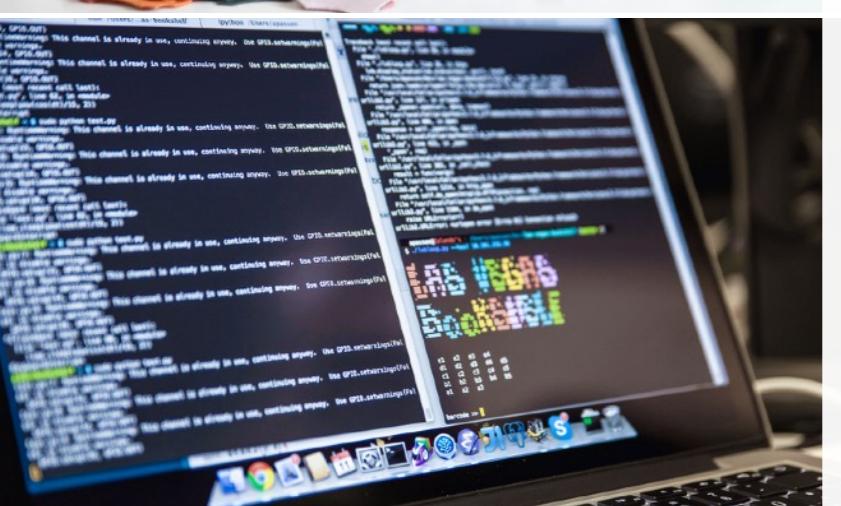




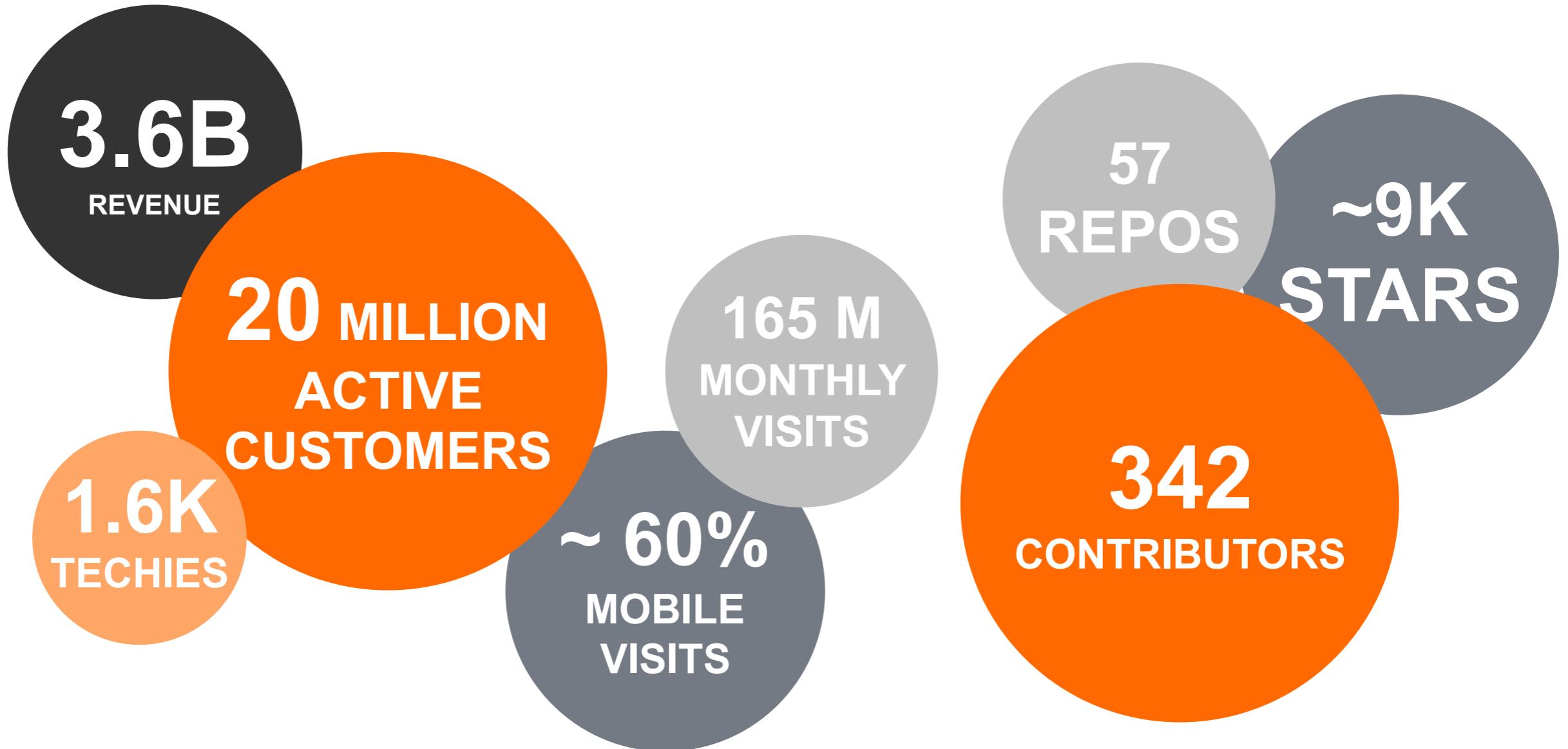
RECOMMENDER SYSTEMS THROUGH FASHION

FINDING THE RIGHT FASHION
FOR EACH INDIVIDUAL

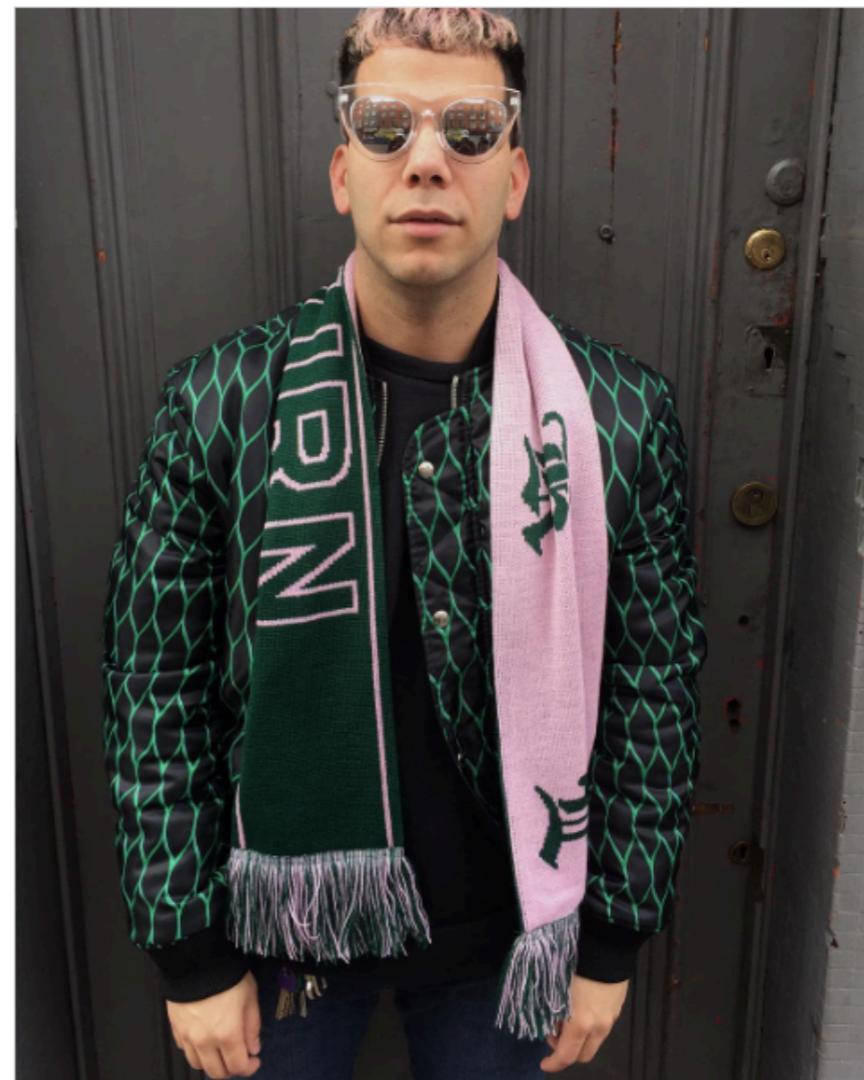
HUMBERTO CORONA
@TOTOPAMPIN



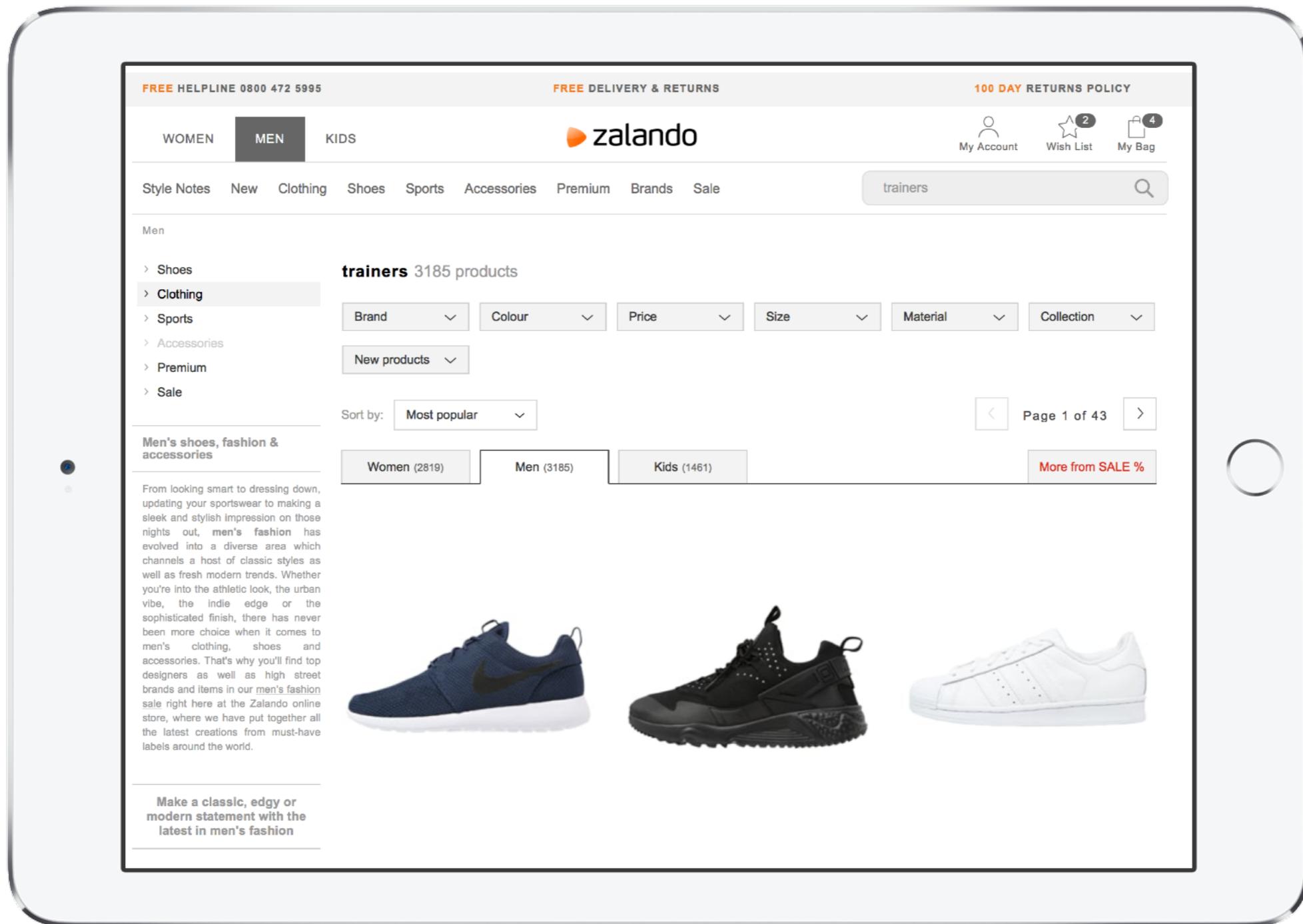
ABOUT ZALANDO



ABOUT ME



I NEED A PAIR OF TRAINERS



I DON'T NEED A PAIR OF TRAINERS
I NEED THE 😍 PAIR OF TRAINERS

2667

WOMEN
TRAINERS

3184

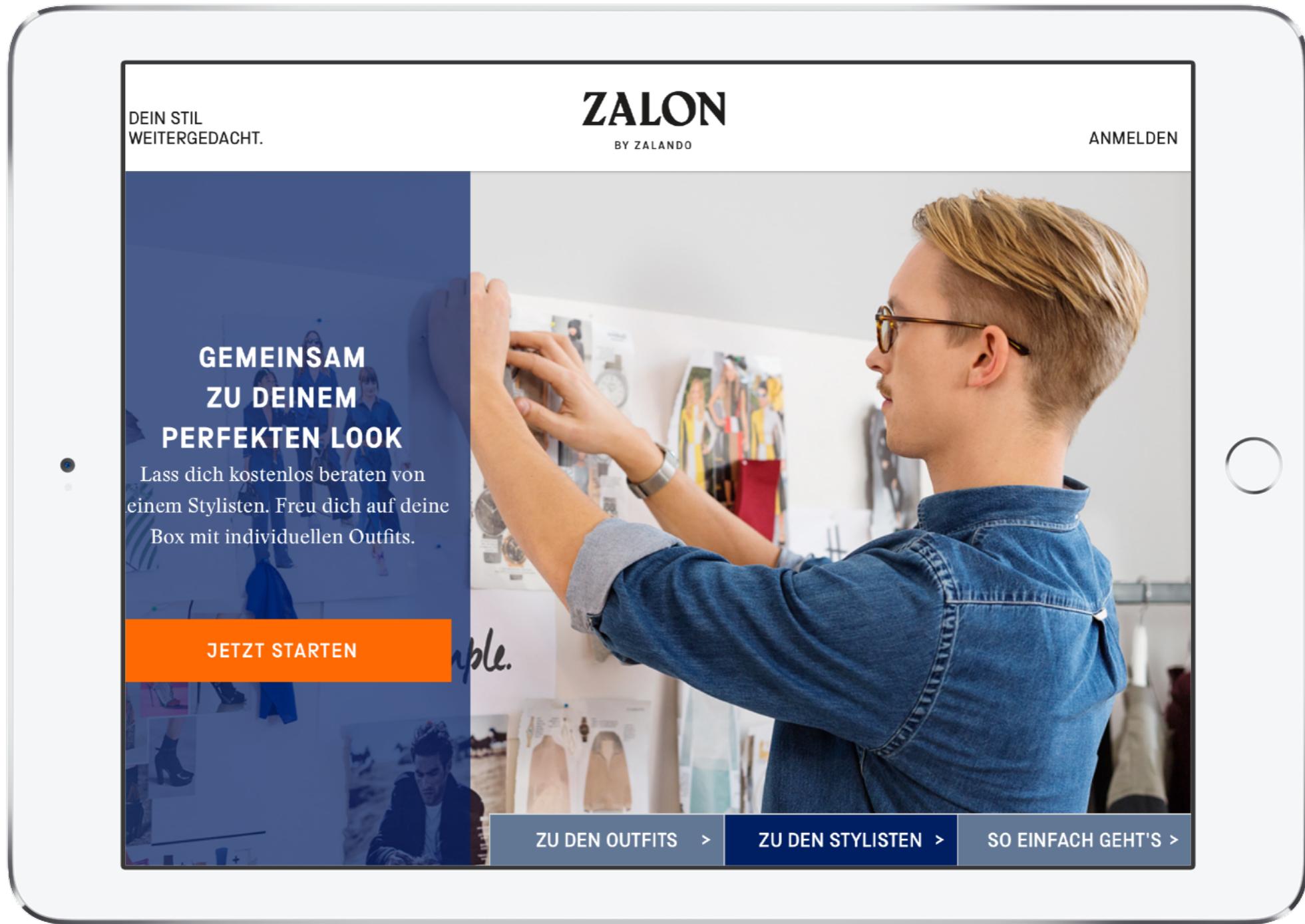
MEN
TRAINERS

1403

KIDS
TRAINERS



human-curated
recommendations



ZALON

HUMAN-CURATED RECOMMENDATIONS



1

ZEIGE UNS
DEINEN STIL



2

DEIN STYLIST
WÄHLT AUS



3

PROBIERE ENTSpannt
ZU HAUSE



4

GEFUNDEN:
DEIN PERFEKTES OUTFIT

machine recommendations:
collaborative
recommendations



<https://www.zalando.co.uk/women-street-style/>

<https://www.zalando.co.uk/men-street-style/>

USER-BASED COLLABORATIVE FILTERING

1. find users who interacted with same products i did (**neighbours**)
(anna, bob, carl)
2. calculate similarity between each neighbour and me:
(anna: 50%, bob: 30%, carl: 80%)
3. see all products the neighbours interacted with
(ANNA: PRODUCT1, PRODUCT2, PRODUCT3, PRODUCT4)
(BOB: PRODUCT3, PRODUCT8, PRODUCT9, PRODUCT10)
(CARL: PRODUCT2, PRODUCT4, PRODUCT 10, PRODUCT 11)
4. weight products doing a *weighted sum*
product1: 50% (anna) : total 50
product2: 50% (AnnA) + 80% carl : total 130
product3: 50% (AnnA) : total 50
....
5. sort the products by their weight and show customers the highest scores

USER-BASED COLLABORATIVE FILTERING

Anna		1	...	1		3		1
Justin		👍	...	👍		4		2
.
.
.
April	5		...			10		2
Ellen	1	1	...			2		
Javier		1	...		1			

FINDING ITEMS SIMILAR TO THE ONES YOU LIKE (ITEM-BASED COLLABORATIVE FILTERING)

Anna		1	...	1		3		1
Justin				...		4		2
.
.
.
April	5		...			10		2
Ellen	1	1	...			2		
Javier		1	...		1			

COLLABORATIVE RECOMMENDATIONS

PROS:

- Very accurate recommendations
- Diverse recommendations
- Good for discovery and inspiration

CONS:

- Harry Potter effect
- Lonely Wolf effect
- Cold-start problem (for products and customers)

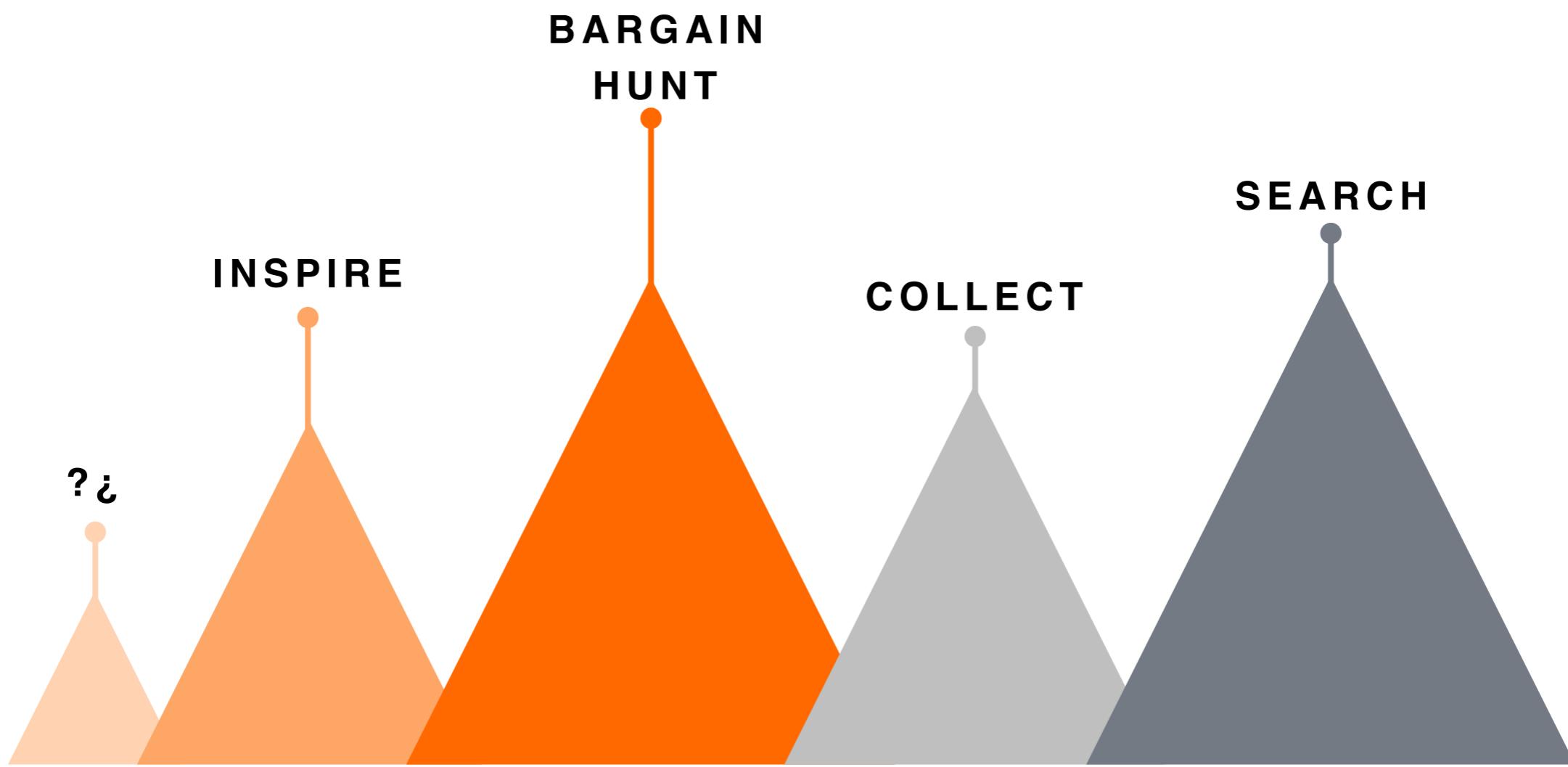


context
is queen

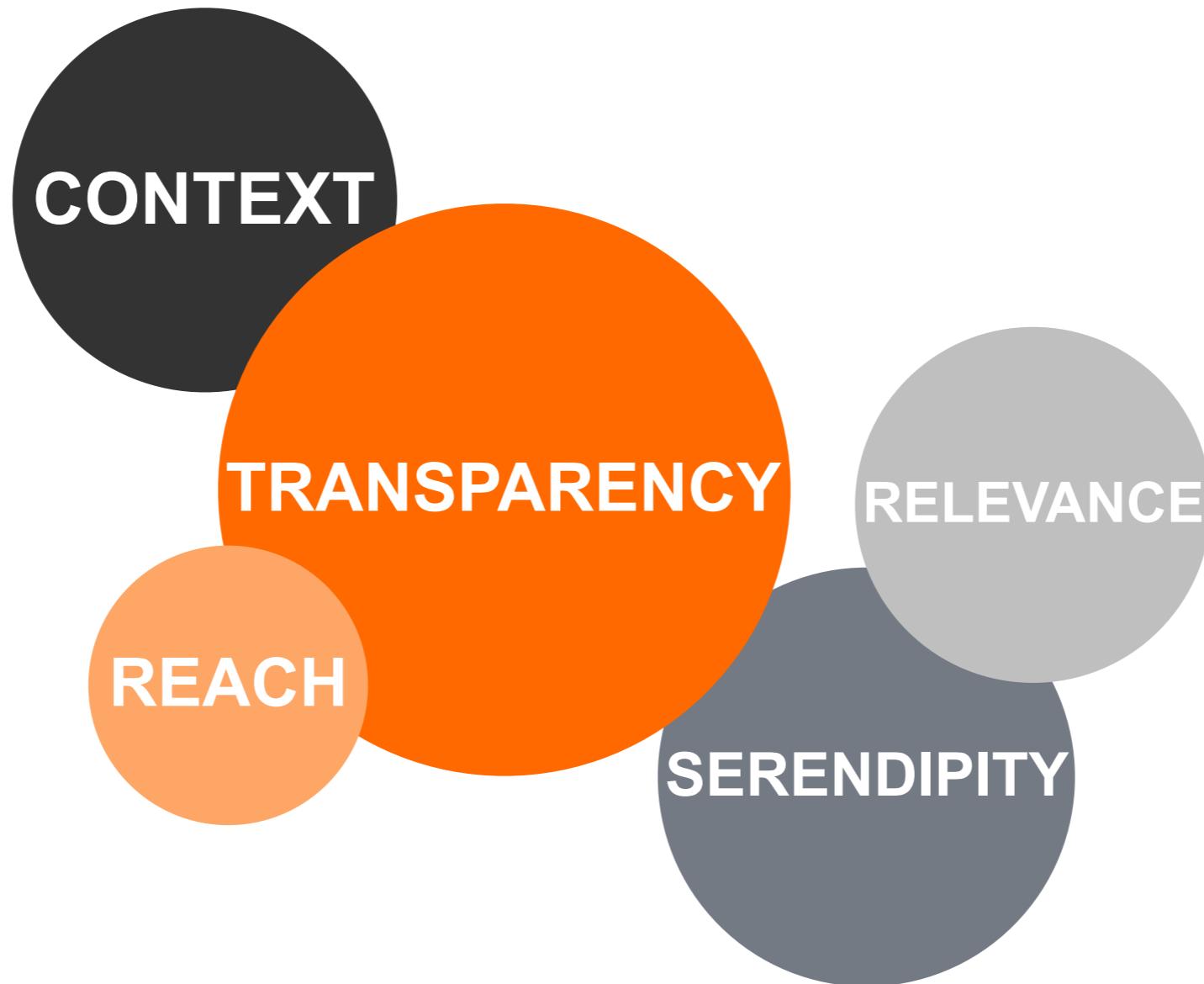
CONTEXT - SEASON, WEATHER, LOCATION



RECOMMENDATIONS ARE IMPORTANT

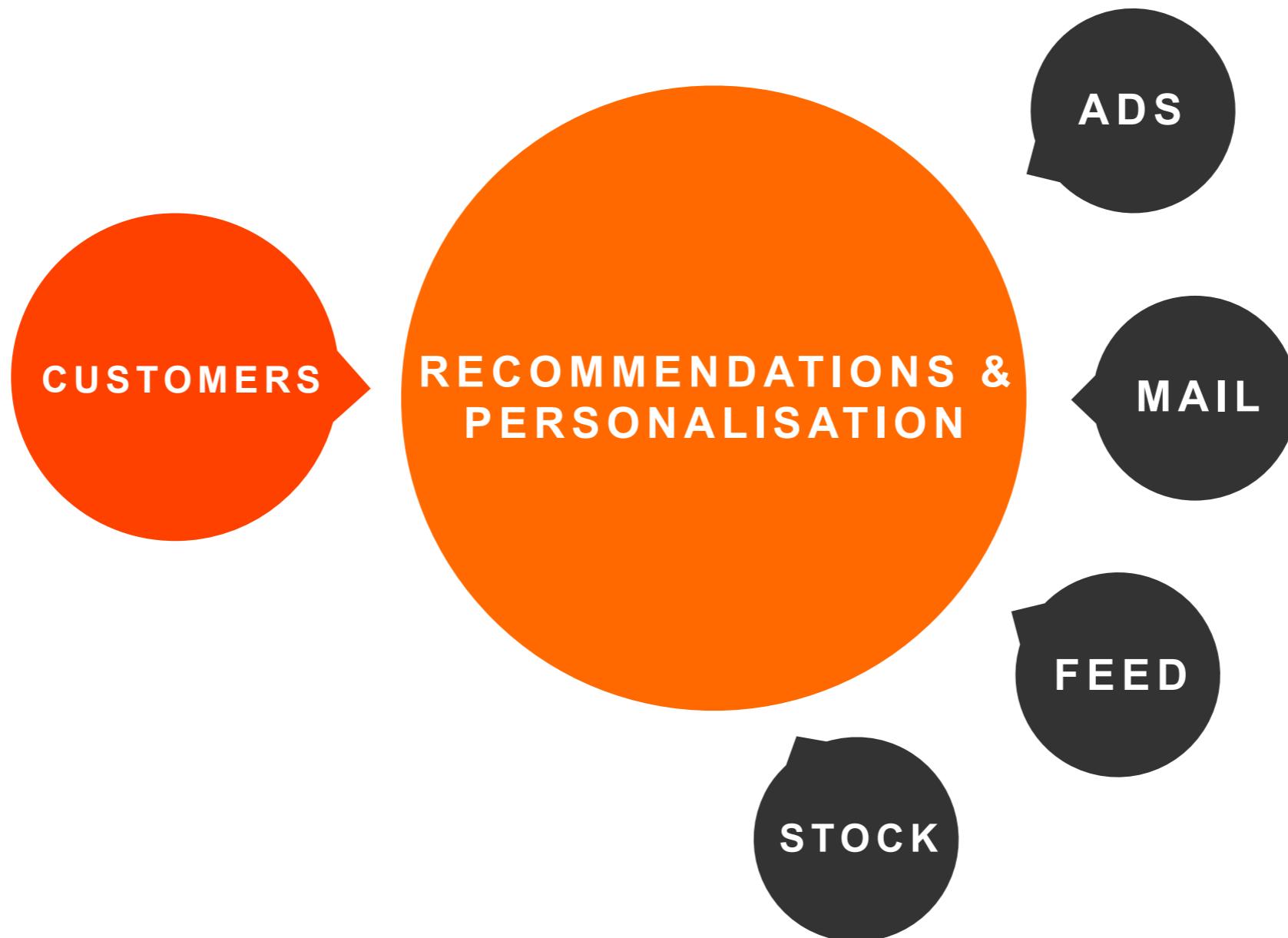


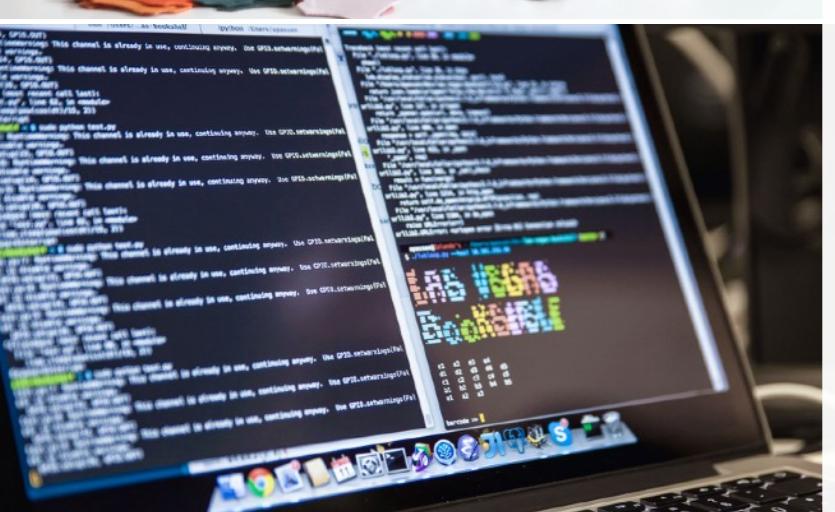
RECOMMENDATIONS ARE IMPORTANT



If you like the beatles you might like....: a tutorial on music recommendation (MM'08)

RECOMMENDATION AND PERSONALISATION, OTHER APPLICATIONS





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