

Recommendation tools

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eBay

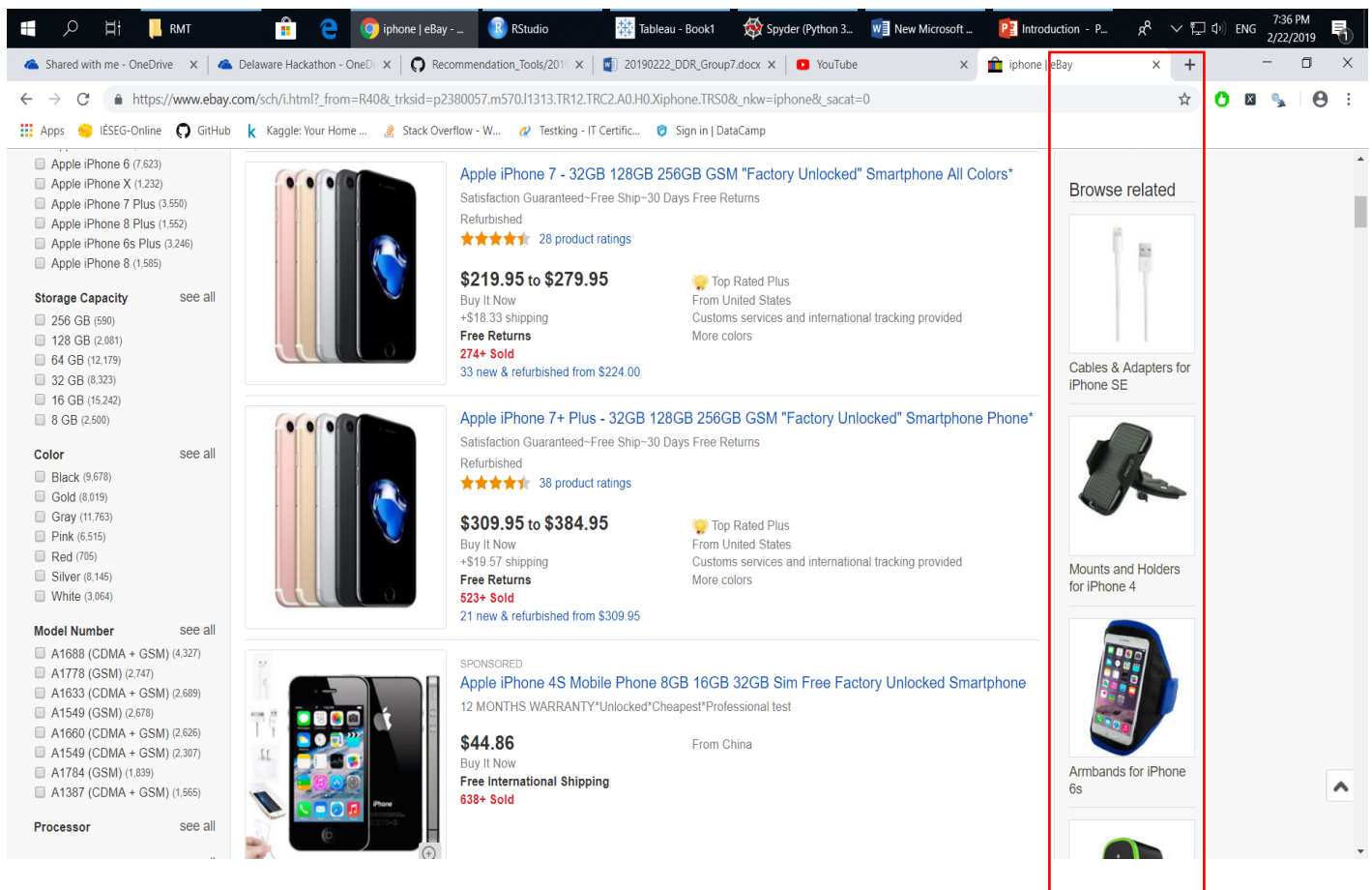
Content-based recommendation system

When I search for iPhone as keyword in eBay, on the right-hand side of the website pops out related items to iPhone.

But in this case, we can see that it's just recommending related items, but in the sense of a user searching for mobile is looking for phone but not side products.

In my experience of Taobao (A B2C a China online shopping website), they have 2 degree of recommendation.

For example, the first choice of recommendation is focus much more on the keyword and competitor product, fulfilling customer needs. Like if we search for iPhone the recommend would be Samsung, Xiaomi, Huawei. Where only customers already have the product then recommending side product is much more reasonable.

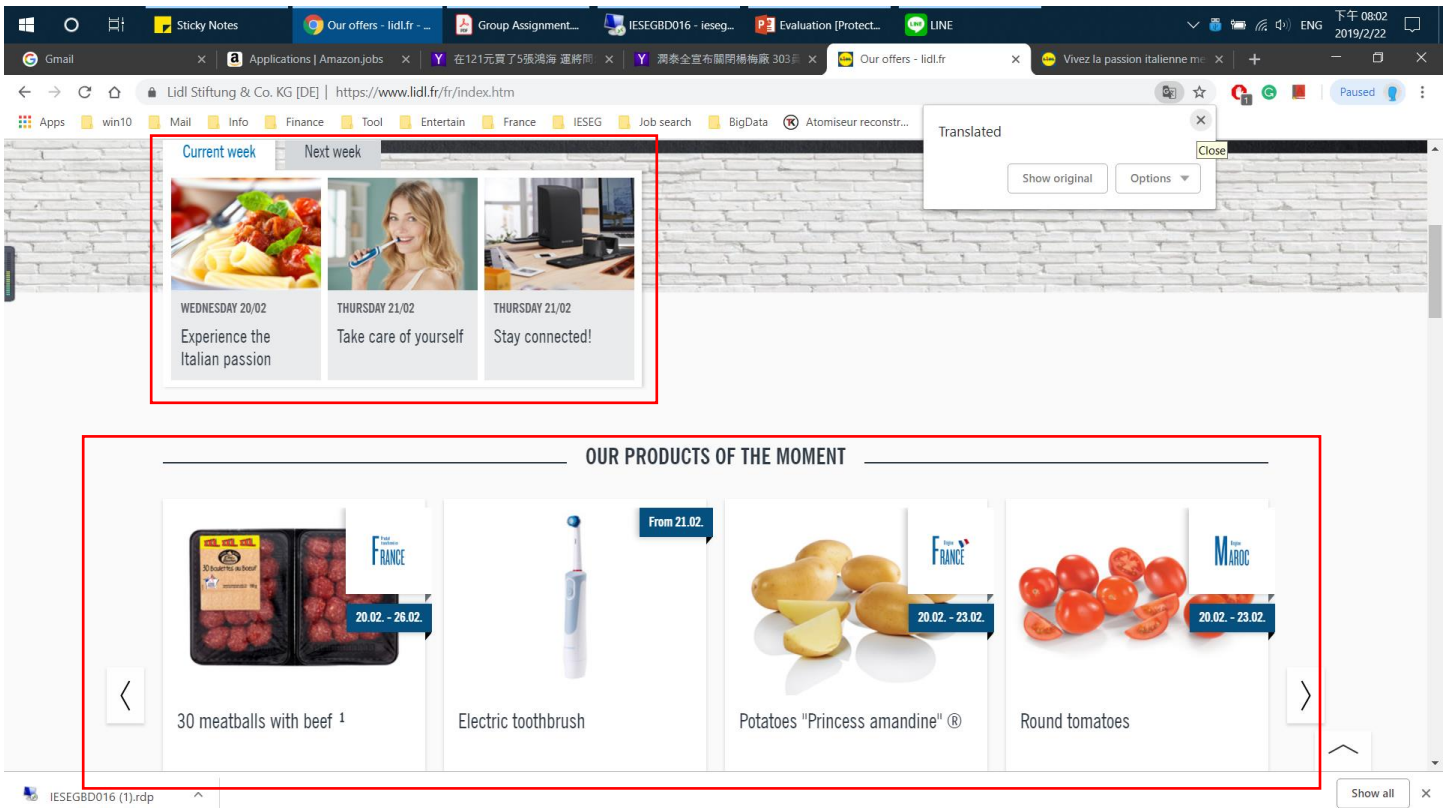


LIDL

Non-personalized recommendation system.

This system basically like it states Non-personalized, in this case LIDL is just recommend the latest products that's coming up and the recent promotion for this week and next week.

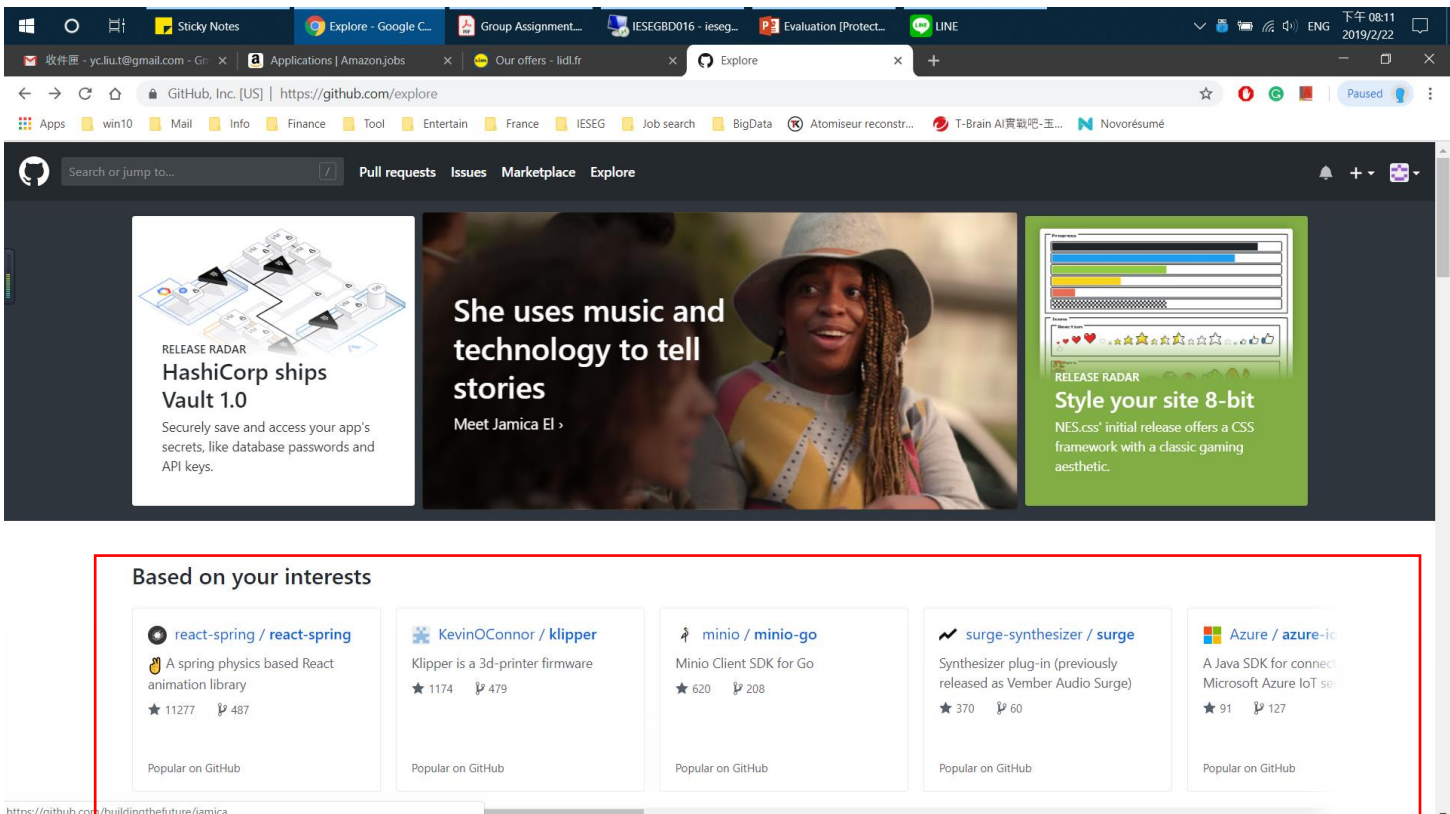
But with the use of IP we can identify where is the user located, assuming the user is not using VPN. For example, YouTube music, when I enter the website from VM it recommends Netherland music, but if I enter locally with my laptop it recommends France music.



GitHub

Content-based Collaborative filtering

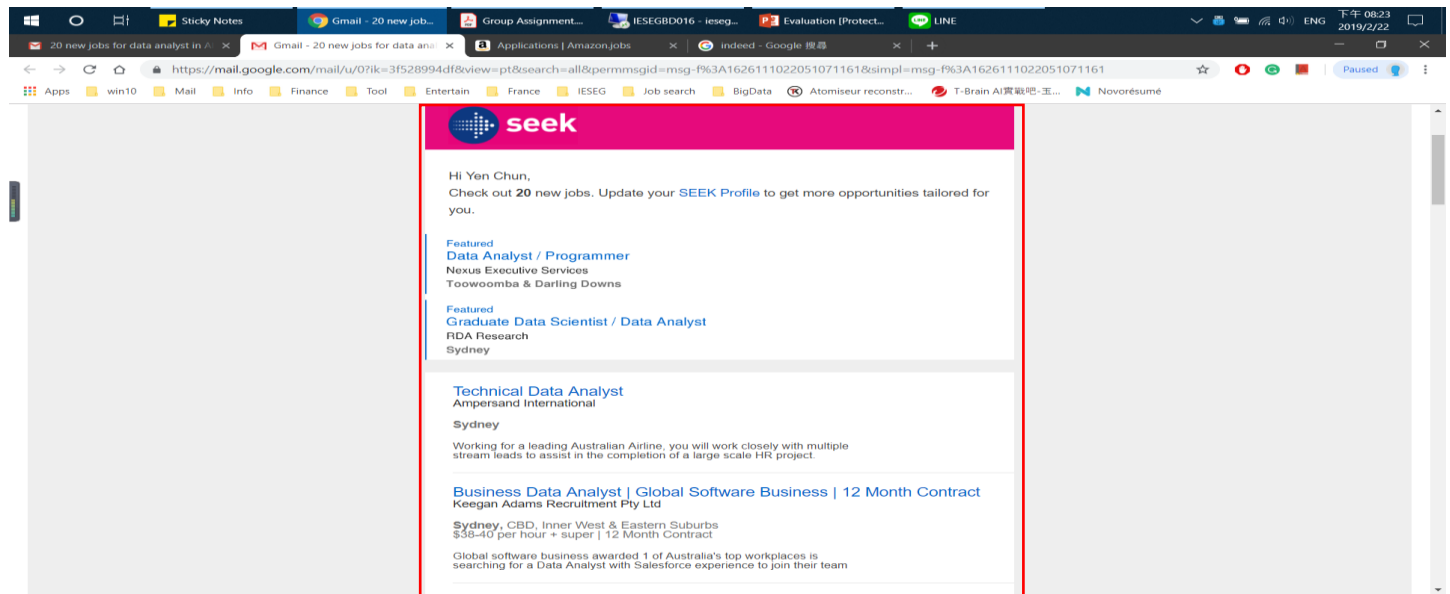
Although the recommend interests for GitHub does not make much sense to me. This is quite an example of Collaborative filtering or Content-based has the cons on cold start for new users, where me personally is not a very active member. This would affect the accuracy of recommending.



Seek

Itembased Collaborative filtering

For the example of Seek and Data camp is very specific where I'm currently studying for Data Science fields and looking for related careers. We can see that Data camp is suggesting me courses that are related to Data Sciences and Seek is providing me data scientist and data analyst related positions. It really does fit to my personal interest



Data camp

Itembased Collaborative filtering

For the example of Data camp, the interesting thing in Data camp with the times series of recommendation has evolved or change of the product base on my use of programming tools. I have search for different information for courses during that time for assists. I personally prefer R where I think it's much friendlier when I started, but with the Master program going I have to shift to Python to have more studies in that language.

