

RECOMMENDATION ENGINES

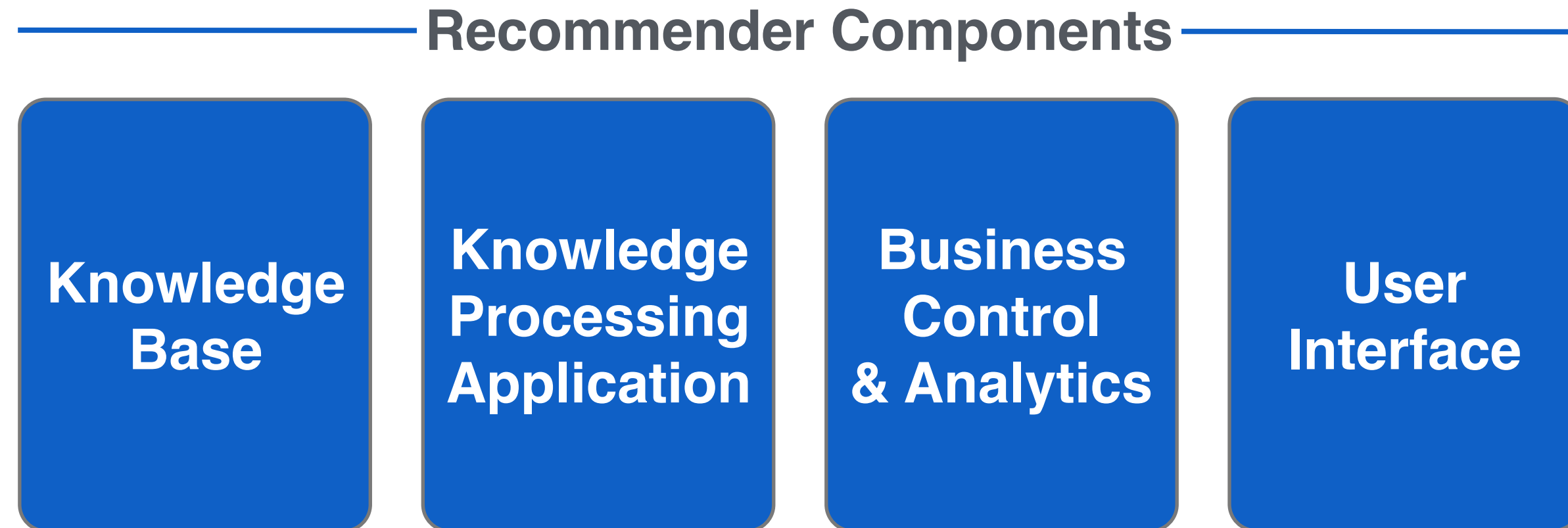
MASTER IN BUSINESS ANALYTICS AND BIG DATA

SESSION 7-8, FINAL PROJECT

- Building a Recommendation-based Product

RECAP. RECOMMENDER SYSTEM? (ENGINEERING)

A Recommender processes information and transforms it into actionable knowledge



It has a certain level of **autonomy** presenting recommendations to the end user

RECOMMENDATION ENGINES (FINAL PROJECT)

Overview

Build “theoretically” a recommendation engine for a business idea. Pitch the idea in class and get investment.

RECOMMENDATION ENGINES (FINAL PROJECT)

Instructions

Presentation with more than 20 slides. Presentation format is up to you, although the following parts should appear in the presentation :

- 1) **Value Proposition:** Explain the context and your customers, the problem that you are trying to solve, and the value proposition of your solution. A great pitch.
- 2) **Business Model:** How you make money? What strategy you will use to achieve it?
- 3) **User Interface:** Show how it works and looks. A prototype can be build even with PowerPoint/Keynote.
- 4) **Business Control and Analytics:** Present the metrics that will be used to measure progress and explain why.
- 5) **Knowledge Processing Application:** Explain your algorithm easily.
- 6) **Knowledge Base:** What is your strategy to get and clean the data? Present how it would like.

This assignment is **in group**. 15 min presentation per group. Classmates act as investors and have a budget of \$3000 to invest in total in the different projects. Only investments of \$1000 chunks accepted. The project with more investments win the match.

RECOMMENDATION ENGINES (FINAL PROJECT)

| EVALUATION | | | EXAMPLE |
|----------------------------|-----------------------|-------|---------|
| SCORE | Professors evaluation | 70 % | 10 |
| | Investment received | 20 % | 10 |
| | Best of show | 10 % | 4 |
| Final Project Presentation | | 100 % | 9,4 |