Discussion 3 - Spotify

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June 25, 2017

Overview

Christopher Johnson is explaining about the recommendation system which is built on Spotify. He also explains about the different methods which they tried before ending up with the current setup.

Description

Spotify wants to recommend its users on the songs which the user listens and want to recommend songs similar to that category. They follow different methods to do that.

1. Explain how other companies and Spotify is using recommendation systems.
2. Spotify is using machine learning recommendations instead of manual tagging.
3. It gathers users listening matrix by 0 or 1. And then it performs regular matrix factorization model
4. Initially Hadoop is used for factoring. He explained how it works and the drawbacks of using it.
5. Next they switched to Spark to perform all the matrix factorizations and create recommendations list
6. Spark is much faster than Hadoop. As it uses in memory than disk method which Hadoop uses.
7. He also explained about the methods full and half gridify in spark to achieve higher performance.

Cons or things which was not explained

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1. If a user listens to particular track and they did not like it. How the system will figure out if the
2. How the users will say about disliked song?
3. What if the track was cut short? Will it still by counted as 0 or 1?