Case Study

C5: Librusa, meet your buyers

# Description

Librusa is a service for selling used books from consumer to consumer. Each user can upload his texts in the catalog if required is committed to sending them within three days. Upon receipt, Librusa retains 20% as commission and transfers the rest to the user who made the sale. The key factors of the value model are (i) a vast and well-described catalog, (ii) a reputation system to select sellers and buyers, (iii) a very effective recommendation system.

In particular, the recommender system has to support both collaborative filtering and mentoring approaches.

Collaborative filtering: suggestions are provided on the basis of items selected by similar users.

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| --- | --- | --- | --- | --- |
|  | ***Input*** | ***Acquired Knowledge*** | | ***Output*** |
|  |  | ***Analytics/Models*** | ***Type*** |  |
| ***Step 1*** |  |  |  |  |
| ***Step 2*** |  |  |  |  |
| ***Step 3*** |  |  |  |  |
| ***Step 4*** |  |  |  |  |
| ***Step 5*** |  |  |  |  |

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 does Marry want to achieve?
* Which knowledge is used to reach this goal?
* Which steps allow to uplift this knowledge?
* Which information allows to acquire this knowledge?

# Dataset

A dataset that can be used to develop this case study is the following: https://www.kaggle.com/arashnic/book-recommendation-dataset