

# How is the data-driven approach used by a recommendation system?

A video streaming service uses a recommendation system to suggest to a user the films and TV shows best suited to them.

Machine learning uses a data-driven approach. The first step in any data-driven approach is to collect the data.

**a) What data is collected for this recommendation system?**

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Once the data is collected, it is prepared for the model.

**b) Does this involve labelling the data? Why / why not?**

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**c) What is the third stage in a data driven approach?**

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After this, the model will be evaluated.

**d) Describe two different ways in which this could be done.**

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Finally, the model will be used by the video streaming service. This happens once the model has been refined and is evaluated to be performing well.