Exercise 1

**Question 1**

Describe the main idea behind feature-based recommendation using item features.

* It builds on the idea that there is a strong relationship between features of an item (Genre, content, year, etc) and the interests of a user. ‘
* This method focuses on the attributes of the items to predict recommendations
* The recommendation is made based on the similarity or relationships between the features of items and user preferences. User preferences are usually derived from explicit feedback (e.g., ratings or likes) or implicit feedback (e.g., clicks, views, or purchases).
* The matching process can be done by using similarity measures (cosine similarity, Euclidean distance etc.) or predictive models, where the system compares user preferences with the feature vectors of items.