

## Evaluation Cases

### Two More Examples

- Medical Recommender
  - What can we do without a live system?
- Music Recommender
  - The desire to re-play changes everything!

## Medical Recommender

- Here's a thought exercise:
  - You work in the IT group of a large medical group (2500 doctors, with hospitals, specialists, you name it!).
  - Your quality control group has collected data from patients rating their experience with specialists.
  - You want to see if you can recommend specialists based on patients' experiences with other doctors.

## Let's think it through ...

- Design:
  - Implicit and Explicit Ratings
  - Doctor = item
- Pre-Evaluation
  - Can we do a reasonable job predicting which specialists are a better match? How to assess?

## Music Recommendation

- Imagine you're working for Spotify in the music space:
  - On-demand: recommend artists, albums, tracks
  - Personalized radio: play tracks
- How are these similar or different?
- What techniques might we need to evaluate them.

## Remember ...

- It starts with deep understanding of the domain.
- The right metric or evaluation depends upon the question! A useful evaluation depends upon asking the right question.

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