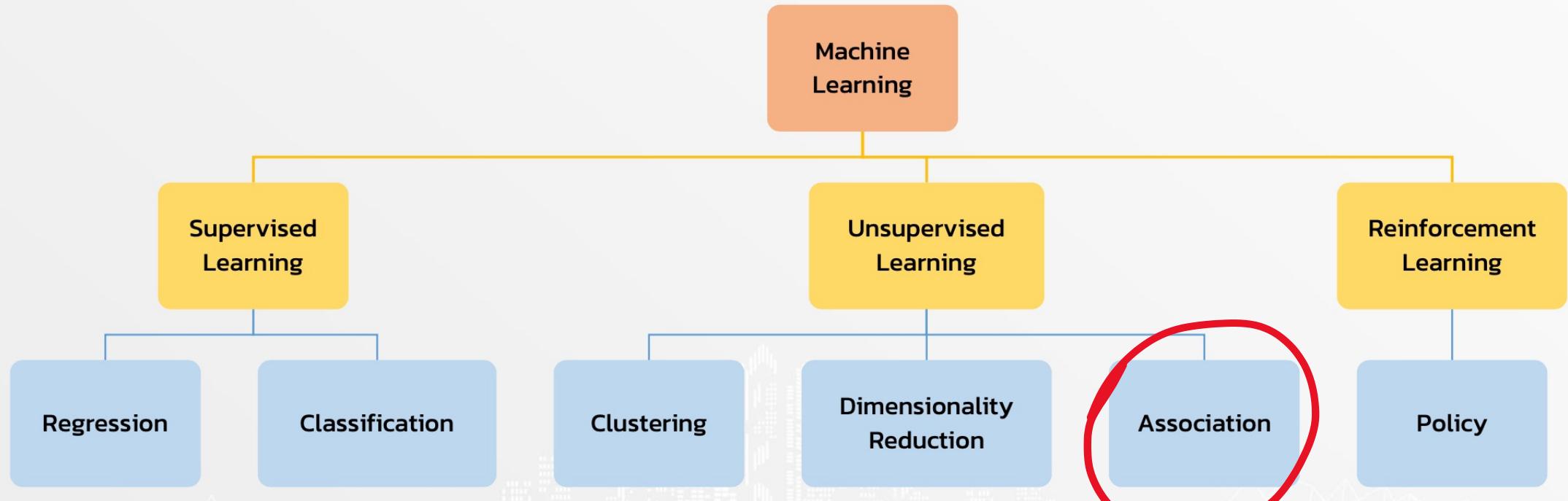
RECOMMENDATION SYSTEM

- Association Mining
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- Collaborative Filtering
- Deep Learning-Based Model

Type of Machine Learning



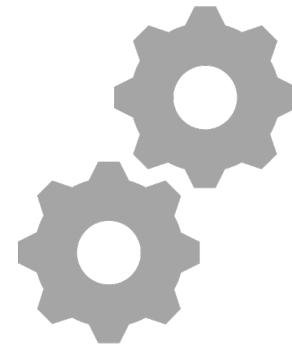
Type of Machine Learning



RECOMMENDATION SYSTEM – ASSOCIATION MINING



APRIORI Algorithm



FP-growth Algorithm

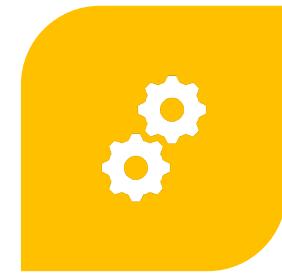
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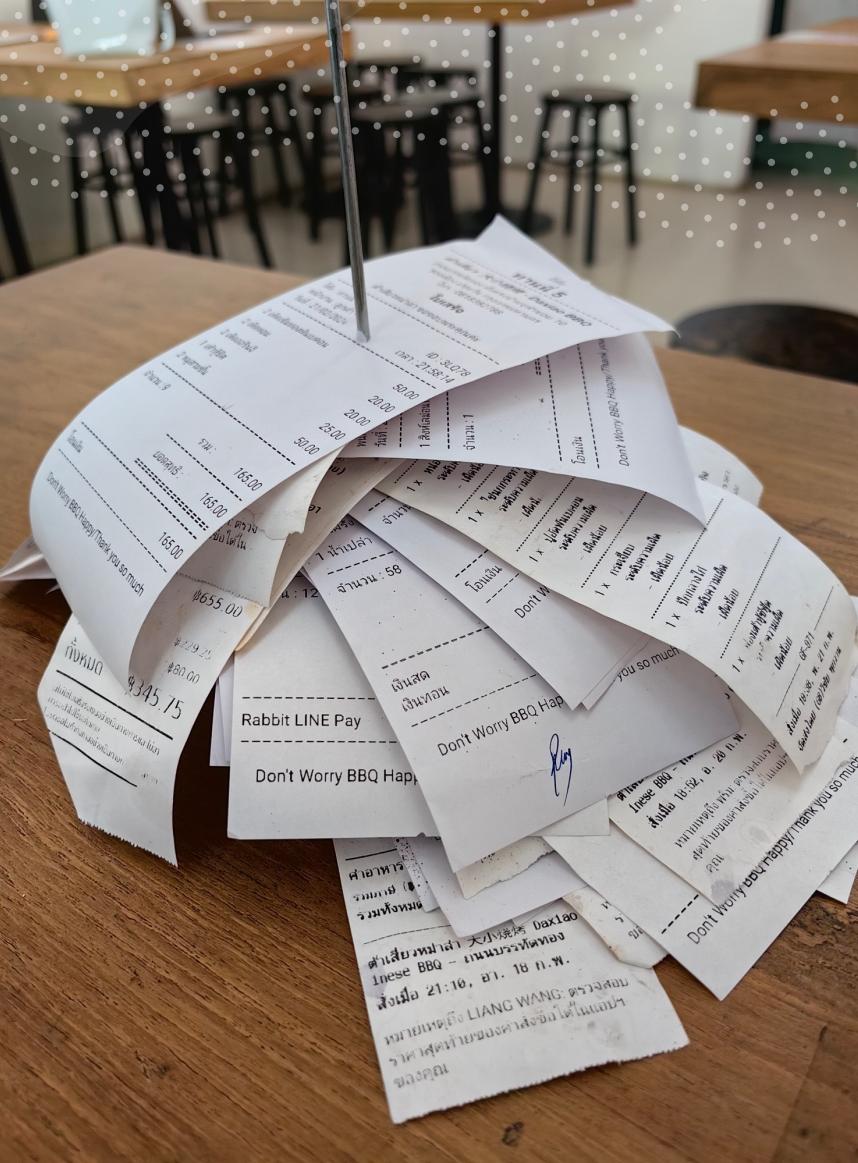
APRIORI ALGORITHM



หาเซตรายการสินค้าที่ปรากฏบ่อย (frequent itemset)



หากฎความสัมพันธ์ (association rule)





ต้าเสี้ยวนหม่าล่า
@วันเริ่มต้น





ต้าเสี่ยวหม่าล่า 大... · punchii_z 3ชม. ...
เลี้ยงเอาท์ โดย instagram >



น้ำหนักจะลดกีโมง



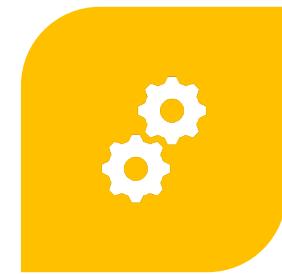
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APRIORI ALGORITHM



EXAMPLE OF APRIORI
ALGORITHM

Example of APRIORI Algorithm

รายการสินค้า

ข้าวปูผัดผงกะหรี่ (I1)

ข้าวหมูกรอบคั่วพริกเกลือ (I2)

หมูสะเต๊ะ (I3)

ข้าวกระเพราถุง (I4)

ข้าวปูกระเทียม (I5)



THANK YOU