

Age affects relevancy of recommended?

Identify substitutes 'Self-learning substitutes' → we data for modelling substitutes  
- we this to look for substitutes in the recommended list.

Product Similarity

- looks at whether previous recommended product was accepted; used direct as the response...
- 14k columns in design matrix.
- use LI reg<sup>n</sup> to push coeff to zero

Use for all products to get a

Similarity matrix; ~~for~~

c.g. nutella ⇒ banana  
but not banana ⇒ nutella

complementarity?

get more

- reactive engine receives back -
- search similarity matrix.
- re-rank have you forgotten - by adding to HIF scores.

Basest similarity the future

- complementarity drives conversion
- challenge: reduce size of matrix;
- can it save on reactive engine

github.com/patdunn/hobby.com

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Tim Post Shell DS is a teaming  
Statistics & Chemometrics UK  
- Advanced Analytics India  
- Data Science Networks NL

Nobody would use it unless they can understand it.

Part 3 for drilling platform