Case Study

C4: Win.es, the perfect choice

# Description

Win.es is an online shop dedicated to selected wines. Buying a wine must be an experience of pleasure at any step. The quality of the design, the smooth user experience, the presentation of the product, the richness of the offer are among the key factor of this business. Win.es want to offer to its user an innovative shop that can address the user in selecting products that can surprise him. For this reason, the information system has to (i) notify the administrators about the frequency of items association, to propose to the wine vendors promotions and marketing strategies, but also (ii) support the user with a mentoring approach that can promote serendipitous discoveries.

In particular, from the user navigation logs the system has to obtain (i) reports on the observed association rules and (ii) a recommender system based on a mentoring approach.

*Association rules: suggestions are provided on the basis of the frequency of items association in a dataset.*

*Mentoring: suggestions are provided on the basis of the history of items selection by similar users.*

# Assignment

Describe the knowledge acquisition process illustrated in this case study using the Knowledge Uplift Trail method presented in class.

The following questions can guide the exercise:

* Which goal wine.es want to achieve?
  + Providing recommendations to its customers
* Which knowledge is used to reach the goal?
  + Navigation logs
* Which steps allow to uplift this knowledge?
  + Probability of selecting an item given a list of selected items
* Which information allow in each step to acquire this knowledge?