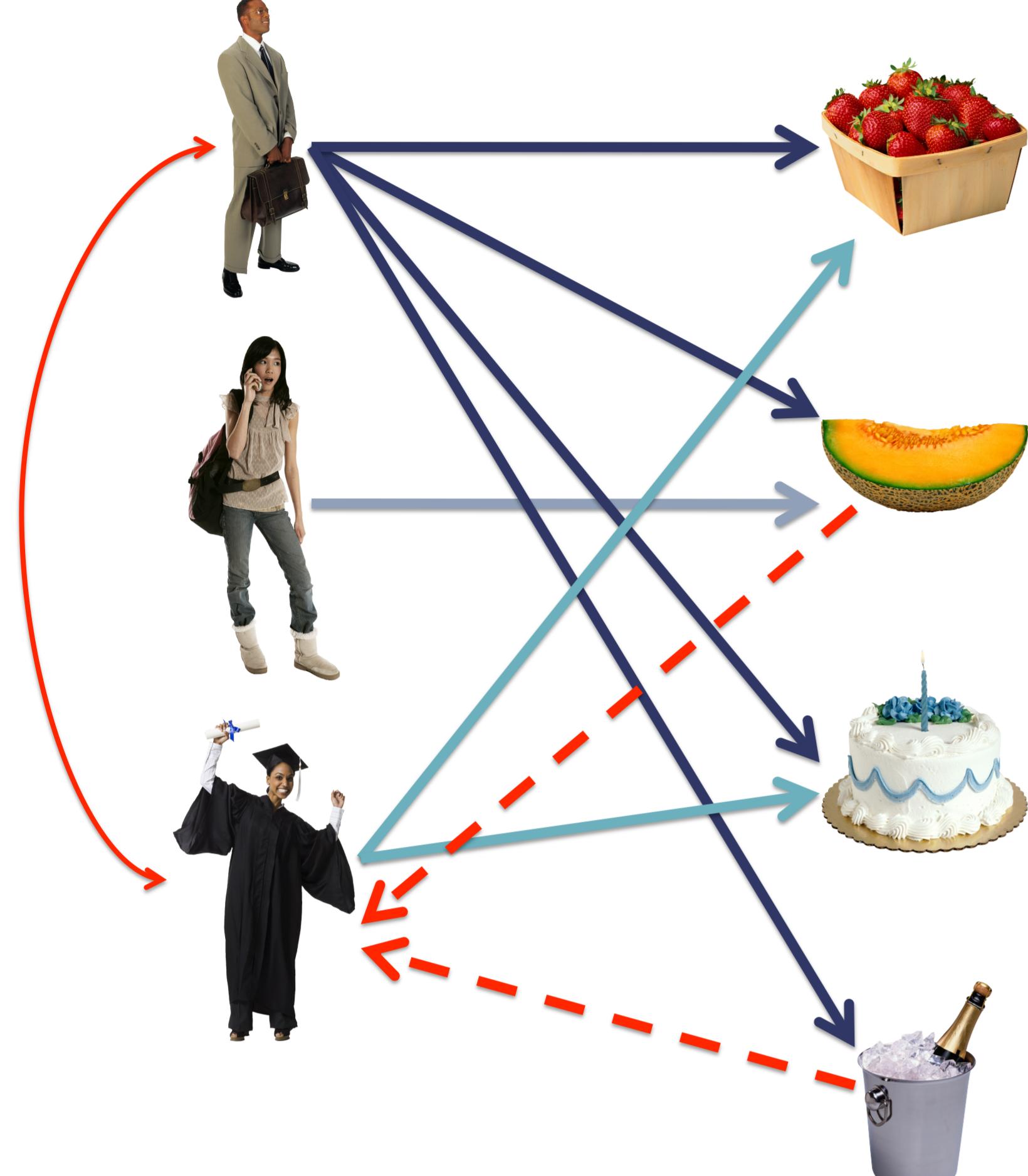


Collaborative filtering

User-based



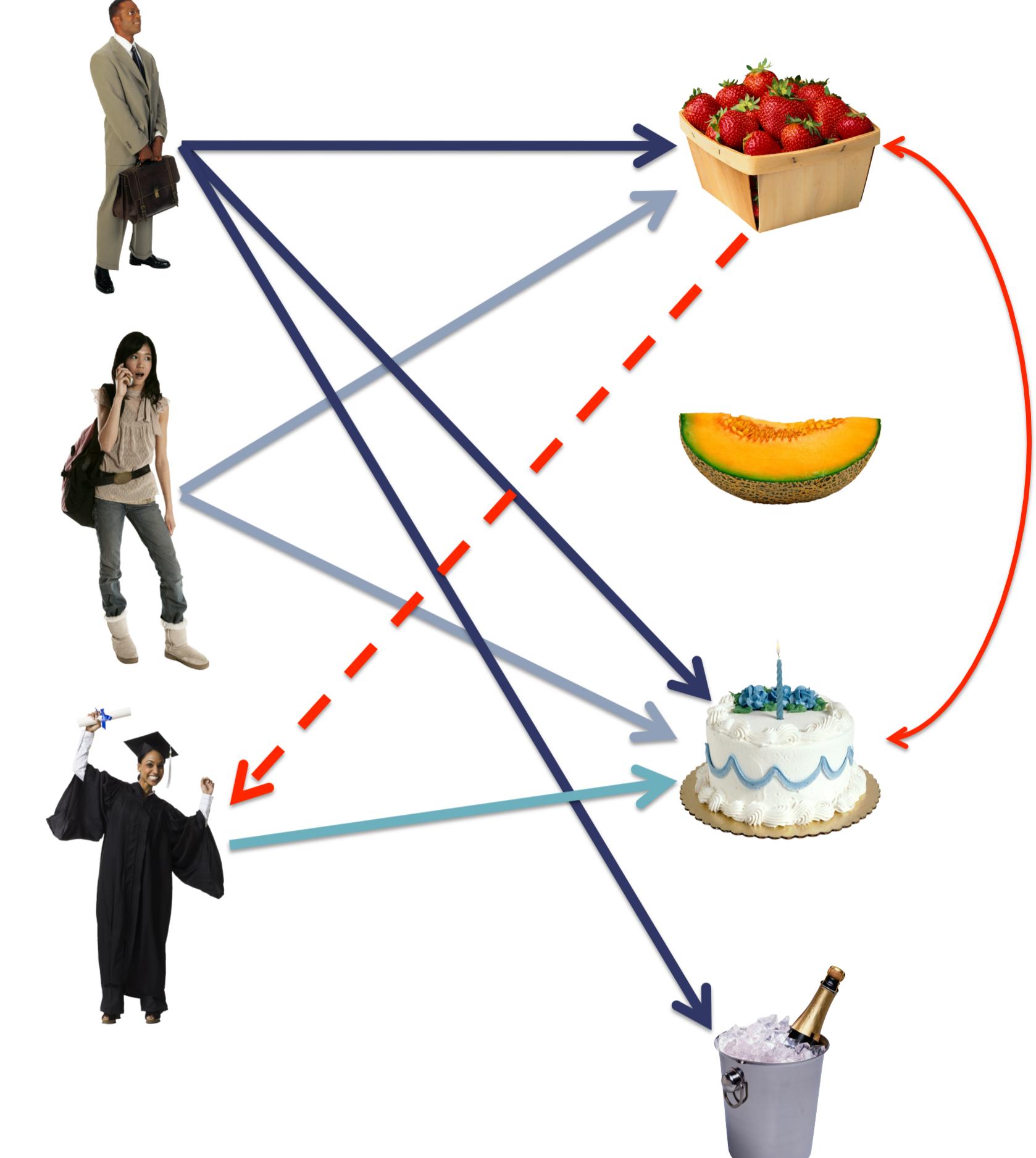
Similarity measures:

- Pearson correlation
- Cosine distance

Rating matrices:

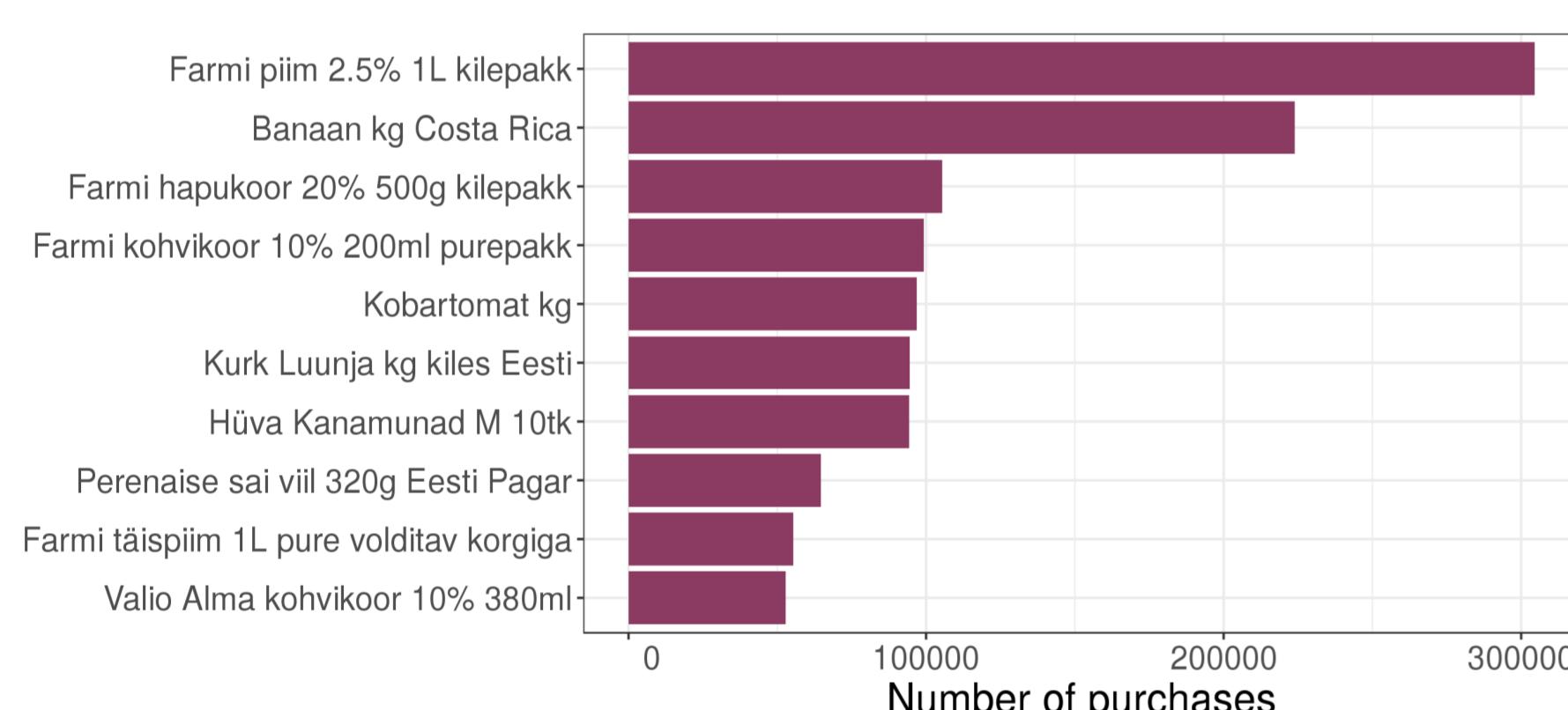
- Binary
- Number of purchases as rating

Item-based



Data

Most popular products



Sales data from COOP-Tartu stores in 01.12.2016 - 30.11.2017

Excluded:

- Too frequent and infrequent clients (>365 purchases, <12 purchases)
- Tobacco products
- Products purchased <1000 times over a year

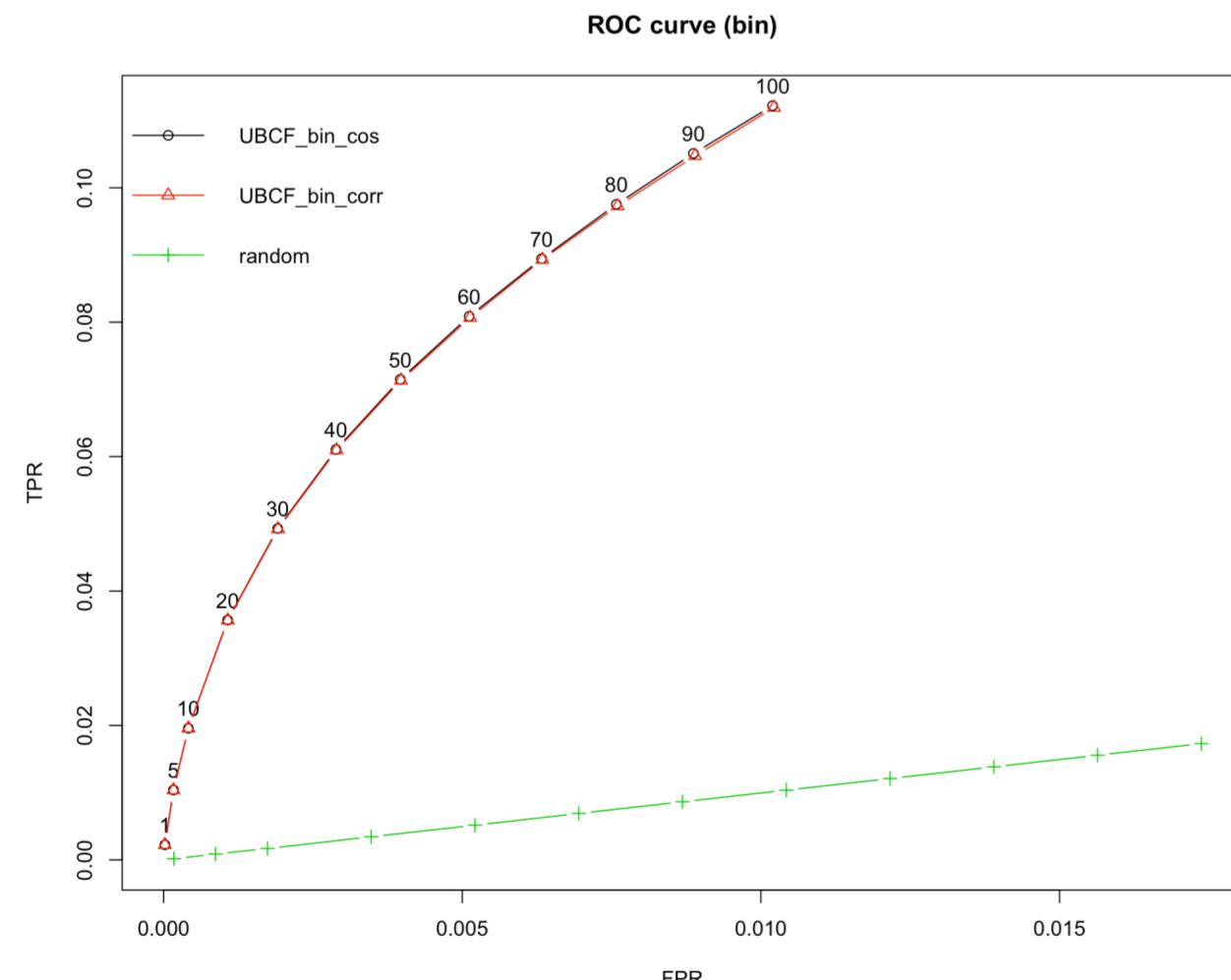
Used for recommendation models:

- Categories: essential goods, food and fast-paced products
- Top 10000 clients

Results

UBCF correlation & cosine

Binary rating



Nr of purchases

