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**VSM Model – Wedding gown**

d1: User selected Wedding gown.

d2: User ordered on-line rose flowers.

d3: User searched diamond ring.

d4: User selected white wedding gown, online flowers, 3 carat diamond ring.

**Step 1: Find the keywords.**

d1: user, wed[wedding -> wed], gown

d2: user, online[on-line -> online], rose, flower[flowers -> flower]

d3: user, diamond, ring

d4: user, white, wed[wedding -> wed], gown, online, flower[flowers -> flower], 3, carat, diamond, ring

**Step 2: Create a dictionary of words.**

{user, wed, gown, online, rose, flower, diamond, ring, white, 3, carat}

**Step 3: Create VSM based on binary weight (0, 1) or also using weight based on frequency of the words.**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **user** | **wed** | **gown** | **online** | **rose** | **flower** | **diamond** | **ring** | **white** | **3** | **carat** |
| **d1** | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **d2** | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 |
| **d3** | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| **d4** | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 |

d1 – [1, 1, 1, 0, 0, 0, 0, 0, 0, 0, 0]

d2 - [1, 0, 0, 1, 1, 1, 0, 0, 0, 0, 0]

d3 – [1, 0, 0, 0, 0, 0, 1, 1, 0, 0, 0]

d4 – [1, 1, 1, 1, 0, 1, 1, 1, 1, 1, 1]