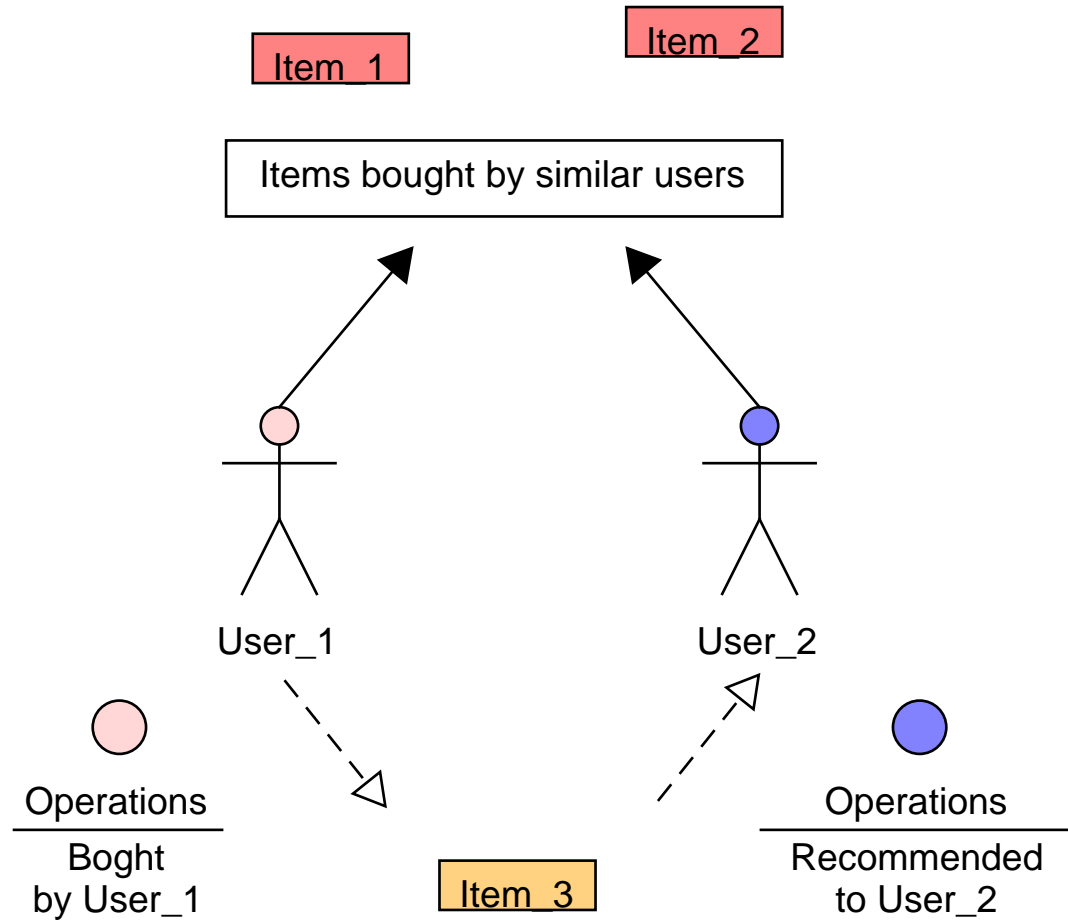Collaborative Filtering

Content based filtering

Item_1

Item_2

Items bought by similar users

Viewed by User

Item_1

User_1

User_2

Similar items

User_1

Operations

Boght by User_1

Item_3

Operations

Recommended to User_2

Item_2

Recommende by User