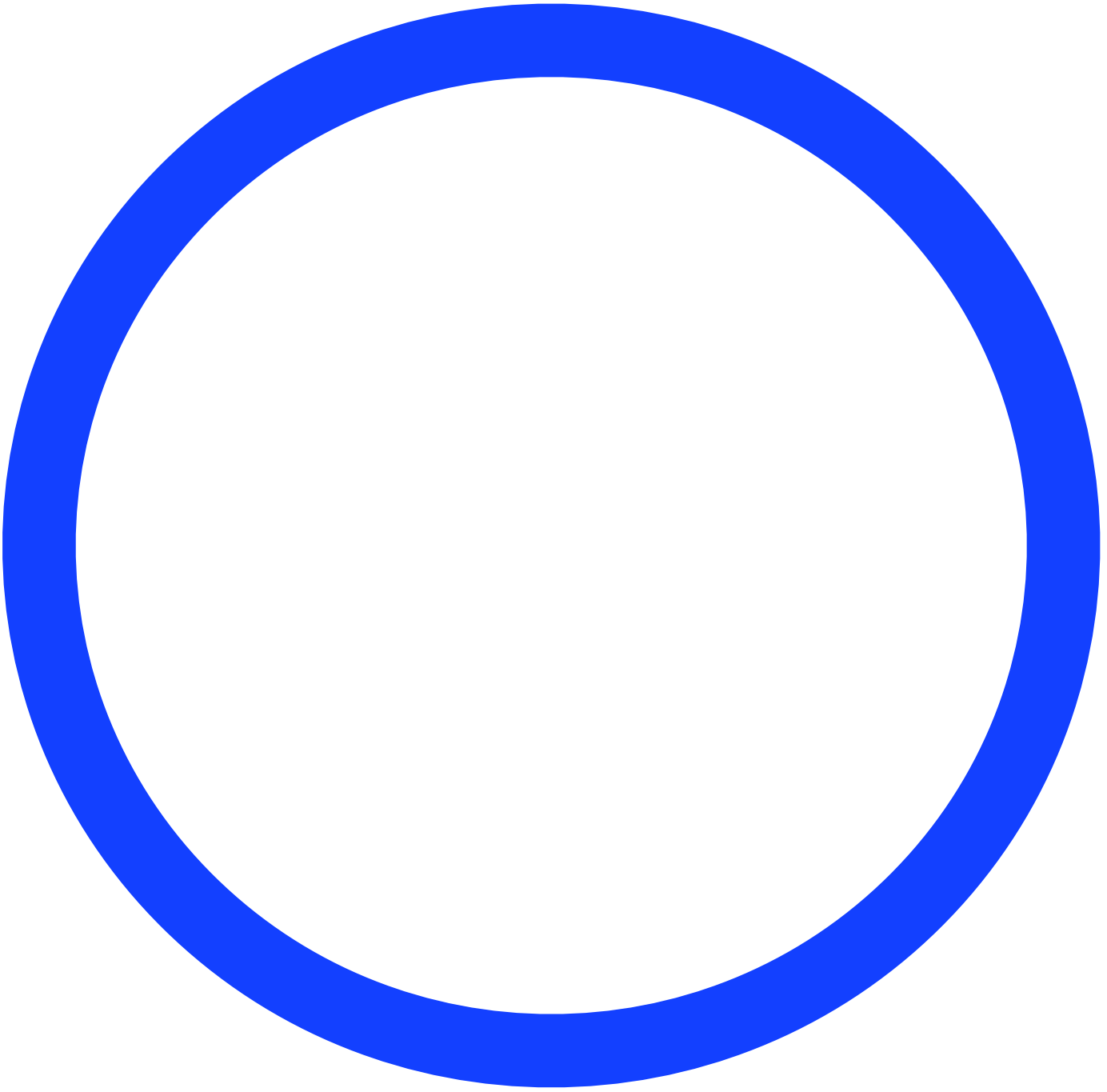
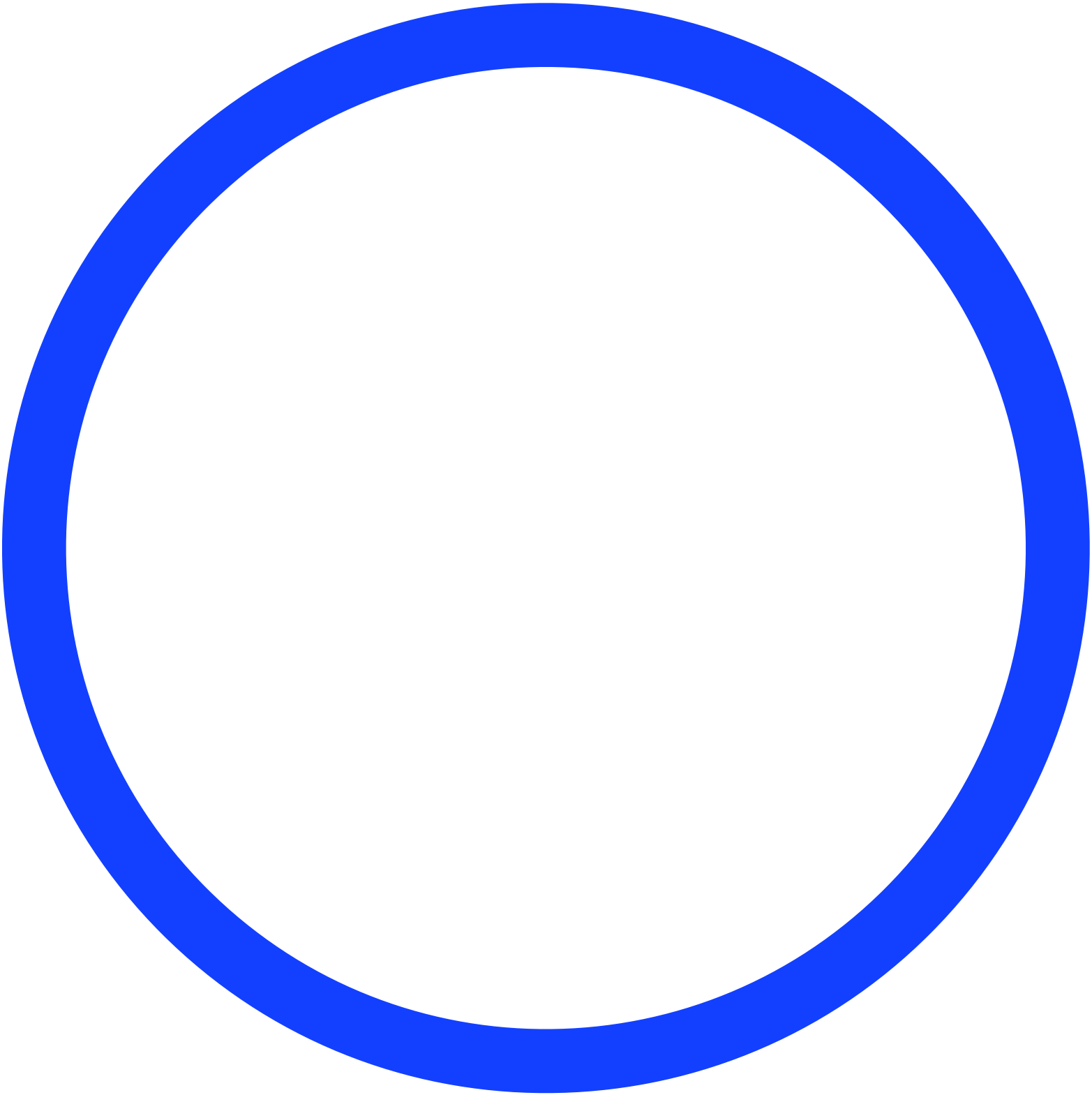


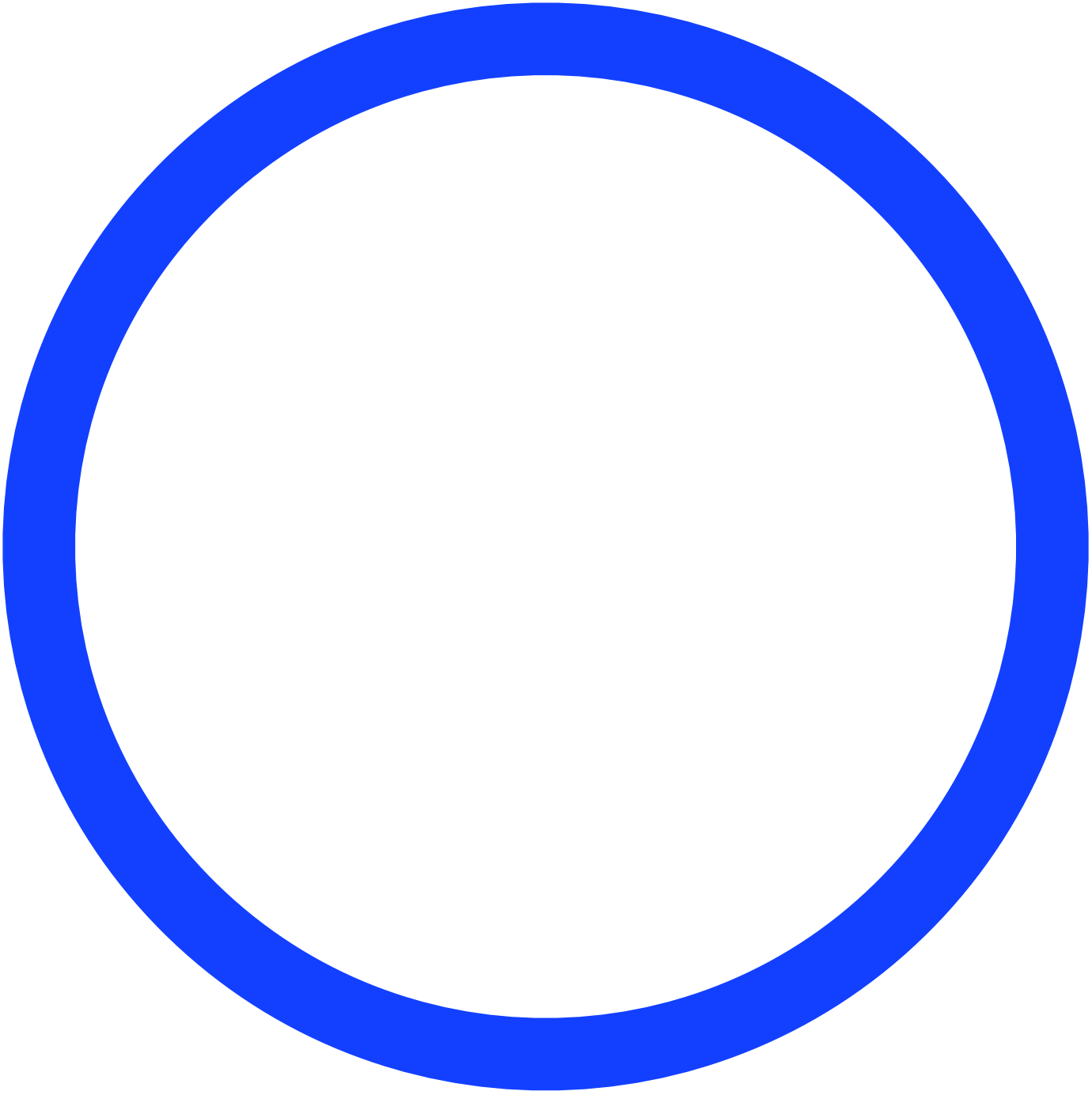
Typical

workflow



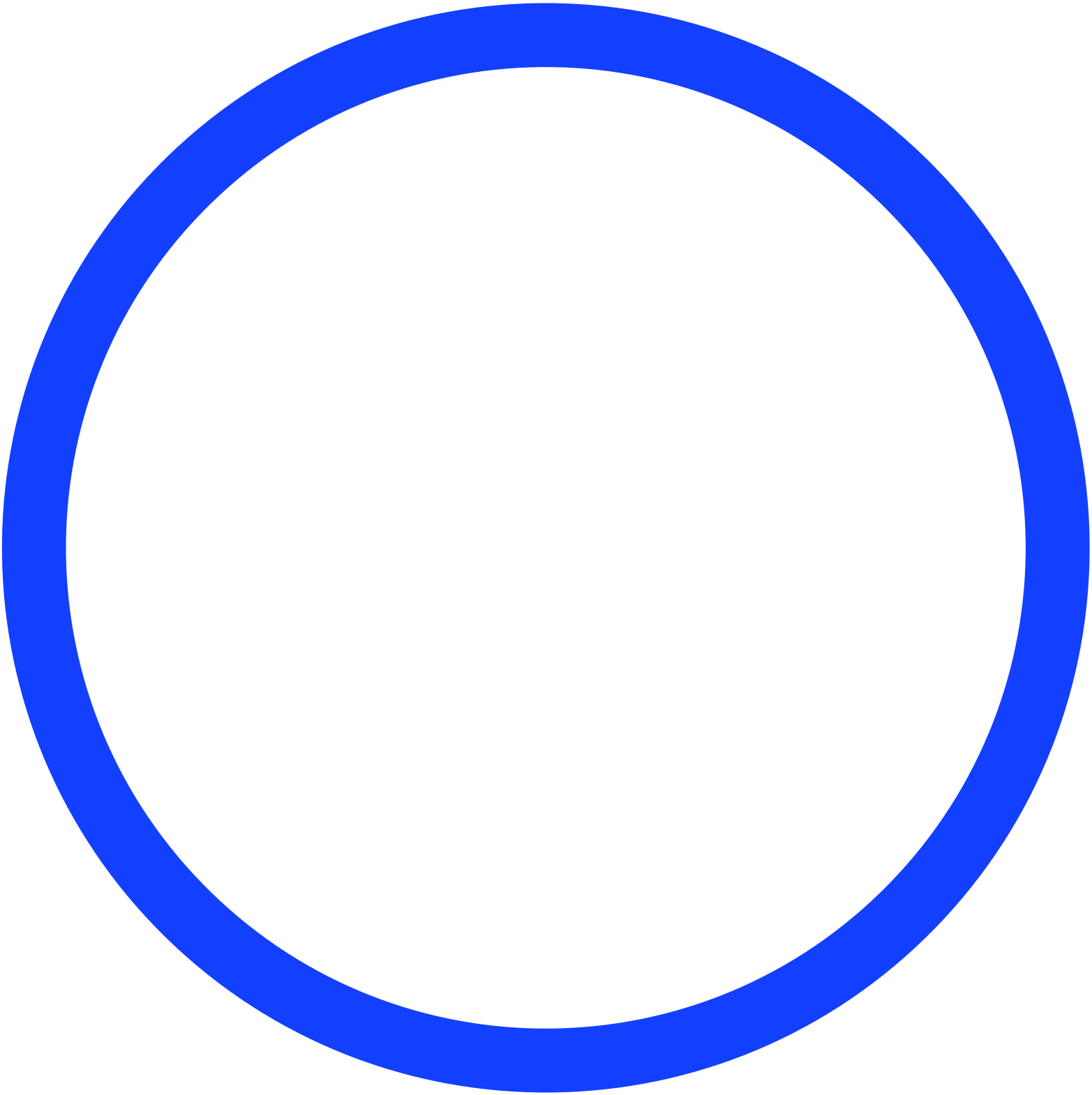
A/B Testing -

imperfect!

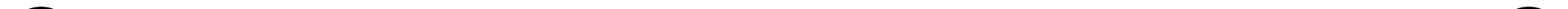


Offline

testing



Metrics



European Broadcasting Union

A/B testing - IMPERFECT!

Train/Test Split

Offline testing

Collaborative filtering

Typical workflow

Novel workflow

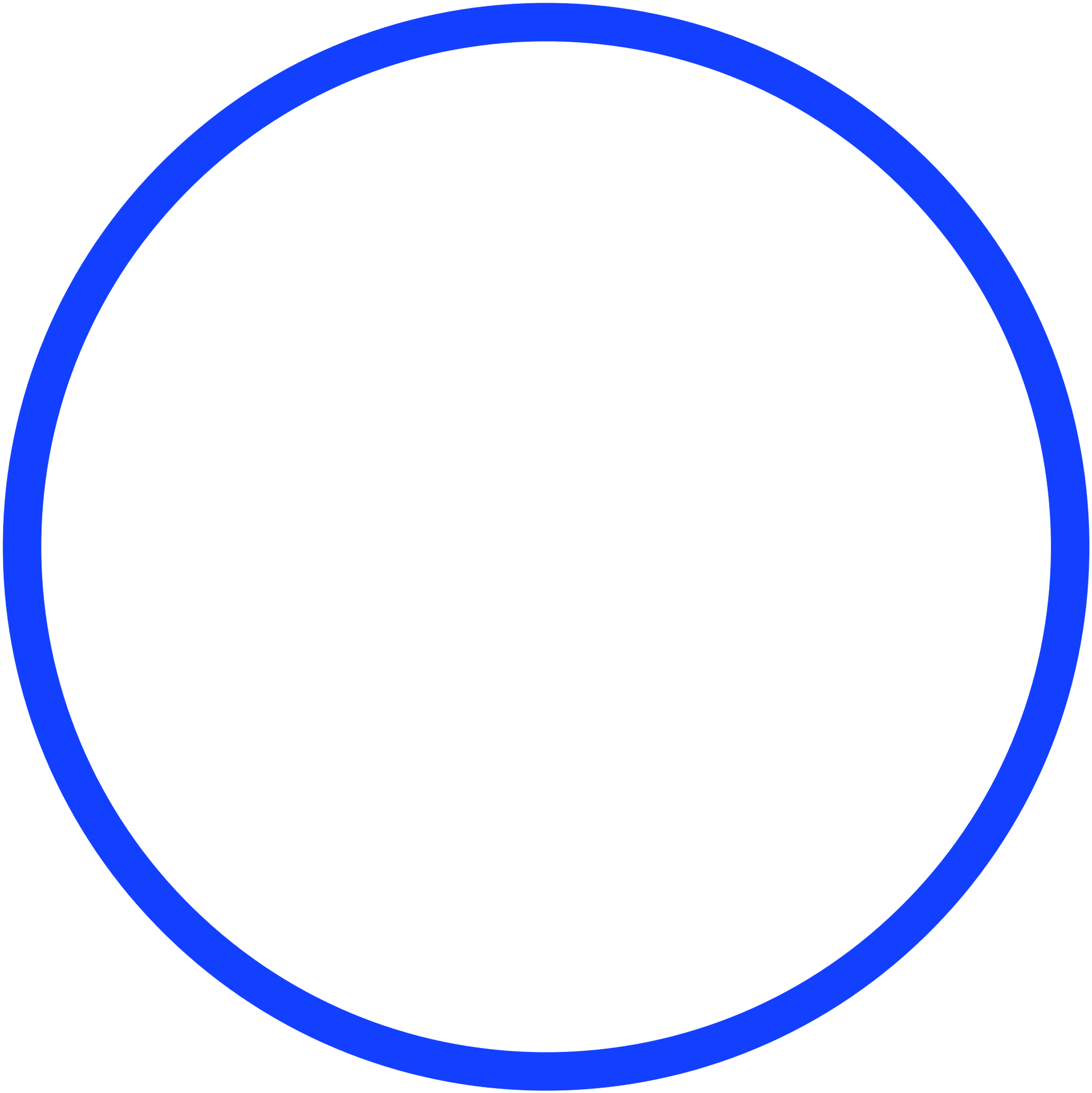
set retrieval

normalised discounted cumulative gain

Mathematics!

discounted accumulative gain

Layout



Offline

testing