



Knowledge Check

**Knowledge
Check**
1

Which of the following is a similarity function?

- A. Cosine Index
- B. Pearson Index
- C. Jaccard Index
- D. All of the above



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- A. Cosine Index
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- D. All of the above



The correct answer is **D**.

All of the above are similarity functions.

**Knowledge
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2**

Which collaborative filtering technique finds look-alike customers (based on similarity) and offers products that the first customer's look-alike has chosen in the past?

- A. Item-Based Collaborative Filtering
- B. User-Based Collaborative Filtering
- C. Popularity based recommender system
- D. None of the above



**Knowledge
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2**

Which collaborative filtering technique finds look-alike customers (based on similarity) and offer products that the first customer's look-alike has chosen in the past?

- A. Item-Based Collaborative Filtering
- B. User-Based Collaborative Filtering
- C. Popularity based recommender system
- D. None of the above



The correct answer is **B.**

User-Based Collaborative Filtering finds look-alike customers (based on similarity) and offer products that the first customer's look-alike has chosen in the past.