

MODELLING

- ▶ Train/Valid/Test Proper Split for evaluation
- ▶ Evaluation Metric
- ▶ Cold Start Problem (User & Item)
- ▶ Algorithm: Open Source, Scalability ➡ Spark, libFM
- ▶ Learning to Rank (L2R) ➡ UI
- ▶ Context-aware ➡ Occasion/Mood
- ▶ Explore & Exploit ➡ Thompson sampling, Multi-armed bandit problem...

BOOKS

