DATA643 – Final Project Proposal

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Nowadays everyone seems to be aware of the Recommender Systems and their role in our everyday online experience. Business executives value Recommender Systems because personalized recommendations lead to increase in customer engagement and revenue (https://www.barilliance.com/personalized-product-recommendations-stats/). Yet the same business people are often lost in the large variety of recommender methods and are unable to generate clear requirements for the technical implementation efforts. This is not a hypothetical scenario. I am going through this situation now at my workplace. We are implementing a brand new Data Warehouse and a consumer-facing e-commerce system. One of the major requirements from the start of the project was a modern recommender system. Eight months into the projects no one on the business side is still able to articulate what exactly the recommender system should do and how it should function. After taking the DATA643 class I anticipate that I will have to volunteer and drive the requirements definition process. The first stage of this process will require educating various stakeholders about the basic capabilities of the modern recommender systems and different approaches that can be utilized. While a traditional PowerPoint presentation may do the trick, I feel that an interactive experience will work better. That's why I decided for my final project to create an interactive online app that allows to visualize different recommendation methods. The app will utilize the MovieLens dataset and will be developed using Shiny framework. A user will be able to select different recommender methods and generate movie recommendations. A user will be able to compare different methods based on common statistical measurements. In essence I would like to put together all of the material that I learned in this class into a visual interactive tool. For me personally it will serve two roles: summarize and bring together the material I learned and help to deliver a significant value in my workplace.