

SEARCH



RESOURCES



CONCEPTS

- ✓ 21. Notebook: Content Based
- ✓ 22. Screencast: Solution Content ...
- ✓ 23. Video: Three Types of Recom...
- ✓ 24. Text: More Recommendation ...
- ✓ 25. Quiz: Recommendation Meth...
- ✓ 26. Video: Types of Ratings
- ✓ 27. Video: Goals of Recommendat...
- ✓ 28. Quiz: Types of Ratings & Goals...
- ✓ 29. Video: Outro
- ✓ 30. Text: Recap



Mentor Help

Ask a mentor on our Q&A platform



Peer Chat

Chat with peers and alumni

Recap

Types of Recommendations

In this lesson, you worked with the MovieTweatings data to apply each of the three recommendations:

1. Knowledge Based Recommendations
2. Collaborative Filtering Based Recommendations
3. Content Based Recommendations

Within Collaborative Filtering, there are two main branches:

1. Model Based Collaborative Filtering
2. Neighborhood Based Collaborative Filtering

In this lesson, you implemented Neighborhood Based Collaborative Filtering. In the next lesson, you will implement Model Based Collaborative Filtering.

Similarity Metrics

In order to implement Neighborhood Based Collaborative Filtering, you were introduced to a few techniques to assess how similar or distant two users were from one another:

1. Pearson's correlation coefficient
2. Spearman's correlation coefficient
3. Kendall's Tau
4. Euclidean Distance
5. Manhattan Distance

Types of Ratings

We took a quick look at different types of ratings:

1. Did the user interact with an item or not.
2. Did the user like an item or not.
3. More granular scales 1-7, 1-10, etc.

It is important to understand what the data might be used for, and what type of data is most important for a particular case. One of the main considerations is whether you have a continuous scale available, in which case an odd number of possible values in your scale will provide a true middle. Another common question is, how many levels do you really need to understand user likes a particular product? Again, this is largely up to individual preference and the specific use case.

Business Cases For Recommendations

Finally, you looked at the four ideas needed for businesses to implement successful recommendation systems to drive revenue, which include:

1. Relevance
2. Novelty
3. Serendipity
4. Increased Diversity

At the end of this lesson, you will have gained a ton of skills to build upon or to start applying to recommendations in practice.