

Research Report on Data Analytics, Data Science, and AI in Recommendation Systems

This report presents theoretical insights on using Data Analytics, Data Science, and AI for building recommendation systems, focusing on collaborative filtering, content-based filtering, and hybrid methods.

Key Terms

Data Analytics, Data Science, AI, Recommendation Systems, Collaborative Filtering, and Content-Based Filtering are foundational concepts enabling personalized content delivery.

Role in Online Platforms

Recommendation systems drive engagement and retention in e-commerce, streaming, and social platforms.

Challenges

Issues include data sparsity, cold-start problems, and scalability.

Evaluation Metrics

Metrics such as precision, recall, and RMSE assess the quality and relevance of recommendations.