**Questions for Etsy Case Study**

1. Where does this data mining task fit into the Etsy product suite? Overall, what types of recommendations are being made?
2. In the first recommendation problem presented, what is a user vector before any modeling is done?
3. In the above, why did they not use sales data?
4. In the first recommendation problem presented, what is a user vector post LDA?
5. What is the use case of the LDA results in the first problem presented? Why bother with the LDA? I.e., why not use the original vector?
6. How would you explain the LDA output to a non-data scientist?
7. What is the challenge of a straightforward implementation of kNN here? What was used to overcome this challenge, and what benefit did it provide? How could you quantify this benefit? What is the cost or downside of this alternative solution?