There are two types of recommendation system

Content Based and Collaborative filtering based another is Hybrid

Content Based: It means if you are hearing romantic song then recommendation will be of romantic songs here different tags are made

Collaborative Filtering: it recommends on basis of user interest

Suppose A and B are two persons having same taste in movies

As they both liked 3 idiots and suppose B watches KGF then it will get automatically recommended to A.

Hybrid uses both

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