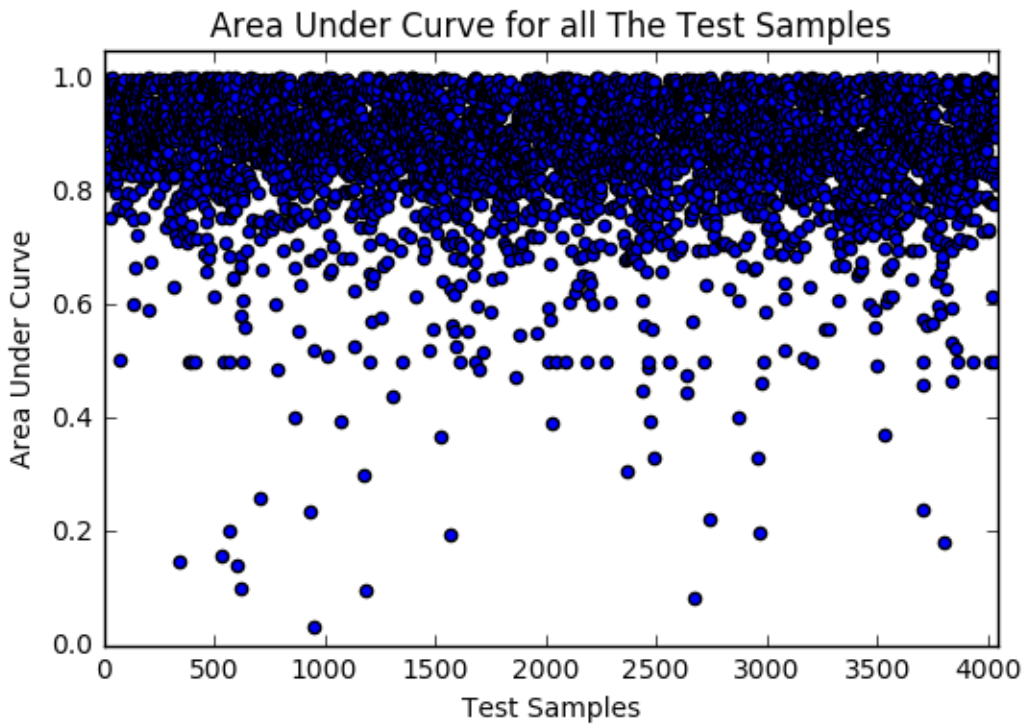


(a) Receiver Operating Characteristic (ROC) curve for a sample test user in the “Online Retail” UCI dataset.



(b) Area under ROC (AUC) for all test samples in the “Online Retail” UCI Dataset.

**Fig. 1.** Results of the Collaborative Filtering Recommendation system on the “Online Retail” UCI dataset, with 80% of the transactions for training the model and the remaining 20% used for testing the system. (a) Shows the ROC for a sample user, and (b) plots the AUC values for all the test samples.