RANKING LOGIC 2

Product Similarity:

$P(\text{Similar PIDs} \mid PID^*)$

User Preference ➜ Product Similarity:

$P(\text{User Prefs} \mid MID) \gg P(\text{Similar PIDs} \mid PID^*)$

[rounded] Product Similarity ➜ User Preference:

$\text{round}(P(\text{Similar PIDs} \mid PID^*)/d)*d \gg P(\text{User Prefs} \mid MID)$, while $d \in [1, 0.5, 0.1, 0.05, 0.01]$

SSENSE

RANKING LOGIC ₃

Coordinate:
$(x,y) = (P(\text{User Prefs} \mid \text{MID}), P(\text{Similar PIDs} \mid \text{PID}^*))$

Rank based on the euclidean/manhattan distance to Personalized Level:

0%	25%	50%	75%	100%
(0.5,1)	(0.75,1)	(1,1)	(1, 0.75)	(1, 0.5)
Similar		Balanced		Personalized

SSENSE