Information Overload

Information Filter
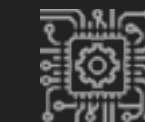
Web Directory

Search Engine

Personalization

Recommendation

P(Prod | user's history)
Assess how a user will like / purchase / visit an item that has never seen before.

MODELLING

2017-12

DATA SOURCE

▸ The data as input may also impacts the performance of the model

▸ Transactional Data

   ▸ Quantity purchased (Fashion, rare recurrent purchase)

   ✓ Binary purchase flag (Better, socks effect)

▸ Browsing Data (PDP)

   ▸ Time in seconds on Page

   ▸ Unique Sessions

   ✓ Hits on Page (interactions with PDP)

SSENSE