1. What is a Recommender System?

A recommender system is a system that helps customers/users discover products or services they may like. It is like a salesman of a company who knows what a customer might like based on their history and preferences.

Types of Recommender Systems

### 1) Content-Based Filtering

The main idea here is to suggest items based on a particular item. For example, when you are building a movie recommendation system, it would take into account a user’s preference for a movie using metrics such as ratings and then use item metadata, such as genre, director, description of the movie, cast, and crew, etc to find movies similar to the ones that a user has liked.

### 2) Collaborative Filtering

The collaborative filtering recommendation technique depends on finding similar users to a target user to make personalized recommendations. Collaborative filtering recommen,der systems do not require item metadata like content-based recommendation systems. It relies solely on past user-item interactions to render new recommendations

1. Bussiness Objective

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan.

Launched in 2015, the Shopee commerce platform was built to provide users with an easy, safe and fast experience when shopping online through a strong payment support and operating system, shopee.vn is the top 1 e-commerce website in Vietnam and Southeast Asia

Shoppee wants to launch the first trial Recommend sys system on men's fashion category

https://shopee.vn/Th%E1%BB%9Di-Trang-Nam-cat.11035567