We implement a way to generate similar and divergent groups based on the Pearson Correlation Coefficient (PCC) metric. First of all we calculate a similarity score for each user in comparison to every other user, but himself, in which case the score defaults to 0 (because a team cannot have the same user more than once).In order to do that we compare their relation to each feature. One important thing to note is that the similarity score of a user i in comparison to another user j is also symmetrical, which means that if we were to calculate the similarity of i to j and j to i, they would have the same score and that is why we skip those calculations. After calculating the similarity matrix we randomly choose 100 unique random users and we generate the groups based on those random users’ most similar/divergent users. Finally we rerun task 2.a with these groups and recommend an item to each group using the Borda Count and the Copeland Method. After calculating the average score of all groups with each method, 4 in total, two for the similar and two for the divergent teams, we find a noticeable increase in the average scores and high average scores with both methods when recommending an item to the similar teams and conversely a decrease and low average scores when recommending to the divergent teams.