

CRITERION

- ▶ Satisfaction: Conversion Rate (Click Rate), Survey
- ▶ Accuracy: precision/recall/F-score/MAP@N
- ▶ Coverage: cold start problem (User/Item), long-tail product
- ▶ Diversity: different but correlated
- ▶ Novelty: never heard of, new
- ▶ Robustness: Anti-attack, reseller, SSENSE Employee
- ▶ Real-time/online: real time behaviour (Session-based Recommendation)

PERFORMANCE FACTORS

1. User Interface (UI) x User Experience (UX)
2. Data: accuracy, coverage, clean
3. Domain Knowledge: requirement understanding ➡ purchase/visit
4. Algorithm/Model Iteration: A/B test on hyper-parameter with online feedback