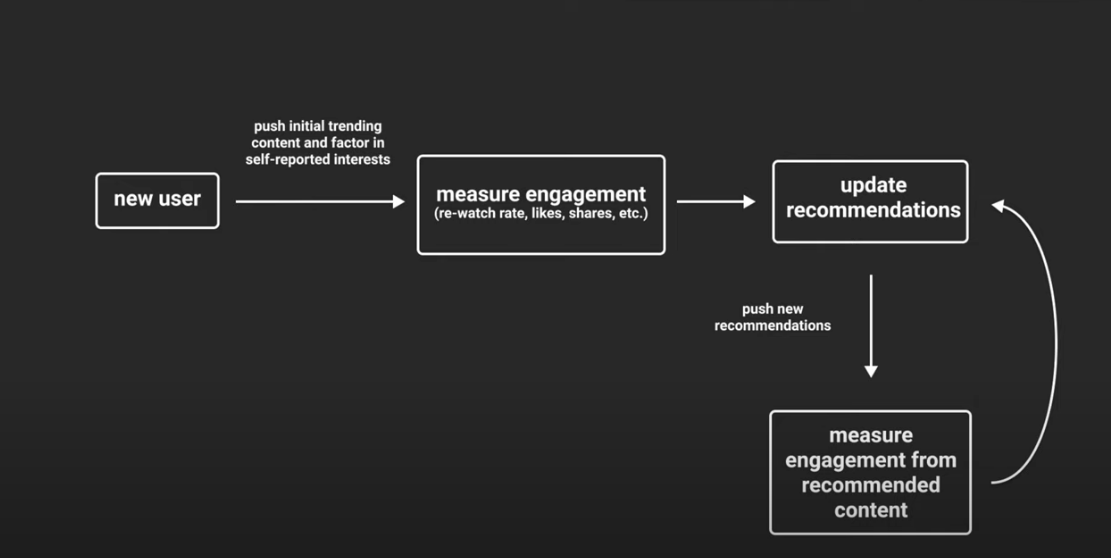
10:



For a new user just recommend the trending content

\*) Store that to update recommendations :

1) Scroll = not interested

2) Like, share, keep on watching the post or video for long time = interested

Content based filtering -> item-item recommendations, bec u watched the movie x I recommend u to watch y and z

Collaborative filtering :

1. Preprocessing phase :

Sparse csr matrix -> user, item, ratings

We want the matrix not to be very sparse (have large non-zero elements compared to zero elements)

What is the latent features ?

1. Picking model:

Matrix factorization :  
divide user item matrix into user matrix and item matrix : (SVD,ALS,SGD)

Why use MF :  
**Capturing Latent Factors**

* User-user/item-item CF relies only on explicit similarity between users/items.
* MF uncovers **latent factors** (hidden attributes) explaining why users like certain items.
* For example, latent factors could represent abstract concepts like "fitness-related" or "social posts" without you explicitly defining these.