Identify Candidate Products

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V

Customer Segmentation

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V

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Demographics Past Interactions Preferences

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V V V

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Characteristics of Each Segment

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V V V

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V

Recommendation System

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V

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Collaborative Content-Based Hybrid

Filtering Filtering Approaches

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V V V

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Recommendation for Each Segment of Non-Purchasing Customers

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V V V

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V

Model Evaluation

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V

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Precision Recall Relevance Score

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V V V

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A/B Testing User Feedback Validation

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V V V

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V

Iterative Improvement

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V

Incorporate New Data & Refinement