Recommendation Engines

Metis SF Fall 2016 Data Science Cohort 4

Recommendation Engines

Frequently Bought Together

+ +

Price for all three: $94.23

[Add all three to Cart] [Add all three to Wish List]

Show availability and shipping details

☑ **This item:** 1500 Thread Count Queen 4pc Bed Sheet Set Egyptian Quality Deep Pocket White by Choice Linen $25.75

☑ Chezmoi Collection White Goose Down Alternative Comforter, Full/Queen with Corner Tab by Chezmoi Collection $44.49

☑ Dream Supreme Plus Gel Fiber-Filled Pillows, Standard (Set of 2) by Dream Supreme Plus $23.99

Customers Who Bought This Item Also Bought

◀

1500 Thread Count Queen 4pc Bed Sheet Set Egyptian Quality Deep Pocket Sage
★★★☆☆ (216)
$25.75

Dream Supreme Plus Gel Fiber-Filled Pillows, Standard (Set of 2)
★★★☆☆ (920)
$23.99

Royal Hotel's 1200 Thread Count Queen Size Siberian Goose Down Alternative Comforter 100% Egyptian ...
★★★☆☆ (32)
$84.99

Chezmoi Collection White Goose Down Alternative Comforter, Full / Queen with Corner Tab
★★★★☆ (242)
$44.49

3pc Egyptian Duvet Cover Set 1200 Thread Count Queen Size White
★★★★☆ (139)
$23.49

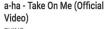Queen Si Feather a Pillows - ...
★★★★
$26.24

Because you watched Hannibal Buress: Animal Furnace ›

HANNIBAL BURESS LIVE FROM CHICAGO

NETFLIX HANNIBAL BURESS COMEDY CAMISADO

HANNIBAL takes EDINBURGH

DWAYNE PERKINS TAKE NOTE

NETFLIX CHRIS D'ELIA INCORRIGIBLE

Up next   Autoplay ⓘ 🔵

a-ha - Take On Me (Official Video)
RHINO
307,150,432 views
3:48

Mix - Rick Astley - Never Gonna Give You Up
YouTube
50+ VIDEOS

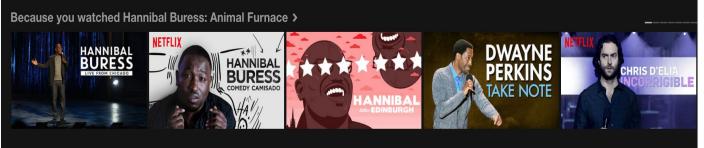Rick Astley - Together Forever
RickAstleyVEVO
23,787,355 views
3:25

I Wanna Dance With Somebody (Legendado)
Beyoncé LEGENDAS
8,070,450 views
Em um amor que seja quente o suficiente pra durar 4:52

MC Hammer - U Can't Touch This
emimusic
258,728,525 views
4:38

Recommendation = Filtering

Collaborative Filtering

- Past behavior
- Similar users
- Search history, purchase history, viewing history

Collaborative Filtering

Pros:

Recommendations are based on qualitative data inputs and comparisons to peers in a similar userbase for personally tailored or serendipitous/"unexpected" suggestions.

Cons:

Cold start - insufficient data to generate useful recommendations.

Recommendation = Filtering

Content-Based Filtering:

- Item-focused features/tags/ratings/rankings
- Machine Learning (Bayes-ian classifiers, clusters, decision trees, neural networks)
- Apply weighting vectors

Content-Based Filtering

Pros:

No Cold Start effect. Does not rely on user input or behavior.

Cons:

Attributes must be machine-recognizable.
No personal consideration of style or quality or POV

Hybrid Filtering

Combine Collaborative & Content-Based:

- Example: Netflix
- CF: Users watched/search history
- C-BF: Recommended based on shared tags/features with films user rated highly

67% of Netflix Users Share An Account with Friends/Family

Multiple Account Creation