**About the model**

A simple implementation of an implicit recommendation algorithm developed by (Hu et al., 2008) fits the data as the data provided does not have any explicit data like ratings of the user but has implicit feedback i.e, read percent and reading time. Using this algorithm, we will be able to find similar items and make recommendations for the users. In this algorithm, Alternating Least Squares (ALS) model is used to fit the data and find similarities by creating a sparse matrix. Implicit user observations should be transformed into two paired magnitudes: preferences and confidence levels. In other words, for each user-item pair, an estimate is derived from input data to see whether the user would like or dislike the item (“preference”) and couple this estimate with a confidence level. This preference-confidence partition has no parallel in the widely studied explicit-feedback datasets, yet serves a key role in analyzing implicit feedback. Latent factor algorithm that directly addresses the preference-confidence paradigm is used.

**Why use collaborative filtering and not content-based filtering**

* If the information of a product is not available, the product can be rated easily without delay in buying the product.
* Content-focused does not give any adaptability to the user’s preferences and aspects.
* Collaborative filtering relies on other buyer’s ratings to identify the connections between the buyers and provide the best suggestion based on the user’s similarities. As a comparison, the Content-based method just needs to analyse the user’s profile and items.
* Collaborative filtering gives suggestions because most of the unknown buyers have a similar taste to you. Still, in Content-based, you will get the recommendations of items based on product features.
* In contrast to Collaborative filtering, new products are suggested without any specifications by many buyers.
* Content-based has drawbacks, like the keyword used in the content for representing the item may be not representative. This approach also suffers in making perfect recommendations to the buyers with the very ratings.

Inclusion of content-based model to the present model by using genre data might help us get more insights to user behaviour.