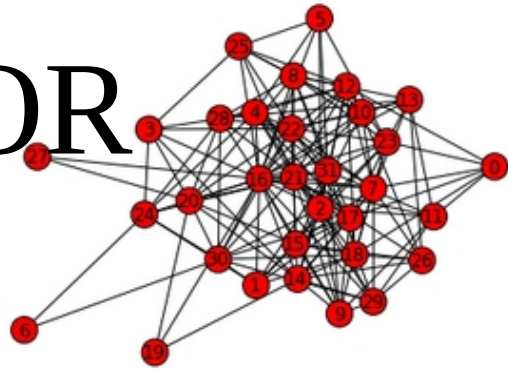


DATA EXPLORATION08



These are powerful new tools; used today to answer the unanswerable and start life-changing companies. One part math, one part programming, and a whole lot of creativity: data science is an art that cannot be learned from a textbook.

Dataset: 'brand_data_sparse.csv'. This is the modified brand data with users and favorite brands

To be submitted: one pdf explaining the changes you made and why

- 1. Modify the brand_similarity function so that it doesn't favor one-user brands.** Are you penalizing the score for brands with few users? Explain your process.
- 2. Recommendation engines are better if they can help users find something hard to find. Modify the brand_similarity function so that popular brands are penalized.**
- 3. Modify the recommendation(user) function.** Is a cutoff the best method? How could you include extra information on the distribution of recommendations?