Recommendation Systems

Challenge/requirement
BookRent is the largest online and offline book rental chain. The Company charges a fixed fee per month plus rental per book. So, the company makes more money when user rent more books.

You as an ML expert have to model recommendation engine so that user gets recommendation of books based on the behavior of similar users. This will ensure that users are renting books based on their individual taste.

Company is still unprofitable and is looking to improve both revenue and profit.

Key issues
As of now lot users return book and do not take new rental. Right recommendation will entice user to rent more books

Fields in Data
• user_id: Unique Id of the User
• isbn: International Standard Book Number is a unique numeric commercial book identifier
• rating: rating given by user

Business benefits
Increase in both top line and bottom line as more rentals per user means more revenue and more profit